MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
VASYL' STUS DONETSK NATIONAL UNIVERSITY
FACULTY OF FOREIGN LANGUAGES
DEPARTMENT OF FOREIGN LANGUAGES FOR SPECIFIC PURPOSES

# BOOK OF ABSTRACTS

5th International Scientific Conference for Bachelor, Master, Graduate Students and Young Researchers

# TOPICAL ISSUES OF HUMANITIES, TECHNICAL AND NATURAL SCIENCES

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## INTRODUCTION

There is no doubt that the coronavirus pandemic has changed research significantly. As the coronavirus outbreaks started marching around the world in 2020, leading to unprecedented measures to stop the spread of COVID-19, numerous scientific conferences were either cancelled or reshifted to an *online distant format*. The number of researchers who are constantly scrambling to find alternative ways to share their work and interact with collaborators is rising all the time. Public gatherings are now being discouraged or banned worldwide in a bid to halt the spread of the virus. The shift to *online format* of arranging conferences does help to address long-standing calls to make scientific meetings more accessible to a wider set of researchers, for instance, those from resource-poor universities and those with disabilities, as many academics claim. Thus, conference organizers and participants have turned to *online platforms* as a way to share work, creating virtual conferences in terms of health considerations, travel restrictions and other potential risks that the coronavirus pandemic spreads.

The 5$^{th}$ International Scientific Conference for Bachelor, Master, Graduate Students and Young Researchers *"Topical Issues of Humanities, Technical and Natural Sciences"* was hosted *online* by the Department of Foreign Languages for Specific Purposes of Vasyl' Stus Donetsk National University on March 25, 2021 with 108 participants (representing HEIs from Ukraine, Poland, Kazakhstan) to have thoroughly summarized the research results in their field as well as within the interdisciplinary research areas. We would like to note that every year the interest in this conference on the part of our student youth is growing. Student life provides a marvellous opportunity to develop both comprehensively and intellectually. The main driver of progress and the greatest value in the modern world is recognized as human knowledge, skills, abilities and talents that are viewed as the superb treasure in the third millennium.

The Book under consideration comprises 108 single and co-authored conference papers that traditionally have been combined into four sections: 1) Political Sciences, International Relations, Historical Studies and Archaeology; 2) Economic Sciences; 3) Philological Sciences; 4) Pedagogical, Legal and Natural Sciences.

The current collection of the conference proceedings covers a number of critical issues related to media images of Ukraine and other countries, national security, migration policy, cultural and public diplomacy, interstate collaboration, soft and sharp power, coronavirus crises in economic and political spheres, digitalization policy, corporate culture, public services, language translation strategies, phraseological units in various discourse types, personal information security, corruption in Ukraine, cybercrime and relevant Interpol activities, ethical principles and information culture in legal professions, gender stereotypes in modern society, environmental protection, unemployment problems in Ukraine and, in particular, job-hunting problems that youngsters face nowadays, etc.

We would like to sincerely thank the members of our Editorial Board who are constantly maintaining high standards within the publications submitted to our Book by numerous participants, and these are namely staff members of the Department of Foreign Languages for Specific Purposes *N.Yu. Ishchuk* (Assoc. Prof. of the Department ), *L. F. Lozynska* (Assoc. Prof. of the Department), *M.V. Kondratyuk* (Senior Lecturer of the Department), *L.V. Romanyuk* (Senior Lecturer of the Department), O.O. Dakaliuk (Senior Lecturer of the Department), *N. A. Maslavchuk* (Lecturer of the Department), *Yu. D. Matiukhova* (Lecturer of the Department), *O.V. Zubenko* (Lecturer of the Department, Layout editor). We are also sending our huge *thank you!* to *O. Molloy* (PhD, Postdoctoral Research Associate, School of Aviation, University of New South Wales, Sydney, Australia), *I. O. Simkova* (Dr. Sc. (Education), Professor, Head of the Department of English Language for Humanities Igor Sikorsky Kyiv Polytechnic Institute), *I. V. Khadzhynov* (Vice-Rector for Research of Vasyl' Stus Donetsk National University) for their ongoing assistance and overall support!

We look forward to hosting you again at Vasyl' Stus DonNU and arranging fruitful scientific discussions at The 6th International Scientific Conference for Bachelor, Master, Graduate Students and Young Researchers *"Topical Issues of Humanities, Technical and Natural Sciences"* (March 24, 2022). We do expect to enjoy the high quality of the debate and dynamic scholarly interaction!

*Vira Kalinichenko,*
*Editor-in-Chief*

## I. POLITICAL SCIENCES, INTERNATIONAL RELATIONS, HISTORICAL STUDIES AND ARCHAEOLOGY

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### THE INTEGRATION EXPERIENCE OF GREAT BRITAIN: HISTORY AND CURRENT REALITIES

**Introduction.** Great Britain is one of the most developed countries not only in Europe, but also all around the world.Today, however, it is facing the challenges of the substantial transformations in social, political and economic spheres. The Brexit phenomenon has become an unprecedented case of withdrawing the state-member from the EU. Therefore, many issues relevant to further EU functioning and cooperation with Britain have been generated.

**Review of recent publications.** A comprehensive nature of the study is provided by the principle of subjectivity. It helps to analyze the levels of cooperation between Britain and the EU founded on the emergence of their foreign policy and environmental conditions in a certain period of time. The holistic analysis of the topic under consideration is caused by a systematic approach. This makes it possible to understand the formation aspects of relations between Great Britain and the EU as an interconnected system and as well to determine their priorities. The indicator method is exploited for identification of the UK and the EU collaboration level due to regarding of Great Britain government's appeals and statements. When carrying out the research we used a number of scientific political articles, analytical materials, historical journals, parliamentary official websites and mass-media publications [1-5].

**Objectives of the paper.**

- to detect the contribution of the UK to the European Coal and Steel Community formation;
- to ensure prerequisites and reasons of Great Britain's acceding to the EU;
- to review the priorities of the UK policy within the EEC institutional structures; to define the main reasons of euroskepticism in Great Britain and effects for the UK and the EU that can be provoked by Brexit;
- to justify the most probable scenarios and further models of cooperation between Great Britain and the EU.

**Results of the research.** The United Kingdom is considered to be one of the founders of the USE concept, although it did not serve for the organization at once. Addressing the retrospective of joining Great Britain the EU and the term of its membership one can see some troubles and willingness to finite integration in EU's structures. Partly, it can be accounted for British desire to retain leadership not only on the regional, but also on the global level [1: 8]. The emergence of Brexit was induced by aggravation of social and economic problems inside the Union, the lack of an unified vision of subsequent perspectives in the EU integration, absorbing of organization interests and commitment to collaboration under particular conditions [2: 12]. 2019 is supposed to be crucial for ultimate establishment of the new relations foundation and principles between Britain and the EU.

The loss of the full-fledged member status by Great Britain in the Union will entail the rang of economic and political consequences that will have significant impact on Europe and the international arena [3: 5]. The relevance of this topic is predetermined by possible changes in the geopolitical sphere. The exit from the free market and the political shift of Britain can lead to losing of the EU's principal positions as the most mighty economic association so far to strengthening the disintegration processes among the other members within the organization [4: 16]. Nevertheless, it is impossible to trace the reasons of such an event thoroughly without the recourse to origins of the history. Therefore, the research is based on comparing and mapping the event and process development in the relations between Britain and the EU within the specific historical periods [5: 24].

**Conclusion.** Thus, analyzing the study, it should be noted that Brexit is an expected event caused by the UK isolationist policy toward the EU. It will be possible to examine the implications and challenges raised by Brexit depending on the choice of certain partnership strategies by two international actors after the formal acknowledgment of Britain’s exit from the EU. In general, disintegration of the UK has set a negative precedent for future EU's performance and preserving the unity among the members of the Organization.

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# THE ROLE OF CULTURAL DIPLOMACY IN INTERNATIONAL RELATIONS

**Introduction.** Cultural diplomacy has been used as an instrument of international relations for centuries. Researchers, travelers, merchants, teachers, and artists can be viewed as the examples of "informal ambassadors" or early "cultural diplomats." Throughout the history of mankind, the processes of exchanging language, religion, ideas, art have consistently improved the relations between different peoples. Modern international relations determine the new content of cultural diplomacy. In an increasingly globalized interdependent world it is cultural diplomacy that is crucial for strengthening peace and stability.

**Review of recent publications.** The issues of using the cultural diplomacy tools have been studied by such foreign scholars as M. Cummings, M. Kilbain, J. Nay, E. Onukh, and F. Taylor. Among the domestic researchers who studied this issue, it is worth mentioning S. Gutsal, O. Kuchmiy, O. Rozumna and others.

**Objectives of the paper.** The purpose of the paper under consideration is to define the concept of "cultural diplomacy", identify the tools, principles and tasks of cultural diplomacy, determine the role of cultural diplomacy in international relations.

**Results of the research.** Among the main tools of cultural diplomacy there are works of art, including films, dance, music, painting, sculpture; exhibitions that provide an opportunity to showcase numerous cultural objects; educational programs; cultural exchanges; activities of libraries abroad and translation of popular national works; broadcasting news and cultural programs; religious diplomacy (interreligious dialogue).

The term "cultural diplomacy" was introduced by the American researcher F. Barghom in the 1930s in the context of assessing Soviet policy, which was interpreted by the scholar as the manipulation of cultural materials for propaganda purposes. Further, the understanding of cultural diplomacy evolved to its perception as an exchange of ideas, information, values, traditions, beliefs and other aspects of culture that can help improve mutual understanding [5].

Cultural diplomacy can be defined as a tool for representing national identity at the international level, as well as a tool for mediation between the interaction of different cultures. According to the German diplomat A. Enders, cultural diplomacy is a tool that serves political purposes, and although it sets its own goals, they follow from the general goals of foreign policy [5]. As a kind of "soft power", cultural diplomacy allows to convey and realize the interests of the state through the transmission of culture, values and ideas as opposed to the use of "hard power", which carries out coercion through military pressure. Although the researcher K. Schneider believes that today using the instruments of cultural diplomacy is secondary to more rigid instruments of influence [2].

E. Onuch, a well-known Polish diplomat, also noted the long-term orientation of cultural diplomacy. In his opinion, cultural diplomacy is a long-term activity, an instrument of public policy, which is designed for the longer term, and therefore it should not be a specific tool of policy that is profitable, necessary at a particular time [3]. Domestic researcher O. Rozumna considers cultural diplomacy as a set of techniques and practical measures developed and implemented by foreign relations bodies or other authorized state bodies that support the diplomatic activities of the state by broadcasting samples of national culture to foreign audiences [4: 53].

The International Institute of Cultural Diplomacy has proposed the following definition: cultural diplomacy is a course of action that is based on the exchange of ideas, values, traditions, other aspects of culture or identity and uses it to strengthen relations, expand socio-cultural cooperation, promote national interests. Cultural diplomacy can be practiced either in the public sector, or in the private sector, as well as in civil society, and its goal is to promote peace and stability through intercultural relations [1].

The Institute also identified the following principles of cultural diplomacy, which must be followed in the implementation of its measures: recognition of cultural diversity and heritage; intercultural dialogue; justice, equality; protection of international human rights; promoting global peace and stability.

Cultural diplomacy is an important tool of state foreign policy, related to the presentation, promotion and construction of a positive image of the state through cultural activities. Thus, the Slovak scholar M. Kuruč defines cultural diplomacy as a specific activity focused on the exchange of cultural values in accordance with the goals of foreign policy [1]. Contrary to the established analytical practice, cultural diplomacy has not only external but also internal application. Maintaining the attractiveness of one's own culture and the state as a whole is one of the most important tasks for the people.

Among the main tasks of cultural diplomacy the following ones can be observed:

- to create a positive attitude towards the people, culture and politics of a country;
- to stimulate closer cooperation between certain countries;
- assist in changing the policy or political environment of the target country;
- prevent, regulate and mitigate conflicts with the target nation.

The growing interest in cultural diplomacy is due to the fact that often classical diplomacy is not able to cope with crises. This is especially true of asymmetric, hybrid conflicts, when new political actors are involved in international processes.

Cultural diplomacy is also effective where there is a crisis of identity (cultural, religious, ethnic), because it is aimed at maintaining and developing mutual respect and dialogue between different cultures. Actors of cultural diplomacy can include various individuals and organizations, including ministries of foreign affairs / ministries of culture (diplomatic missions and cultural institutions) staff; socio-political and cultural-educational organizations that receive organizational, political and financial support from the state and coordinate activities with diplomatic missions; directly cultural figures (artists, painters, musicians, etc.).

**Conclusion.** Summing up, it is worth emphasizing the importance of cultural diplomacy in modern international relations. Cultural diplomacy is associated with the use of culture as an object and means of achieving the fundamental goals of foreign policy, creating a favorable image of the country, popularizing the culture and languages of its people. Considering the essence of cultural diplomacy, it should be noted that it is a kind of demonstrating the national power, because it presents to the world the achievements of science and technology, the competitiveness in many areas ranging from sports and industry up to the military power of a state.

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# PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF RELATIONS BETWEEN THE USA AND MEXICO WITHIN "NAFTA"

**Introduction.** During the existence of the North American Free Trade Agreement, there were problems and prospects for the development of relations within the organization NAFTA.

For the United States, NAFTA is a way to ensure growth in the geopolitical and economic power of the state. It is a key component of strategic policy aimed at free movement of American services and goods, free access to American investment, protection of intellectual property rights and other benefits through a combination of US investment and technology with Mexican labor and natural resources, owned by both states. For Mexico an organization needs to successfully modernize its economy. By becoming a net exporter of industrial goods, the state has ensured stable economic growth.

**Review of recent publications.** The topic of US-Mexico relations within NAFTA is not a very popular area of research. However, the following literary sources have been used in this piece of research, which helped to reveal the topic of this article: Amadeo "NAFTA's Purpose and Its History" [3], that reflects on the history of the North American Free Trade Agreement, the main goals of the parties and reformatting the organization to the realities of the 21$^{st}$ century. Also, to study and characterize the update of the North American Free Trade Agreement, to find out the reasons for changing the format and name of the agreement, as well as the problems and prospects that exist within the organization: Komkova's articles "USMKA instead of NAFTA" [1] and Moiseyev`s: "How US President reformatted "NAFTA"" [2] and others have been used in the paper.

**Objective of the paper** is to identify the problems and prospects in relations between the United States and Mexico in the framework of cooperation within NAFTA.

**Results of the research**. There are certain difficulties that the states are currently facing in terms of the relations in the North American trade and economic dialogue. These include a slowdown in economic growth compared to the 1990s, which has reduced demand for foreign goods, intensified competition in the US market – China, India, Brazil and other developing countries are displacing Mexico, delayed withdrawal from global financial economic crisis, the strengthening of American protectionism and oth. All these factors in one way or another contribute to the deterioration of relations between the United States and Mexico in the areas of foreign trade, cross-border mobility of the population, the participation of North American business in regional chains. The emergence of a crisis in NAFTA can be considered a departure from the implementation of the agreement due to the principle from tripartite to double biletarism, when the United States is trying to build its relations with Canada and Mexico on a bilateral basis, and not equally for all the three states. Another well-known trend is the signing of free trade agreements by states, not as part of NAFTA, but separately with each party in particular.

The influx of cheap labor from Mexico into the North American labor market has a negative effect on wage growth in the United States. Under the terms of the North American Free Trade Agreement, additional workplaces for both Americans and migrants were mandatory to have been created. Decades later, the flow of migrants from Mexico to the United States began to increase rapidly – states, trying to regulate issues, came to open threats towards each other.

Despite the criticism, there are positive assessments of the prospects for the development of relations between states within NAFTA. It is seen as the basis for broader integration, which has already begun in the personification of YUSMKA. The continent needs a genuine border and trade and infrastructure bank to help finance critical trade infrastructure that does not receive the necessary funding.

To improve educational relations, it is necessary to mutually recognise the professional qualifications and diplomas obtained in the two countries and the conclusion of the North American Agreement on Partial Labor Mobility. Within the improvement of customs issues, it is possible to reconsider customs inspections of foreign trade goods on the principle of "checked once, accepted three times" – that is, the refusal to re-check goods from third countries when crossing their internal oil borders. It also proposes to closely coordinate the countries' positions in international trade negotiations, ideally to participate in them as a single bloc, and to coordinate a program of official development assistance to the Caribbean, which, along with Central America, is joining forces to expand NAFTA.

The original organization avoided the creation of significant institutions for the management of the free trade area. The concept of North American cooperation has largely existed through supply chains and informal coordination mechanisms.

**Conclusion.** After all, there are certain problems and prospects for the development of relations between the United States and Mexico under NAFTA. The main difficulties hindering development are: the slowdown in economic growth of the two countries, which led to a reduction in demand for foreign goods of the United States and Mexico, the withdrawal of Mexico from the US market, which is beginning to capture China, India, Brazil and other countries, protectionism and the most important issues – the departure from assessing the agreement based on the principles of tripartite to military fiction. All opportunities and prospects were considered as a basis for improving NAFTA and relations between its members in the personified USMCA.

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## CAUSES, CONSEQUENCES AND TRENDS OF INTERNATIONAL LABOUR MIGRATION

**Introduction**. International labour migration plays a major role in the overall flow of international economy. Contemporary international labour migration is propelled by globalization and neo-liberal economic policies that promote deregulation of labour markets, including the flow of cheap, low-skilled labour. Today, migration is a global process that affects all countries and continents. The current treatment of migration issues is relevant because the social changes of the last decade have fundamentally modified the political and social situation, and millions of people have become forced migrants.

**Review of recent publications.** The issue of international labour migration has been the subject of research for such scholars as O. P. Kuchinska, O. A. Malinovska, A. Smith, T. Malthus, K. Marx, D. Keynes and others.

**Objective of the paper.** In the context of globalization, international labour migration is taking on new dimensions. Immigrant labour fills many low-status niches in the labour market with difficult working conditions that are not always accepted by the local population. Moreover, the study of international labour migration is also *relevant* from an economic perspective.

**Results of the research.** Migration, especially labour migration, has become a major factor in the development of the world economy in recent years. Today, almost all countries are involved in migration exchanges. International migration of labour was a central issue in the country's economic planning [4: 142].

*Labour migration* is defined as the movement of persons from their home State to another State for the purpose of employment. International labour migration is a process of labour movement from one country to another in order to find employment on more favourable terms than in the country of origin [3: 5]. In addition to economic motives, international migration is also motivated by political, ethnic, cultural, family and other considerations.

There is labour migration from industrialized to developing countries. It is largely a relatively small flow of skilled personnel from Europe and North America to developing countries [1: 82]. However, one of the main reasons for the use of foreign labour from near-foreign countries in border regions is its economic benefits. Similarly, many industrialized countries need foreign workers on a temporary and longer-term basis, because local labour cannot meet local needs to remain competitive in the global market economy.

Recently, there has been a growing interest in labour migration issues, the analysis of its social and economic consequences, international and illegal migration, as well as migration policy [2: 6]. Modern migration is a complex social process. It is closely linked to the level of productive forces development and their location in different regions. The high level of mobility of the population ensures the fuller utilization of the labour force, redistributing it between industrial centers and developing territories, contributing to economic progress.

**Conclusion.** Population migration is a process that has existed since ancient times and has played an important role in the development of the mankind. There are many factors that influence population migration. However, one of the main factors is the economic one. Thus, economic factors, such as job availability, employment conditions, income levels, housing prospects and, subsequently, social benefits are primarily identified.

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## THE UNITED NATIONS SECURITY COUNCIL IN THE LIGHT OF THE COVID-19 PANDEMIC POLITICIZATION

**Introduction.** The United Nations Security Council (further – the UNSC) has become one of the most important intergovernmental international institutions, which is involved in resolving the COVID-19 pandemic as a transboundary biological threat to humanity. At the same time, the institution's activities in 2020 were significantly influenced by the global COVID-19 pandemic politicization process, which manifested in the intentional manipulation of the current pandemic by its Member States to realize foreign policy interests and use the institution's sessions to promote its vision of dealing with the problem. As a result, due to the lack of attention to consensus-building on a common approach to preventing the spread of the virus in the early stages of the pandemic, the UNSC has become the focus of the politicization of the current pandemic, and its ineffective activities have become the subject of political debate about the institution's real ability to address similar potential global biological and other types of threats in the future.

**Review of recent publications.** The issue of the UNSC's activities in preventing the spread of COVID-19 is the subject of research in the works of several foreign scholars. M. Arcari has devoted a paper to a detailed analysis of the text component and the political significance of the resolutions adopted by the institution in 2020 [1]; C. Lynch identifies key political contradictions between the UNSC Member States as one of the main reasons for its late reaction to the pandemic [8; 9]; and B. Charbonneau emphasizes the undermining of the relevance and authority of the UNSC in the UN system and the weakening of the US leadership and influence during Donald Trump's presidency [2].

**The objectives of the paper** are as follows:

- to find out whether the solving of biological problems are within the competence of the UNSC according to the UN Charter;
- to identify the reasons for ineffective activities of the UNSC in the context of resolving the COVID-19 pandemic in 2020;
- to analyze the peculiarities of interaction between the UNSC Member States in the process of adopting the relevant resolutions;
- to identify the consequences of the UNSC ineffectiveness for the overall response of the UN system to the current pandemic.

**Results of the research.** According to Chapters V and VII of the UN Charter, the UNSC is the only UN body empowered to take legally binding decisions for all Member States in the process of identifying the threats to international peace, stability, security and enforce their implementation through sanctions or using the military forces [3; 4; 10], which turns it to the most powerful element in the UN system and a place for coordinating global efforts to solve the global problems in the broadest sense of «security». It is essential to note, that the management of the COVID-19 pandemic as a biological threat is not in the direct competence of the UNSC, unlike the World Health Organisation, but the need to form a body's general response, especially against the background of escalating political relations and disputes over the virus among Member States, spurred the UNSC into the active work to mitigate the humanitarian consequences of the pandemic.

A late response to the COVID-19 pandemic is the first argument in favor of the inefficiency of the UNSC. From the time COVID-19 was described by the World Health Organisation (further – the WHO) as a pandemic and the UN Secretary-General's (further – the UNSG) calls for an «immediate global ceasefire» on 23.03.2020 [13] to the adoption of the first (and only so far) resolution S/RES/2532 (2020) «Maintenance of international peace and security» on 01.07.2020 [11], more than three and a half months had elapsed since the UNSG had called on the UNSC Member States to use their collective influence and power to adopt a global response plan and protect the millions of people affected by military conflicts [6]. The resolution resulted in the identification of COVID-19 as a threat to international peace and security, the demand for a comprehensive and immediate cessation of hostilities and the establishment of durable humanitarian pause in military conflicts for at least 90 consecutive days [11: 2].

A detailed analysis of the process of adopting this resolution [1] shows that the intensified bilateral geopolitical confrontation between the United States of America (further – the USA) and the People's Republic of China (further – the PRC) during the COVID-19 pandemic at the level of intergovernmental international institutions was the main reason for such a delay in the body's response and undermined its ability to deal with biological threats.

So, one of the main elements of this was the incompatibility of the both states views on the role of the WHO in resolving the COVID-19 pandemic, attempts to agree on a compromise version of the reference to which in the text of the resolution postponed its adoption for almost two months. Mandatory indication of the exclusive role of the WHO and expression of support for its operations by the UNSC, which the PRC strongly insisted on, was completely unacceptable for the US delegates, who even resorted to blocking the abovementioned resolution. This controversy was due to Donald Trump’s public criticism and suspicions of the WHO representatives’ biased attitude to China, so in this way, the US diplomacy tried to put the UN Security Council under pressure to further promote the name "Wuhan virus" or "Chinese virus" and accuse the PRC of concealing morbidity data.

However, Russia's support for Chinese diplomacy made it difficult for US officials to insist on their own, which highlighted the need to find a compromise. Even though the USA once again disagreed with the option of indirect reference to the WHO, namely the «UN system, including specialized health care facilities», proposed by France and Tunisia [16], the UNSC Member States managed to reach a consensus to mention the consideration of the resolution A/RES/74/270 «Global solidarity to fight the coronavirus disease 2019 (COVID-19)» adopted by the UN General Assembly (further – the UNGA) on 02.04.2020 [11: 1], where the crucial role played by the WHO and the UN «in catalyzing and coordinating the global response to control and contain the spread of COVID-19» was already mentioned [12: 1]. As a consequence, the resolution «Maintenance of international peace and security» on 01.07.2020 was finally adopted.

Along with the controversy over the WHO, the USA and the PRC could not reach a consensus on the source and place of origin of the virus: American diplomats insisted on mentioning these two things in any future resolution, but the Chinese – opposed [5]. This has highlighted the problem of different perception of the COVID-19 pandemic at the international intergovernmental level because the USA and the PRC consider the UNSC meetings as an opportunity to blame each other for the virus once again, rather than as a chance to deal with a threat and support the UNSG’s initiatives [14].

This statement is reinforced by the initial blocking of the Republic of Estonia's initiative to recognize the pandemic as a threat to international peace and security by the Republic of South Africa, the Russian Federation, and the PRC. At the beginning of the pandemic, these three states did not consider the virus in terms of threats and were convinced that it is inappropriate to discuss it in the UN Security Council, as biological problems are in the full competence of the WHO [9; 15].

Such difficulties in reaching consensus between permanent and non-permanent Member States of the UNSC have reduced the role of the institution in the UN system in resolving similar global emergencies in the future [7] and can be seen as part of the lack of the UN system's unified response to the COVID-19 pandemic. Political disputes have completely undermined their ability to act as leaders of the world community and to offer their own vision of fighting the pandemic that other countries would agree to.

As a result, a «(geo)political vacuum» of leadership in the UNSC was formed [8; 9], and the issue of filling it meant not only strengthening a particular country's political influence in the UN system (such attempts were made by France, the Russian Federation, Estonia, Tunisia, etc. by initiating resolutions with their vision of resolving the crisis in the UNSC and the UNGA) but also led to a significant weakening the political influence of the USA as the current leader in most multilateral institutions the restoration of which will be one of the priority foreign policy tasks of the newly elected US President Joe Biden in the context of strengthening the American power in the international arena in the upcoming years.

**Conclusion.** Even though the COVID-19 pandemic remains primarily a biological threat, its interpretation as a threat to international peace and security was objectively exaggerated, and attempts to deal with it at the UN Security Council sessions were impractical, as this not only did not lead to the high efficiency of the institution, but also further deepened the politicization of the current problem in international relations due to the intentional transfer of bilateral confrontation between the United States on the one hand, and China and the WHO on the other hand to the level of international organizations.

The lack of consensus among the UNSC Member States was not the result of the COVID-19 pandemic and their differing views on how to deal with the problem, because it was based on the commitment of these great powers to different models of the world order, including one that will be formed after ending the COVID-19 pandemic in a few years, and the desire to consolidate its own dominant or leading position by using the COVID-19 pandemic issue for a variety of political purposes.

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## UNDP-UKRAINE PARTNERSHIP

**Introduction.** After the Crimea Peninsula annexation and the beginning of the conflict in the eastern Ukraine, cooperation between Ukraine and the United Nations Development Program (hereinafter – UNDP) began to develop rapidly. Citizens and state institutions of Ukraine were supposed to have more external assistance. Therefore, the impetus for a new level of cooperation between Ukraine and UNDP was the deteriorating economic situation, declining living standards in Ukraine, human rights violations, and the Government's inability to provide sufficient assistance to conflict victims, children and internally displaced persons. In recent years, effective and time-bound achievement of the UN Sustainable Development Goals has been threatened due to the presence of a significant number of problems and the emergence of new ones.

**Review of recent publications.** Views on the problem and approaches to its solution have been covered by a small group of scholars. Basically, they draw attention to the lack of investment in order to overcome social and economic problems. G.V. Herasymenko [1] recommended developing the strategies for effective cooperation between international donors and government agencies, business and civil society to improve the work of international donor organizations; and T. Zatonatska [2] proposed to increase the investment attractiveness of the national economy and use budget funds efficiently. Furthermore, official UNDP documents and current statistics from the official sources [4; 7] have been used to reinforce the statements made in the paper under consideration [3; 5; 6; 8].

**Objectives of the paper.** The aim of the research is to identify the main problems and obstacles faced by UNDP in Ukraine.

**Results of the research.** UNDP is an important partner for Ukraine, which has been cooperating with this institution since the beginning of the country's independence. The organization focuses its activities on solving social and economic problems. This institution uses an integrated approach to solve global challenges. To do this, UNDP uses the strategic plans of the United Nations, which are implemented by programs, funds, governments over a period of time. Accordingly, the goals set by such plans automatically become UNDP priorities in a number of countries, including Ukraine.

For 2018-2021, the following areas of cooperation between UNDP and Ukraine were identified: poverty reduction in all its forms and manifestations, acceleration of structural changes, building resilience to emergency and crises. However, taking into account the political, social, economic situation in Ukraine and in the world, the achievement of these goals may be delayed indefinitely [3].

The main phenomena that prevent the effective work of UNDP in Ukraine are the following ones. First, an active conflict in the eastern Ukraine. It destabilizes domestic politics, requires constant mobilization of resources, defense spending, military supplies, and so on. An important role is played by the fact that it is difficult to predict the actions of the enemy, so there is a risk of losing at any time the results that have been obtained by the joint efforts of UNDP and Ukraine [8].

The next problem is the spreading of COVID-19. It requires significant resources, rapid responses to new outbreaks, creates new and exacerbates existing challenges. The lack of jobs, increasing poverty rates, deteriorating environment, declining state economy are among them. The coronavirus spreading has become an obstacle to achieving the goals, that UNDP had undertaken to solve before the outbreak. The new assessments of global development published on the UNDP website may be the evidence itself. It is indicated, that the world level of education, health and living standards will fall this year for the first time since 1990. A decline is expected in most countries, whether rich or poor. Global per capita income is expected to fall by 4%. The World Bank has warned, that the virus could put 40 to 60 million people in extreme poverty this year [7].

Third, the lack of foreign investment. It is also reflected in the effectiveness of cooperation. The point is that UNDP allocates a small amount to Ukraine for the implementation of its projects. All the work of the organization is funded by voluntary contributions, which distributes among all countries where it operates. All these contributions come from Member States [2; 4]. At the same time, Ukraine is among the top 15 UNDP donors for 2019. Now so far we have not reached the level of development for Ukraine to be able to finance organizations and projects of other countries. The fact is that Ukraine funds itself a significant number of the projects, so it ranks 11-th in the list of donors. However, Ukraine, along with Paraguay, Colombia, the Dominican Republic and some other countries on the list, does not contribute regular resources, because it needs them as well. Ukraine is the main investor of projects, which UNDP realize there in full. For today, Ukraine contributes 147 million US dollars on achieving the goals.

The second largest financial assistance has been provided by the EU, whose contributions today reach about 1 million dollars. Regarding the statistic data provided, Denmark appears to be the next, then goes the Global Environment Facility, UNDP and others [4].

**Conclusion.** UNDP in Ukraine has faced challenges towards addressing key problems, such as peace, stability, poverty reduction in all its forms and manifestations, and the acceleration of structural change. The main obstacles identified are as follows: the war in the eastern Ukraine, the rapid spread of COVID-19 and the lack of foreign investment. Considering the importance of cooperation between Ukraine and UNDP, especially for our country, the problems that have arisen must be eliminated through joint efforts. It is necessary to promote the improvement of cooperation today and involve scholars, political scientists, analysts, international organizations, politicians, surrounding countries and all those interested in cooperation with Ukraine.

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## FOREIGN POLICY OF MIDDLE POWERS: SWEDEN'S CASE

**Introduction.** Middle powers serve as newsworthy example in the sphere of modern international relations research. Case of a state with average indicators in terms of power and capabilities but owing the ability to pursue an active foreign policy and influence the formation of the international agenda, increasing the interest of the world community in important and relevant issues, is more than needed to be analyzed. The case of Sweden in this dimension is significant as this, in many aspects, middle and not superior country has been able to run a highly influential and appreciated foreign policy. Sweden plays a role in the international arena that far exceeds its political, military, and economic parameters. Therefore, Sweden's example as a middle power state is the very experience of effectively constructing model of the foreign policy process organization, which can be effective for building the foreign policy of other states, including Ukraine.

**Review of recent publications.** Middle powers attract considerable attention of researchers, as well as Sweden in particular. Among the authors it is worth noting B. Kunz, C. Opitz, T. Etzold [5], N. Eklund [3] that focused on the security dimension of Sweden's foreign policy. E. Carlson [2], O. Elgström, M. Sundström [4] noted the country's efforts to ensure human rights and gender issues. As for R. Standish and L. Miles, they singled out Sweden's Euro-Atlantic cooperation as one of the important areas of political activity. Organizational bases of Swedish foreign policy, as well as the factors influencing foreign policy have been considered by W. Bjereld, F. Bunander, K. Walbek, Y.I. Lavrov, B. Sundelius and others.

**Objectives of the paper.** The paper will aim at discovering the foreign-political activity of middle powers, their peculiarities, and special behavioral patterns in the field of international relations on the basis of Sweden’s case study.

**Results of the research**. Sweden defines its foreign policy as active and constructive, aimed at broad cooperation at the bilateral, regional, and multilateral levels, in particular through cooperation with the countries of Northern Europe, the EU, the OSCE, the UN and through partnership with NATO [1].

Sweden provides an active policy to initiate issues on the international agenda in the field of peace, security, and human rights. Other important components of foreign policy include active participation in conflict resolution in other parts of the world, the social democratic tradition of international mediation, criticism of major states' interference in the internal affairs of other countries, adherence to internationalism and multilateralism, as well as the existence of soft power instruments [2].

The Swedish doctrine of "non-alignment in peacetime for the sake of neutrality during the war", as it officially stated, is the ideological basis for Sweden's foreign policy and is supported by a large part of the country's population. It is important to mention that neutrality was a voluntary choice of Sweden which is claimed by many scholars as a sign that there will be no will to abandon this policy. It is true that, despite all crucial changes in the Swedish foreign policy (especially in the past two decades), Sweden has not yet explicitly renounced neutrality [7]. Despite the decline in the popularity of the left parties, the neutrality policies seemed the only possible way, according to most Swedes. The current stage clearly demonstrates how the practice of neutrality established in the past determines the current political course [1]. However, neutrality in Sweden has become a state idea that is clearly associated with the Swedish identity.

Neutrality for Sweden is not an obstacle to the realization of national security. Sweden actively cooperates in the field of security with northern European countries, such as Finland, NATO and within the security structures of the European Union. A country will not be left out if another EU member state faces a catastrophe or attack. Sweden also emphasizes its readiness to contribute to the maintenance of stability and security in Northern Europe [5]. The Arctic vector of foreign policy occupies a prominent place due to Sweden's significant interest in the region, not only in purely economic issues, but also in security. The Kingdom of Sweden has shown considerable diplomatic activity in addressing the problems of the Arctic region during multilateral and bilateral discussions on Arctic issues [3].

Another important priority of Sweden's international effort is to combat discrimination against women, increase their access to resources and participate in the decision-making process [4]. Today, feminist foreign policy is an integral part of the Swedish Foreign Ministry's work around the world. Stockholm is actively working to increase the role of women in conflict prevention and resolution, in particular through the creation of a women mediators network. As for the geographical vectors of Sweden's foreign policy, European integration is a natural and key priority as a country is located in Europe, and membership in the European Union is a tool of realizing this priority.

**Conclusion**. Sweden's foreign policy over the past twenty years has convincingly shown that the Kingdom's strategic efforts and consolidation of diplomatic steps in the system of international relations have developed an effective mechanism for strengthening the reputation of a peace-loving state capable of performing humanitarian functions.

The foreign policy carried out by the Kingdom of Sweden is aimed at strengthening the influence in the region of Northern Europe, cooperation within the European Union, the development of transatlantic ties, development assistance to countries, security policy, free trade, Arctic environmental protection and climate change, disarmament, and the gender aspects. Neutrality has formed the basis for a sovereign foreign policy strategy, ensuring further growth of the authority of the Swedish state in the world.

For Ukraine, the Swedish foreign policy can serve as a positive example of active and diverse activities in the international arena, which primarily focuses on solving international problems, expanding, and deepening international cooperation, adherence to fundamental norms of international law, respect for human rights and democratic values.

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## INTERNATIONAL TERRORISM AND ATTITUDES TOWARDS MIGRANTS IN THE EU

**Introduction.** The unprecedented intensification of terrorist acts and the current problem of the migration process have provoked intense debate among politicians, numerous analysts and scholars as to whether migration is linked to international terrorism. The influx of more than 1.9 million asylum seekers, refugees and migrants to Europe, especially after the war in Syria, has not only shaken the economy but also linked two phenomena – migration and terrorism.

Practice has shown that some political leaders in Europe are increasingly linking the risk of terrorism with migration and deviating from the official EU course in favor of their own national interests, for example, Poland, Italy and Hungary. Most countries have sharply changed their policies towards security, introducing strict control over migrants, given that terrorist groups can use illegal displacement for their own criminal purposes.

**Review of recent publications.** Migration and terrorism are very popular topics to study nowadays. Among them I would like to mention foreign articles by such scholars as A. Drecher, M. Helling, D. Meyerrix, M. R. Francisco and others. I would like to pay special attention to the Global Terrorist Index, Eurobarometer, IOM, which have provided in-depth reports on the state of migration and terrorism, as well as the statistics.

**Objective of the paper** is to analyze the impact of international terrorism on the treatment of migrants in the European Union.

**Result of the research.** One of the most troubling issues in Europe today is that politicians are considering relocating large numbers of refugees from the Middle East. In some countries, security screening and border closure is a serious obstacle to their relocation. In addition, the growing number of overly cautious European leaders is hampering the efforts of these desperate men, women and children to seek possible asylum. As some politicians have said, migrants and asylum seekers pose a serious threat to Europe's security. The Prime Minister of Slovakia, Robert Fico, predicted that the current flow of migrants includes people associated with terrorist groups [6]; Italian Foreign Minister Paolo Gentiloni claimed there was a "significant risk" of terrorists entering immigration routes [1]. In 2015, EU member states received 1.9 million new applications for asylum – almost half a million of them from Syrians and another half a million from Afghans, Iraqis, Pakistanis and Nigerians [4: 59]. The names of these countries of origin already suggest a causal link with terrorism, due to the differences in religious views. However, there is a different opinion to consider. Some scholars argue that refugee flows, which today consist mainly of young Muslim men, are deliberately used by a kind of "Trojan horse" that is part of the terrorist group" of Muslims in the West. Not only some right-wing xenophobic conspiracy theorists think so; even NATO's Supreme Allied Commander Europe, General Philip Breedlove adheres to this position [7].

At the present stage of investigating the problem, there is the prospect of radicalization of displaced persons, which is of growing concern to the European population. The phenomenon is particularly relevant, for example, in camps set up to house displaced persons, as they can create space for terrorist networks to conduct operations and attack governments or civilians. In addition, highly radicalized refugees can join the ranks of ideal volunteers for a terrorist group, as they are more vulnerable than the indigenous people, tend to come from a harsh environment and have fewer opportunities for personal advancement [3]. This applies not only to displaced Syrians and Iraqis, but also to transiting migrants from around the world.

**Conclusion.** The formation of mostly negative attitudes towards migrants among the general audiences is due to their involvement in terrorist groups. Europeans fear the consequences of the refugees radicalization, asylum seekers and migrants, and therefore treat them with fear and prejudice. The citizens of Europe have developed a particularly negative attitude towards Muslims due to the countless terrorist acts commited by the representatives of this religion, which have spread around the world.

Therefore, without effectively counteracting the problem, migrants can create conditions conducive to the radicalization of terrorist movements and the formation of ingrained hostility to displaced persons. And effective counteraction should consist exclusively in cooperating between all members of the European Union without any exception, without cases of unilateral decisions towards own national interests, after all, the global problem demands global involvement of European countries in the struggle against it. After all, by helping refugees, asylum seekers in social and economic well-being, the countries protect itself in advance from potential radicalized migrants and biased negative opinions about them by the indigenous population.

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## RELIGIOUS FACTOR OF ANTI-MIGRANT ATTITUDES IN GERMANY

**Introduction.** At the present stage, the problems of Germany's migration policy are mostly caused by Muslim refugees from North Africa and the Middle East. This, in turn, causes religious conflicts in Christian Germany. This factor creates a negative image of a *migrant* in the German society.

The migration policy pursued by the government headed by A. Merkel, in the context of the refugee crisis, is subject to significant criticism from the opposition parties, which are supported by a fairly large number of the German population. Both in Germany and in European countries, nationalist and right-wing populist parties are gaining more and more popularity, in their rhetoric we can see manifestations of xenophobia, racism, etc. Such phenomena can seriously undermine the authority of the state or certain states in the international arena, because they call into question the main pillars of the liberal and democratic world order. One of the main factors in these contradictions is religion, namely Islam. It is one of the most "triggered" topics in the society nowadays. That is no matter how paradoxical it may seem, but in a state that is secular, in which citizens almost do not pay attention to confessional affiliation, one of the most dangerous things that can lead to a serious conflict is the *religion*, where belonging to Islam can cause serious bias against the person.

**Review of recent publications.** When characterizing the state of this issue having been investigated, it is worth mentioning that modern immigration to Germany, namely the problems associated with it, including religious ones, are the subject of research by both foreign and domestic scholars: K.J. Bade, R. Honcharenko, A. V. Kalinina, L. Kostiuk, D. Mitchal, V. Ments, A. Sukhova, M. Frost, A. S. Yakush and others.

**Objective of the paper** is to investigate the impact of immigration and religion on the policies of modern Germany and its positioning in the international arena.

**Results of the research.** German immigration policy is oriented towards the labor market: it has gone through a path of changes from the policy of attracting the masses of "guest workers" and reuniting them with their families to the orientation of immigration policy towards the needs of the post-industrial economy; from an ethnocentric state to the formation of a nation of co-citizenship [5].

The religious factor does not play a significant role in the country's immigration policy, through the atheistic nature of German society. It is more likely that discrimination in Germany exists on a national basis, which indirectly entails a religious factor. The modern migration policy in Germany is liberal, based on tolerance towards immigrants, has the character of a strong restriction of immigrants, rather than active control. That is why A. Merkel's migration policy has drawn considerable criticism from opposition parties, which finds a positive response among native Germans. Although, it can be argued that the Germans treat migrants with understanding, they are trying to find compromise solutions in solving problems. The Christian Church in Germany has a similar relationship to migration policy. The steps to defend their positions in the country on its part are quite modest, although effective [1; 4].

Germany, as one of the leading countries of the EU, has a great influence on the immigration policy of other European countries and the European Union as a whole. It is not known exactly whether the right-wing populist sentiment of the Germans found an echo in other EU countries, or it is a general European trend. It is increasingly difficult for Germany to maintain its position in the European political arena by adhering to a liberal, tolerant migration policy. As a leader, Germany sets migration rules guided by the security of the EU, but they are very reminiscent of measures for its own security, in which other EU countries do not want to take an unquestioning participation. After all, the government of each country must first of all take care of its citizens' interests [2]. Germany adheres to the established migration policy and insists that it will accept refugees from Syria; ordinary Germans warmly welcome tired people both psychologically and physically. Thus, a moral authority has appeared in Germany, which may prove to be a more powerful argument rather than political and economic arguments [2; 3].

**Conclusion.** The basis of the problem under consideration lies in an integrated approach on the part of politicians and state authorities, who must make every effort not to lose control over the situation. The problem is not anyhow important for Germany, which requires a quick solution, by creating educational programs, effectively attracting foreigners to the state system.

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## THE ROLE OF THINK TANKS IN MODERN INTERNATIONAL RELATIONS

**Introduction.** Due to the rapid growth of think tanks in different parts of the world, their influence on world politics is also increasing. They focus scholars' attention upon the international issues in order to study the most important political, social, economic issues, as well as to present their ideas and recommendations to government agencies and international organizations, promote international dialogue in finding solutions to the most pressing issues the world community is currently facing. The reputation and effectiveness of expert analytical organizations depend on their ability to ensure professional honesty and objectivity. The effectiveness of their work is also enhanced by the purposeful promotion of their research results, publicizing relevant and popular issues, high-profile conferences and seminars with leading experts and politicians to be involved, innovation on the Internet and social networks.

**Review of recent publications.** Such scholars as J. McGann, K. Weaver, D.E. Abelson have studied the state of information and analytical activity in their works. In their papers J. McGann and K. Weaver have considered the typology of US think tanks. Their works reveal the functioning peculiarities of analytical centers in Western society, provide their classification and identify their main characteristics. In this piece of research some conclusions and analytics are made with the help of think tanks world ranking **—** *Global Go to Think Tank Index Report* [3]. In recent years, in Ukraine there have also been published a significant amount of works on think tanks that study socially relevant issues. Among the authors worth mentioning one could single out V. Biletsky, V. Granovsky, S. Datsyuk, E. Kovalishin, M. Kostyuk, V. Chaly, V. Chernov, and others. Their research works reveal the origin, existence, activities, and problems of these institutions.

**The objective of the paper** is to analyze the think tanks role and activities in the USA and EU countries in terms of international relations.

**Results of the research.** Working on the topical issues of domestic and foreign policy, think tanks are increasingly inclined to form coalitions with other organizations to study a particular problem. Of crucial importance are the results of the institutions activities with different ideological orientations. Certain projects involve the interaction of think tanks, as it avoids duplication of process and results. As think tanks pursue mainly research, consulting and other goals, and the main consumers of their products are representatives of the political and economic elite, today there are several cities where think tanks appear to be the largest.

In the UK, it is London that may definitely be observed. According to the relevant data, 90% of British think tanks are in the government quarter. More than half of the think tanks in the United States have their headquarters or offices in Washington. In Germany, Bonn focuses mainly on domestic policy institutions, and in Berlin – on foreign and security policy institutions. From the second half of the 1990-s, Hamburg, Munich, Kiel, and the region of North Rhine-Westphalia became new centers of think tanks. This location of non-governmental organizations is objectively determined.

In large cities, especially in the capitals, there are media, party centers, bodies of various unions, headquarters of «grass-roots» organizations, major research institutions, universities. Thought factories use traditionally established channels that provide them with opportunities to participate in the political decision-making process. Their employees can speak at meetings of government commissions. Some think tank specialists work at government agencies. In the article published in «International Affairs» Donald E. Abelson focused on the evolution and transformation of think tanks for foreign affairs in North America and Europe, especially those dealing with foreign and defense policy issues. He pointed out that due to methodological obstacles, it is difficult to determine the influence of think tanks but added that «directors of think-tanks remain convinced that their institutes wield enormous influence» [4]. He puts emphasis on the need for a method for capturing meaningful data on the subject.

The main target groups of think tanks in both the United States and Europe are research institutes and universities, members of the parliament, political parties, and ministerial staff. Fewer customers are among entrepreneurs, trade unions and other non-governmental organizations. It can be argued that the emergence of non-governmental organizations such as think tanks in developed democracies has helped to increase and strengthen the links between the scientific, political, and social circles of society. Non-government funding and academic standards of activity in the first half of the twentieth century led to a high professional level of their research and the emergence of regular customers.

The gradual increase in the number of ideological think tanks observed during the Cold War, on the one hand, prompted them to diversify the forms of their products, which became, along with applied research, analytical references, consulting services, participation in multi-purpose projects (in cooperation with parties). On the other hand, the quantitative increase in organizations and the growth in demand for their products has eroded their authority as independent, non-partisan institutions focused on achieving the goals of society democratization [1].

In recent decades, the activities of think tanks have suffered significant changes. The most important are the transformation of most of them into consulting centers with a highly specialized, operational information database, the struggle for the target groups of selling their products. As a result, the politicization of professional information provided by these institutions is intensifying. Changes in the modern international environment and, consequently, in domestic political processes cause the need for improvement, transformation, and possibly narrowing the activities of think tanks. The historical experience of these non-governmental organizations provides an opportunity to improve them as competitive centers of scientific, politically sound internal and foreign policy information [5].

The usefulness of modern think tanks for politicians is manifested in five main areas. Their strongest influence (according to the name itself) is to develop a "new way of thinking" that changes the worldview of politicians. It is not easy, however, to attract the attention of busy politicians, already overloaded with information. To do this, think tanks need to use numerous channels and marketing strategies – to publish articles, books, and special reports, appear regularly on television, in newspaper comments and interviews, prepare easy-to-read references, summaries and pages on the Internet. It is not overloaded with official positions of think tanks analysts who can afford to give a candid assessment of acute global problems and the effectiveness of the government's response to them [2].

**Conclusion.** Nowadays, think tanks are active actors in the political decision-making process. Their participation in it can be either situational or systematic. The restriction can only be the stage of direct decision-making and practical implementation, which in most cases is implemented by authorized bodies of state power and administration, parties, and civil society institutions.

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## LEADERSHIP DEFICIT IN EU

**Introduction**. R. Schumann, J. Monnet, J. Besch, A. Spaak are the leaders who were able not only to establish and develop the structure of the modern European Union but as well to endow it with an ideological and substantive component, it is exactly what has made this project a success. Unfortunately, nowadays the issue of BREXIT, the migration crisis, the issue of the place and role of individual states in the Community, the populist sentiments of individuals and states, the priority of national strategies over the collective interest are the manifestation of a serious political crisis of this Organization existence over the last sixty years.

**Review of recent publications.** Researchers concerned this issue in 2013, when lively discussions about the crisis of the European identity and the need to rethink not only the content of the Community's political life but the demand to rethink the "pillars" of the EU's functioning, began to be thoroughly observed in numerous scientific circles [6]. M. King noted in his paper "What is Europe now?" that it is necessary to clearly understand the difference between "common" and "unified" policies within the Union and that "common interests" cannot have a long-term impact on the development of the Organization [7]. Subsequently, S. Zhabo proposed the idea of a leadership deficit in Europe as the primary cause of the current crisis today.

**Objective of the paper**. Identifying the provoking factors of the integration processes "crisis" within the European Union is the aim of the current research.

**Results of the research**. Traditionally, the *pan-Europeanism* concept was at the origins of the European idea regarding unity and integration, which is based on the possibility of creating pan-European intergovernmental bodies based on liberal-democratic values. This concept meant a confederation of all European states (except Great Britain and Russia) with common institutions in the field of trade, finance, and external security [2]. Before the twentieth century, the ideas of common Europe had been purely abstract, their ideologists were accustomed to the utopian ideas of European unity, without taking into account all political, economic, and social realities. But after the first World War, the idea of keeping the peace has become relevant, because namely in this whole period, the European continent had lost its dominant position in international events. That was why Western Europe needed to re-establish its place in the system of international news, to find new leverages for strengthening its positions [3].

As a result of the post-war destruction, a general awareness of the need for unification reigned in the political and social circles of Western European states. In the beginning, two concepts on how integration could be realized, emerged: there were supranationalism and intergovernmentalism to be considered. The concept of supranationalism involved the creation of a system in which the national sovereignty of the member states was going to be significantly limited. At the same time, the concept of intergovernmentalism involved the integration through cooperation between national governments, minimizing the creation of new structures. But it should be noted that the presence of two essentially opposite approaches to integration has become one of the problems regarding the integration processes nowadays.

Particularly, at the European Parliament meeting back in 2011, J. M. Barroso noted that generally the EU and the eurozone are in the "deep" systemic crisis. The head of the European Commission suggested the EU member states "to limit their sovereignty in order to increase the influence of Europe in the world" [5]. He spoke in favor of strengthening political integration through delegating the powers of the national governments structuring the Union Member States, to the EU institutions, fully complying with the principle of proportionality and subsidiarity enshrined in the EU law.

Later the flow of migrants to Europe threatened the existence of the Schengen area and stimulated numerous lively discussions about its abolition. As D. Tusk noted in 2016: "The March meeting of the European Council will be the last chance to understand whether our strategy is working ... If not, we will face dire consequences, such as the collapse of the Schengen area. Of course, this alternative to our strategy is bleak, so I urge the member countries to fully implement the strategy. "

After a large-scale enlargement in 2004, the issue of reforming the governance principles of the EU arose with a new "urgency". Along with the expansion and deepening of the integration processes within the EU, it became a complicating factor in the decision-making process. And it as well raised the issue of the need to develop a document for a clear organization of the EU institutions activities and delineating the competencies of the member states national governments and supranational structures.

Back in the late 1990s, European parliamentarians began to raise the issue of creating coherent legislation that is necessary and conducive to coordinating work within the EU. The adoption of the EU Constitution was supposed to become a qualitatively new stage of the European integration, significantly strengthen the EU institutions, and logically continue the campaign of EU enlargement. Thereby moving from the economic to the political integration level. Furthermore, it was assumed that the Constitution would absorb all previously signed agreements, and thus a single document could simplify the understanding of the EU legislative framework [4]. However, in the reality, the opposite happened: some states rejected the constitutional draft due to lack of information and fear of losing the sovereignty.

As can be noted, the large-scale enlargement of the EU not only complicated the adoption process many times, the search for compromises solutions on the main issues of the EU's activities, but also increased the qualitative heterogeneity of the union. Thus, within the EU, there was a division of both the member states and their interests. There was a sharp stratification of national and supranational interests and priorities, that consequently impacted the formation of an increase in the number of different points of view on the same issues regarding the organization agenda. The presence of a large number of member states, which had different views of integration processes and common policies, contributed to the emergence of several crises in the EU. The crisis demonstrates the weakness of the mechanisms for the states consolidation. This tendency can be illustrated by the BREXIT issue.

Indeed, the French and German politicians played one of the key roles in the establishment, construction, and development of the European project. Nevertheless, at the present stage, the prioritization of one's national interests and foreign policy tasks as opposed to collective ones can be observed. Today, France views Europe as a tool which can increase its political influence. On the other hand, Germany views the

Union as a tool to enhance its economic potential. At the same time, the decline in the leadership potential of both states was noticeable even during the negotiations on the EU Constitutional Agreement, when the expectations regarding the leadership of the Frenchmen and the Germans were not fulfilled, and it became clear how different the vectors of actions and goals of both states were [1].

**Conclusion**. The events of the post-Cold War period testify to the attempts of the EU to move towards a political union as a single institution, rather than an aggregate of states. The main problem in this context was the process of coordinating positions between all member states, which demonstrated their reluctance or unwillingness to strengthen the level of integration processes within the framework of the European project. This process has led to a certain stagnation in the development of the EU (in the context of an integrated development model), which is due to the lack of a clear ideological background for the development of the organization, is a consequence of the leadership lack in Europe, which is expressed in the absence of a person, group of persons, state or group of states who could revise the "outdated thinking imperatives" of the EU and provide the organization with a new ideological basis and content.

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# SOUTH-EAST ASIA IN JAPANESE FOREIGN POLICY

**Introduction:** South-East Asia has always been of significance to Japan that takes an interest in the area in terms of national strategies, economy and the energy sector. Japan is not the only party concerned with the resources of the region. Recently the competition for spheres of influence has been observed there. China, which is powerful enough to compete with Japan, is currently intensifying cooperation with the countries of South-East Asia. The region has also been of interest to the USA promoting its relationships with both the countries of South-East Asia and China [6]. Due to this Japan finds it increasingly difficult to pursue its policy in the area.

**Review of recent publications.** The issue of Japan's regional foreign policy in South-East Asia is considered in research studies by L. P. Er, J. Lee, H. Zhao, and N. Katagiri. These and other researchers raise the issue of economic cooperation, Japan's principles of foreign policy, and the competitive situation in the region that has arisen due to the involvement of the USA, China and other parties. In particular, the academic paper "China's Development Assistance in Southeast Asia: A Threat to Japanese Interests?" by R. Yamamoto that was published in 2020, touches upon the rivalry between Japan and China for the influence in the region. The author explains how Japan can take advantage of the current situation in the region as well as substantiates the alternative ways of developing the given situation [2].

**Objective of the paper.** The purpose of the paper under consideration is to assess the competitive ability of Japan as a party pursuing its policy in South-East Asia as well as to identify the major problems the country is facing in this regard.

**Research results.** Japan is one of the leading economies in the world. It is currently seeking for new opportunities of development. The Japanese government have decided to put neighbouring territories at the heart of their policy. South-East Asia is crucial for Japan as an energy market. The region is rich in resources, and is actively developing its energy sector, particularly the hydropower industry. Cooperation with South-East Asia is important for Japan as the way of its worldwide expansion.

Japan is trying to have a well-established presence as a credible partner in the region. Meanwhile, it is trying to play down the impact of China. In 2019, Japanese investments in the countries of South-East Asia were estimated at USD 367,000,000. At the same time, Chinese investments were estimated at USD 255,000,000 [3]. Upon the outbreak of COVID-19 the Japanese government paid 12,000,000,000 Yens (approximately $114,000,000). It is the first part of the support programme [4].

On the one hand, it proves the competitiveness of the Japanese. On the other hand, the statistics show that Japan had to do their best in order to challenge the market leader. At the same time, there were other numerous problems Japan had to sort out in order to transform South-East Asia into the affected area. The above problems consisted in the proximity to China and mental ties with it, as well as with other South-East Asian countries.

Though after World War II Japan posed itself as a soft power, countries of the region had already "enjoyed" the Japanese rule. It turned to be one of the constraining factors of the Japanese influence on the countries under consideration.

In his academic paper "Some Peculiarities of Modern Processes of the Economic Integration in the Central Asia", Y. Shwed stated that China had enjoyed the competitive advantage and "the present-day policy of China in South-East Asia consists in transforming the country into a major partner in Eastern Asia and expanding its influence" [1].

Such changes cannot be overlooked by the USA that is not willing to be too permissive to China and keep out of the developments happening in the area. The reasons are quite clear – not to let China reinforce their positions in the area. On the one hand, it poses problems for Japan that could see a new tough rival in South-East Asia. Nevertheless, Japan can have the advantage of it. Mutual advantages for the both countries are revealed in the article "Southeast Asia's Geopolitical Centrality and the U.S. – Japan Alliance" [5]. Cooperation in South-East Asia is to facilitate the solution of the major problem of both Japan and the USA, which is definitely the strengthening of China.

Another factor is that there are still historical and socio-economical problems, which significantly restrict Japan's possibilities to execute its "soft power". Such problems as the impossibility to deny the past history, restrictions for immigrants, being unable to change its image in the minds of the countries within this area stand in the way of promoting foreign policy. The above mentioned factors say for the conservatism of the Japanese government in executing foreign policies. At the same time, it turned to be a constraining factor of the Japanese foreign policies.

**Conclusion.** Clearly enough, the Japanese are doing their best to affect South-East Asia politically. The above mentioned statement is crucial for Japan that strives to expand its influence across South-East Asia. This area is important for Japan in terms of energy sources. At the same time, Japan has to do her best to become a market leader in the region defeating their challenger, namely China. They also have to revise their past in order to reach the ambitious goals.

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## BRITISH MEDIA AS AN INSTRUMENT FOR CREATING AN IMAGE OF THE ROYAL FAMILY

**Introduction.** The monarch is the image and the face of the country. People are watching them closely and tracking every word of theirs, as well as their act, therefore, they should be very careful in their actions. The same is relevant for all the members of the royal family. It is becoming more special and increasingly important because of the growing influence of the media which now impact our lives. The British royal family owe the mass media their extreme popularity throughout the world, but this also had its own price – now there is not a single step, no mistake that can be kept in secret, and at least the whole Europe will speak about it the next day.

This paper is about the most highlighted and scandalous events of the royal family that British media are so much fond of.

A comparative analysis has been conducted on the basis of the population surveys, namely: how their consciousness is influenced by the fact that they read about their "idols ". In addition, the paper discusses the influence that the media manifest when affecting the Queen and her loved ones (special attention is paid to the so-called "effect of Princess Diana").

**Review of recent publications.** According to the historiography of this issue, we have divided the literature sources into the following groups:

1. The first group includes the researches about the impact of the media on the royal family from a sociological point of view based on the materials of English-language media texts. The problem has been investigated by such scholars as E. Zaperta., N. Blain.

2. The second group includes the researches related to the life and death of Princess Diana. It has been discussed by M. Sonkova and M. Angelova.

3. The third group of research works concerns the changes in the views of the British population on the monarchy and royal family under the influence of the mass media, and to what consequences it has led to. The problem has been investigated by S. Ivanova, N. Blaine, M. Billing. Also, the work is based on numerous contemporary materials of the British media and sociological surveys held in different years and by various magazines, newspapers, etc.

**Objective of the paper.** The aim of the paper is to study the role of the mass media in the process of forming the image of the British royal family and how they influence the opinion of the British society in this regard.

**Results of the research.** A characteristic feature of the British media is that sometimes their interest and the thirst for sensations do cross the certain boundaries, and the Queen and her family may be victims of persecution. This is exactly what had happened with Diana, the Princess of Wales [3]. Now her sons William and Harry feel the same, as well as their favorites, Keith and Megan. The reasons for this are: firstly, almost complete freedom of the British press, that, however, after the tragic death of Diana, which the media had been accused of, has suffered some restrictions; and secondly, their certain bias in the presentation of information about the royal family. One way or another, almost every year there are complaints from the family side about the "officiousness" of the reporters to be considered [1].

Being recognized personalities and patterns for imitation, members of the royal family cause not only admiration, but also criticism. Publicity of their lives has led to the fact that some journalists called the family a "live soap opera" [6]. On the other hand, BBC reporter M. Billing gives them the label of "living fossils"[4], since they are all closely related to the past, which, in his opinion, hinders further development. Prior to this, his colleague Oakland adds that the monarchy reflects more Anglicanism than Britannia, and the alienation of members of the royal family from "simple" life supposedly supports class divisions and hierarchies in the society [5].

In addition, some media outlets point out that, being a role model to follow in a family life, they do not help to fight racism and homophobia (although they do not support it deliberately) because everyone lives in heterosexual marriages and with white partners (before the appearance of the well-known American Megan Markle).

These statements can not be called empty words, because, as the researches have showed, they became template for the British society.

As for the "effect of Princess Diana," it is possible to observe not only the excessive attention of the media to her personality but also the strong influence of this attention on her life and even on death [2].

Several years before the catastrophe, she had even claimed that the media literally transformed her life into hell. All this led to the fact that the society accused the mass media of what had happened to their Princess.

**Conclusion.** Consequently, it should be mentioned that each member of the royal family has a certain image in the eyes of the public which they are obliged to follow – any departure from it, any wrong step may lead to public condemnation, discussion, and, even, a scandal. All of this is due to the mass media which follow every single movement of theirs and is such a "tool" that shapes this image. They pay particular attention to the "most interesting", in their opinion, individuals, who, nonetheless, are suffering from such excessive observation.

And though all the British people seem to read every day about the most famous family in the UK, and the way this information is presented, should definitely have shaken their loyalty. However, sociological polls have shown that they still love and respect their Queen and her family. In addition, most of them are convinced that the monarchy was, has been, is, will be and should exist for many years and even centuries ahead.

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# FEATURES OF FRANCE'S IMAGE IN THE INTERNATIONAL ARENA

**Introduction.** The image of France is a multi-structured phenomenon, which covers various areas of the state manifestation in the world (namely in economy, politics, culture, education, science, sports, etc.). It has been formed over the centuries and has been especially modernized in the recent decades. For a modern state, for a state that seeks to position itself in the international arena as one of the best, its image is of paramount importance, that is, what image it has got in the international arena, who is the first to think of it: whether it is a progressive leader in the world or an unstable actor.

**Review of recent publications**. Regarding the meaning of the term "image" in the modern world, the works by O.A. Neprytskyi and A.D. Shtelmashenko are worth mentioning. O.A. Neprytskyi in his "State policy in the field of national branding" notes the aspects of France's image formation regarding: richness of cultural and historical heritage; efficiency of public administration; investment prospects of the country; quality of exported goods; population of the country; tourism (tourist potential). A.D. Shtelmashenko in the work "Brand of the state: the essence and features of formation" reveals the meaning of the "state brand" concept and analyzes the features of the state brand formation in the modern world. Modern globalization processes and the resulting intensification of civilizational and cultural differentiations not only realize the need for each state to have its own individual brand, but also turn this need into a matter of national security [10; 11].

**The objective of the paper** is to investigate the features of France's image in the international arena, its role and implementation in particular.

**Results of the research.** The development of European states in the 21st century is impossible without the key states of Europe, i.e. those in which the most rapid progress can be observed in the political, economic, military, scientific, cultural and other spheres. Among such states is the French Republic. France impresses with its indicators in the European and world rankings and tries to support them in various fields (economy, diplomacy, culture, etc.) at the moment. For example, according to the projected world GDP rating 2019-2024, France ranks 7-th. In this ranking, of all European countries, it is second only to Germany. According to the statistics provided, France is among the top 10 largest economies in terms of GDP, along with the United States, Britain, China, Japan, Germany, India, Brazil, Italy and Canada.

France ranks 4-th after the Russian Federation, Germany and the United Kingdom in terms of the population. The French Republic also ranks 9-th in the number of happy people. The most advantageous for France is that it ranks 1st in the field of tourism, as most tourists visit France. France's economic attractiveness is thriving and attracting more and more foreign investors. According to AT Kearney's annual ranking, France is ranked in the "Top 5" most attractive countries for the largest international investors. France is the seventh largest economy in the world after the United States, China, Japan, Germany, India and the United Kingdom. It is also the second largest market in Europe, with more than 67 million consumers. France is home to 29 of the world's 500 leading companies.

The French economy goes beyond the well-known economic sectors of luxury goods and agri-food products, but also has strong banking and insurance sectors, as well as energy and automotive [3; 8].

France has many assets:

• highly developed infrastructure and network, which puts it at the heart of the European and world economy;
• competitive prices on the world market;
• skilled, productive workforce;
• well-known creative and design skills and developments;
• rich and diverse culture;
• an effective and affordable health care system;
• quality higher education.

All these aspects form a positive image of France in the international arena. All of these benefits as well attract foreigners to France, whether for investment, travel, study or life, and encourage foreign investors and talent to choose France to develop their projects. More than 28,000 foreign companies have premises in France, employing almost 11% of the French workforce.

Against the backdrop of growing globalization, further increasing of French attractiveness is a priority for the French government. In 2018, 144 research centers were located in France (which is 85% more than in 2017), which makes it the most attractive place to invest in the innovation in Europe. France is getting better and better at fulfilling its key role in the European research and innovation economy. France attracts more projects than Germany and the UK combined [7; 1].

All the above mentioned achievements of France indicate the formation of both outside and inside state image being positive. The formation of France's state image has become no less important factor in international politics and economics than natural resources, human or scientific and technical potential of the state in the modern world. Political and economic relations are an area, where not only objective but also subjective, psychological and informational factors play a particular role. Here the French use technology: political marketing, i.e. the priority is research through, for example, social networks of people's perceptions of politics, the study of the ideal image of politics and the development of a plan through which the people will support it, using political advertising, political agitation, stimulating political action, active political behavior; branding; image-making.

Modern France is not only an influential player on the world stage, but also a historical cultural center, a country with an authentic culture. It has long been realized that the image of the state is capital in the modern era and, as a consequence, the most important tool for ensuring the interests of the country in the international arena, as well as in the economic and political spheres.

In 2018, the GfK Nation Brands published a ranking of countries, according to which France ranked fourth. In this ranking, France is positioned as a country with a high level of education, which ranks second in the dynamics of urban development, culture and tourism. Working on creating its own brand, France implements projects in various fields, while increasing its competitiveness. For example, the latest development in French branding is that Paris has introduced a new playful logo. *Carré Noir* design agency has created a new visual identity for the city.

The logo was a ship, a historical symbol of the French capital. "Paris is proud, Paris is beautiful, Paris is multinational" – the logo of Paris is written in capital letters, symbolizing the immortal capital of the world [4; 5; 6]. By promoting its country in various fields abroad, France can fully be considered one of the leaders in Europe, firstly, having and promoting its positive image for many neighboring countries and European countries, and secondly, creating and implementing various international projects. In order not to leave their country without the attention of other European countries, the French have already developed a number of exhibitions for 2020 -2021: SIAL Paris 2020 – Europe's largest exhibition of food products; Bijorhca Paris 2020 - International Exhibition of Jewelry and Gifts; Maison & Objet (M&O) – an international exhibition-fair dedicated to fashion and lifestyle; Vivez Nature Paris – International exhibition *Vivez Nature Paris 2020* of ecological agriculture, ecology and natural products; International Conference *On Economics, Business And Management* – an international conference on economic, business, and management issue [9].

France pays much attention to cultural and scientific projects. For example, on November 19, 2018 the Prime Minister Edouard Philippe presented *the Choose France plan*, which aims at making France more attractive to international students and increase the visibility of the French higher education system abroad. The budget of € 10 million was also provided to improve the admission of foreign students to public institutions under the supervision of the ministry responsible for higher education: € 5 million to improve admission services and € 5 million under the call for project funding [2].

**Conclusion.** Thus, the image of a state affects its political and economic capabilities, international status, and ability to influence other states. A positive image is a strategy for the development and strengthening of the state's competitiveness. Thanks to its active work in the foreign arena, France manages to maintain a leading position and, as a result, to form an attractive image. Due to its image, the French Republic remains a world standard. In this way, it manages to spread information about France and shape public opinion about it, and its rich historical experience, strong economic and political system, cultural heritage, physical and geographical location only contribute to this.

Modern France is an influential international player with a stable political and economic position in the world, and a country with a world-famous culture. With such features as cultural heritage and institutions, politics (active cooperation with actors in the international arena), society (democracy, liberalism), economy (investment, GDP), France focused on shaping its own image, which proved to be an important tool to ensure the interests of the state in the international arena.

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# US ECONOMIC DIPLOMACY IN UKRAINE

**Introduction.** The United States recognized Ukraine on December 25, 1991 and after that diplomatic relations between these two countries were established on January 3, 1992. Since Ukraine's independence, the United States has provided practical assistance in establishing itself as a modern democratic and economically developed state.

The United States has granted Ukraine market economy status and terminated the application of the Jackson-Vanik amendment to Ukraine, giving Ukraine permanent normal trade relations status. The United States and Ukraine have a bilateral investment treaty. U.S. exports to Ukraine include coal, machinery, vehicles, agricultural products, fish and seafood, and aircraft. U.S. imports from Ukraine include iron and steel, inorganic chemicals, oil, iron and steel products, aircraft, and agricultural products. The U.S. – Ukraine Council on Trade and Investment was established under the countries' agreement on trade and investment cooperation and works to increase commercial and investment opportunities by identifying and removing impediments to bilateral trade and investment flows [3].

The United States continues to be the largest donor of technical assistance to Ukraine, reaching about $ 5 billion since 1991 [2].

**Review of recent publications.** Special attention should be paid to A. Chetveryk's study "Analysis of relations between USA and Ukraine: what is the USA strategic goals in the Ukrainian crisis?" in which he described the history of these relations and fixed the idea that economic diplomacy especially economic relations between these two countries have powerful potential.

Another article, which is dedicated to the economic relations of Ukraine and USA has been written by O. Vasylytsia in her work "Trade and economic relations between Ukraine and the USA in the modern period". The article is devoted to the current state of trade cooperation between Ukraine and the USA. The author has structured bilateral agreements that serve as the basis for economic cooperation. The geographic structure of Ukraine foreign trade in both goods and services was analyzed in the paper. Regression analysis was conducted to identify the impact of trade with US on economic growth in Ukraine. The ways of increasing Ukrainian exports to the USA were proposed [5].

**Objectives of the paper:** to study the basic positions of modern economic diplomacy relations between the USA and Ukraine and how this option is operating currently.

**Result of the research.** On November 1, 2019, the United States and Ukraine held the ninth meeting of the United States-Ukraine Trade and Investment Council.

Ukraine is currently the US 67-th largest goods trading partner with $3.7 billion in total (two way) goods trade during 2019. Goods exports totaled $2.4 billion; goods imports totaled $1.3 billion. The U.S. goods trade surplus with Ukraine was $1.1 billion in 2019. According to the Department of Commerce, U.S. exports of goods to Ukraine supported an estimated 5 thousand jobs in 2015 (latest data available) [6].

As for the data above one could claim that USA is a strategic partner of Ukraine in economic cooperation, moreover Ukraine was the United States' 59-th largest goods export market in 2019 and U.S. goods exports to Ukraine in 2019 were $2.4 billion, down 5.3% ($132 million) from 2018 but up 165.5% from 2009 [6].

For Ukraine, economic cooperation with the United States, which is the world's largest economy, is of significant interest, especially in the face of Russian aggression, which requires geopolitical changes in economic cooperation. Moreover, economic contacts from the United States, in addition to economic benefits, create positive image for the Ukrainian economy, which testifies to the reliability of Ukraine as a diplomatic and economic partner.

When describing in a more detailed way the economic relations between these two countries, one could state that import of services, the largest share accounts for public services have approximately 29%. The USA actively cooperates with Ukraine in spreading the democratic principles of public administration, transferring experience in reforming judicial and administrative systems. The second position is taken by financial services – 16%, which includes financial intermediation (activities banks), financial market management, securities portfolio. The transport services take the third position.

One could suppose that the Ukrainian commodity exports will account for a significant share of foreign US trade. Increasing exports of Ukraine to the United States seems possible, but the emphasis is worth being made upon the field of services, given that the United States ranks 3rd among the importers of Ukrainian services. In addition to outsourcing in programming, it is possible to produce domestic Ukrainian software products. After all, the United States are interested in Ukrainian startups in the field of technologies and programming. So, Ukraine needs to focus on the development and export orientation of modern products technologies (programming, design, video games, etc). This will allow to actively increase the export potential of small and medium enterprises.

Ukrainian and American entrepreneurs, despite a number of risks and differences, have always been interested in increasing mutual trade, improving mutual access to markets, goods and services, as well as creating new job vacancies. Both countries have always worked closely together to reduce barriers to trade and ensure free reciprocal market access. So, the United States has provided trade benefits to Ukraine within its Generalized System of Preferences, repealed the Jackson-Vanik amendment on Ukraine, recognized the market status of the Ukrainian economy and declared their intention to facilitate the accession of our state to a number of international organizations, in particular, actively supported Ukraine's accession to the WTO. One of the most important tasks in order to intensify the dialogue between Government of Ukraine and government agencies of the United

States in order to increase the effectiveness of bilateral economic relations is developing a common a modern strategy of bilateral trade and economic partnership, which would take into account the advantages and national features of economic development of both countries and would contribute to the development of long-term mutually beneficial relations at the state level, as well as within the private sector.

**Conclusion.** Nowadays, the United States, acting as one of the largest trading entities in the world, traditionally remain one of the leading partners of Ukraine in the field of trade and economic cooperation. Solving the current and long-term development problems Ukrainian-American trade and economic cooperation appears to be especially important because it will primarily help maintain positive dynamics, economic growth and living standards of the Ukrainian population, raising the energy level of security and reducing the energy dependence of Ukraine. Gaining access to advanced high technologies and accelerating Ukraine 's integration into international structures and organizations, increasing its export potential is possible through the development of service areas, primarily creative industries.

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## POSITIVE AND NEGATIVE COMPONENTS OF ISRAEL'S IMAGE IN THE MODERN INTERNATIONAL ARENA

**Introduction.** The image of Israel as a state is a complex phenomenon. It is made up of tradition and innovation, reflects the latest trends and pressing issues of the day, and is clearly linked to both foreign and domestic policy in many areas. The image affects all the spheres of public, socio-economic and political life of the country. In this regard, it can be argued that *Israel's state image* is a tool that helps to support the processes of establishing the state's relations with other players in international relations, while also influencing its internal development and determining the vectors of this development.

Israel's foreign policy in the twenty-first century has been quite thoughtful and holistic, and one that has allowed it to reach a high level of interaction with the leading players in today's system of international relations. The multi-vector policy has ensured that the state is not locked into internal regional issues and the question of recognition. Thus, for many centuries the State of Israel has been the scene of the most extraordinary events in the history of humanity. These moments have been seen in the nature and mentality of this state and have determined the components of its image at the present stage.

**Review of recent publications.** The state image of Israel has been studied by many international scholars, including J.F. Jones, S. Anholt, M.Aronchuk, O.G. Leonova and others.

**Objectives of the paper:** to identify the main positive and negative aspects of Israel's state image in the contemporary international arena, and to examine their impact on the perception of the country in the world.

**Results of the research.** Although the independence of Israel was not declared until 14 May 1948, its image undoubtedly had already begun to form much earlier. In many ways, this image was endowed with both positive and negative traits. Accordingly, certain stereotypes about Israel, its culture, customs, traditions, foreign policy as well as about Jews themselves, have emerged in the minds not only of ordinary people but also of leading states. These stereotypes have become entrenched in the minds of many nations of the modern world, for example, in some European countries, Latin America and the post-Soviet space.

First of all, it is worth pointing out that at the moment there are still prejudices against the Jews themselves. It is worth mentioning such an event as the Holocaust. It all started when Adolf Hitler came to power in Germany in 1933 and established the National Socialist regime in the country. This regime was based on the Nazi racial doctrine, according to which Aryan Germans belonged to a superior race and Jews were considered people who were not worthy of honor and freedom. Documents discovered after the end of World War II indicate that Hitler's ultimate goal was the total annihilation of all Jews throughout the world. Thus, the fact that the Jews are the people not worthy of existence has been cemented by history. Antisemitism is a form of national intolerance that is expressed in hostility towards Jews as an ethnic or religious group and is a type of xenophobia. This phenomenon has not disappeared even today [1].

At the end of the 20-th and beginning of the 21-st century, a phenomenon called "new anti-Semitism" emerged, which is a new form of anti-Semitism that tends to manifest itself as opposition to Zionism and criticism of the Israeli government [1].

French philosopher Pierre-André Tagieff has argued that the first wave of what he calls the "new Judeophobia" emerged in the Arab-Muslim world and in the Soviet environment after the 1967 Six-Day War. He argues that anti-Jewish themes focus on the demonic figures of Israel and what he calls "Zionism from a fantasy world": that Jews conspire together to conquer the world and are imperialistic and bloodthirsty, leading to a revival of stories of ritual murder and food and water poisoning.

With the collapse of the USSR and the end of the 20-th century the situation has not changed much. Recent events are an example of this. Recent reports have documented that there has been an alarming increase in anti-Semitic conspiracy theories and clichés against Jews and the state of Israel as a result of the coronavirus pandemic. The research carried out by Oxford University has shown that almost 20 per cent of adults in the UK believe that Jews are behind the spread of the virus for financial gain. *The #IsraelFights4Humanity campaign* ("Israel Fights for Humanity") demonstrates Israel's efforts to combat the coronavirus, a direct challenge to these anti-Semitic accusations, many of which take a modern form of anti-Zionism [2].

Israel is too often accused and, in the Prime Minister's words, "there is a presumption of its guilt even before it is proven guilty", i.e. the State of Israel is perceived as an aggressive country [5]. But here too, the facts refute these claims. Throughout Israel's history, its pursuit of peaceful goals and its abhorrence of unnecessary conflicts and wars run deep. Despite many difficulties, Israel can be proud of its achievements. Israel's entire system – the executive, judiciary and legislature – worked to uphold the rule of law and respect for human rights.

A vibrant media enjoying complete freedom, a strong judiciary, strong opposition parties and numerous human rights organizations that operated freely in Israel guaranteed the rule of law and respect for human rights. Israel had justified the trust of the international community and become a modern, liberal, Western-style democratic state in which religious freedom was guaranteed to all. Israeli people practice almost every religion in the world and are of different races and ethnic and national origins and enjoy equal rights under the law norms.

Very often the state is accused of close contacts with the United States of America, stressing that the country could not have managed on its own without the help of a strong player, and there are also complaints that the Jewish lobby is the reason for these close contacts. Indeed, Israel and the United States enjoy a close relationship because both share fundamental values and strategic interests. Among these shared values, the respect for democracy, the respect for the rights of every individual and the belief that a state should be governed democratically, are important. Israel continues to contribute to strategic cooperation with the US, including intelligence sharing, weapons development and technology development, common defense planning and joint maneuvers for the benefit of each side. Israel's experience in fighting terrorism and ensuring the security of its citizens came in handy for America after the September 11, 2001 attacks [3].

Another stereotype is that the State of Israel is considered as such a state that has no right to exist, as it arose artificially. One of the arguments that Israel has no right to exist is that the Jews do not constitute a single people. But like the Norwegians, the Japanese and the French, the Jewish people is a nation whose members all have a common origin, history, religion, language and culture. Moreover, since self-determination is the primary test of a people or a nation, the very existence of Israel is proof that the Jews define themselves as a people [5].

**Conclusion.** Thus, summarizing the above mentioned ideas, we can conclude that certain elements of the state functioning can influence its image in both positive and negative ways, as can also be claimed about tourism. The state of Israel, mobilizing all its forces, is trying to overcome certain stereotypical attitudes that are ingrained in the minds of not only ordinary people, but also the leading players in the modern international system.

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## ACTIONS OF THE RUSSIAN FEDERATION REGARDING UKRAINE AND THEIR IMPACT ON RUSSIA'S IMAGE IN THE GLOBAL MEDIA

**Introduction**. Considering the fact that in today's world the role of global media, which act as non-governmental players in the international arena, is steadily growing, and they are increasingly able to influence the behavior of international actors and build their image, taking into account this area becomes especially important in analysis and evaluation of the states actions in general. The Russian Federation is a controversial subject of international relations, whose actions are difficult to predict. This controversial conduct of the state can be traced concerning Ukraine first and foremost. This paper is devoted to the analysis of how the actions commited by the Russian Federation towards Ukraine are presented by the global media, which are currently advocated by such information companies as the BBC and CNN, and how this affects Russia's perception of the world.

**Review of recent publications**. The formation of the state images is one of the popular and relevant topics that attract the attention of many researchers nowadays. A large number of scholars deal with the issue of constructing a state image. The works of well-known foreign scholars S. Anholt and K. Dinny and domestic researchers A. Vendel, O. Harbera, O. Yevtushenko, and others are important. The role of the media in modern society is highlighted in the works of L. Artz, D. Van Belle, F. Koban, P. Robinson, P. Seib, R. Fröhlich, M. Lebedeva, N. Salim, I. Sidorskaya, who research this issue within the paradigm of the possible political influence of the media, determining their status and importance in world politics.

**Objectives of the paper**. The paper aims to review the materials of global media in the context of shaping Russia's image in the world and to analyze the coverage of Russian aggression against Ukraine by the global media based on the example of BBC and CNN companies.

**Results of research**. The current level of distant relations between the world community and the Russian Federation dates back to 2014. Russia's disregard for international law, aggression against Ukraine, and hostile action against Western countries have led to policies of sanctions and other restrictions by the international community. The events sparked a debate on the need to revise strategies for cooperation with Russia, moving from the paradigm of a strategic partnership to considering Russia as one of the main sources of instability both in neighbouring countries and among member states of European Union [5].

The events in the Crimea, as well as recent approaches to destabilizing the situation, especially in eastern Ukraine, have drawn serious criticism from the international community. At the same time, such a move strengthened the image of the Russian Federation in the eyes of the world community as a great power with significant opportunities for the projection of power, as well as the reputation of Vladimir Putin as an audacious and confident leader. Besides, events have demonstrated Russia's global propensity for risk and jumping above its head, along with improved capabilities for warfare and non-war operations in many areas – ground, air, space, marine, cyber, and information [3].

BBC World provides access to the profile of the Crimea, where the issue of annexation in the context of the Ukrainian crisis is assigned a separate column. The page describes the Crimea as the center of the worst East-West crisis since the Cold

War after Ukraine's pro-Moscow President Viktor Yanukovych was ousted as a result of fierce protests in Kyiv. Western countries consider the referendum illegal, as do the use of force by the Kremlin to seize control of the Crimean peninsula. According to the profile, the origins of Russian aggression date back to 1783, when the Crimea was annexed during the reign of Catherine II, remaining part of the empire until 1954 – the transfer of the peninsula to Ukraine under Soviet leader Nikita Khrushchev [1].

A separate page on the media situation in the Crimea highlights the dominance of pro-Russian media on the peninsula, and most pro-Ukrainian colleagues have been ousted since the annexation. According to Reporters Without Borders, prominent media and journalists who opposed the annexation were "either forced to remain silent or seek refuge in Kyiv". Moscow has been accused of blocking the access to Ukrainian media by media freedom organizations [2].

Another reason for the corresponding reaction of the global media to the actions of the Russian Federation is the Russian aggression against Ukraine in Donbas. According to BBC articles in 2014, Russia was accused by the world community of organizing separatist movements in the eastern regions of Ukraine, despite the Kremlin's attempts to deny its involvement. After two months of fighting and the deaths of hundreds of people, Moscow's strong propaganda campaign against the new leadership in Kyiv is now accompanied by growing evidence of Russian troops presence in ORDLO [4].

CNN analyzes and monitors the events that led to the crisis in Ukraine. According to the research, after Russia annexed the Crimea in 2014 due to tensions with its neighbor, world leaders managed to conclude a shaky peace deal in 2015. But violence in the conflict zone in eastern Ukraine continues – in 2016 the number of victims increased, and in 2017 the outbreak of hostilities began. According to CNN, the sanctions and the events that preceded their introduction reflect the tug of war between East and West for Ukraine's future [7].

The escalation in the Sea of Azov, which took place on November 25, 2018, did not escape the attention of global media. Assessing the effect that Russia's escalation is having on the conflict as a whole, the BBC points out that the confrontation may flare up again. Pro-Russian insurgents in eastern Ukraine have Russian heavy weapons, while Ukraine is gaining Western support [6]. CNN has published a 2019 report entitled "UN tribunal rules Russia must release detained Ukrainian sailors", which emphasizes the position of the UN International Tribunal for the Law of the Sea, which stated that Russia should release sailors immediately and called on both countries not to escalate the conflict.

Speaking about the trends of 2019-2021, one can see a decrease in the number of media notes on the Russian Federation in the context of Russian-Ukrainian relations compared to their rise in 2014-2016. New developments in the world in the context of the coronavirus pandemic have shifted the focus from covering Russia's actions towards Ukraine to another level. The pages of news agencies are mainly devoted to economic issues, Russia's return to the Council of Europe, the poisoning of the Russian opposition leader, and the palace of the Russian president, which are far from the events in modern Ukraine.

**Conclusion**. The image of the Russian Federation in the context of Russian-Ukrainian relations is covered by the global media, taking into account the actions taken by this state towards Ukraine. The BBC and CNN represent the annexation of the Crimea and Russia's aggression in the Donbas as illegal acts blamed by the international community and must be accompanied by sanctions against the aggressor country. The case of MN-17 and the escalation in the Sea of Azov contributed to even greater condemnation of Russia and certain losses to the country's authority. Trends in the image of the Russian Federation in recent years have been characterized by a partial shift in emphasis on Russian-Ukrainian relations to the global pandemic, economic, Russian-US relations, and the world community's response to Alexei Navalny's poisoning of Russia's violating fundamental rights and freedoms.

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## CULTURAL DIPLOMACY OF POLISH CITIES AS A COMPONENT IN PROMOTING THE CULTURAL INFLUENCE OF THE STATE

**Introduction.** Considering changing tendencies in international relations and transition from fight for territories and zones of influence to competition for the hearts and minds of people, Poland in its foreign policy also pays considerable attention to public diplomacy and cultural diplomacy as main voices of “soft power”. It is interesting that given general trends of urban development in the EU, Polish cities try to be more active and rational in establishing contacts with other international actors. They regard themselves as non-state international actors. Admitting important part of cities in cultural diplomacy Republic of Poland facilitates strengthening their subjectivity. It also joined to such initiatives of European Commission as Amsterdam partnership 2016, Urban agenda for the EU 2020 and a lot of other initiatives, that demonstrate its willingness to support comprehensive urban development.

**Review of recent publications.** In general a few number of works published by Ukrainian researchers are devoted to “city diplomacy”, but among them it is worth mentioning such scholars as O. Bohorodetska [5], who comprehensively researches relations of Ukrainian and Polish twinning-cities; M. Stromowska and A. Skorupska [13] draw attention to Polish cities as actors; B. Ociepka [10] analyses broad forms of local public diplomacy (voivodships, municipalities), whereas M. Bierzyńska-Sudoł [4] argues, that municipal diplomacy is one of the most efficient ways to improve governance in the city in general.

**Objectives of paper:** to find out specificities and capacity of Polish cities, as actors of “city diplomacy” in the sphere of culture and complementary role of “city diplomacy” in promoting the cultural influence of the state.

**Result of the research.** Since the beginning of the democratization process in Poland and its joining to European and Euro-Atlantic structures, the new window of opportunities has been opened for municipal authority, to follow the road of “city diplomacy”. This was facilitated by the state`s accession to the European Charter of Local Self-Government (1993) and by adopting the Constitution of the Republic of Poland (1997), where the main principles of local self-government and cooperation of cities with local authorities of other states were listed. First of all this allowed cities, especially municipal centers of Polish voivodship, which are the main objects of our research, both qualitatively and quantitatively expand intercommunication on the level of twinning-cities. Thus, every city has at least one twinning-city from Germany (usually they are two or more) and Ukraine. The cooperation with German cities stands at 15 per cent of total amount regarding municipal contacts. And the location of Polish local actors does not matter. At that time concerning Ukraine it was the specificity of Polish-Ukrainian relations and great amount of Ukrainian of Poles extractions, who live in the western part of Ukraine [12] that really mattered. Polish cities in contact with cities of these states work on representing themselves as an equal partner for the German municipalities and as an advisor in process of democratization and euro-integration to Ukrainian twins.

Furthermore, the networks of contact with cities in other European countries, especially in the Baltic Sea region, as well as in the United States and China have expanded considerably. This made it possible to hold book fairs (one took place in Poznan in 2018) or festivals (Beer Festivals in Opole) with representatives from twining-cities. Krakow has special, new level types of inter-cities contact, because it is the only city in Poland that has office in Nurnberg that leads its work to promotion and representation of culture and tourism of Krakow. However, it is also known an example of opening by the representatives of Lover Silesia region in cooperation with Alsace region under work of ALDA – European Association for Local Democracy and Congress and CORLEAP – Conference of Regional and Local Authorities for the Eastern Partnership office in Dnipro, aimed at sharing the experience of democratization and development of self-government in Europe to Ukrainian cities [10: 10]. This once again confirms the stated thesis about one of the features in positioning Polish "city diplomacy".

Krakow should be mentioned as an active member of international cities networks (it is a member of 15 trans-municipal networks). Eurocities is one of the main among them, and 10 Polish cities are its members. At now they are engaging in the main forums of organisation, the most active are Warsaw and Wroclaw. In the cultural sphere Poland's cities are represented in such working groups as *Culture and young people, Culture as resource, Culture for cities and regions*. Other major city networks for Polish cities are *Hanseatic League* and *the Union of Baltic Cities.* Within the frame of cooperation with the Union of Baltic Cities Szczecin has every year "Scandinavian days" having been organized since 2013, a similar initiative has put into practice Lublin, that is called "Eastern European Initiative Congress"

As well as other European cities, centers of Polish voivodship compete for the right to be called *European Capital of Culture.* The very first cities, that had acquired this status before Poland`s EU membership was Krakow with the program *"Though – Spirit – Creation".* Participation in the program assisted in integration process. In 2016 another winner was Wroclaw; its project was entitled "Space of beauty" and was focused on representation an innovative, beautiful and creative city to the world. The internationalization of important cultural events such as *Theatre Olympics* or choir meeting "Singing Europe" was made to achieve the European dimension of the project. In the frame of the project *Deutsche Bahn (German Railway)* launched an extra train from Berlin to Wroclaw, in order for Berliners to be able to visit different cultural event within ECC. It had to run in 2016, but due to the popularity of the "cultural train", routes had been valid until 2018 [10: 9].

The fact that *City of Poland* won this program and broadened the circle of connection with other cities has created a positive image and raised their profile among other cities. Moreover, the Polish municipalities try to find their own niche in creating a municipal brand, usually it is related to some kind of art: Szczecin is famous as a jazz capital, Bydgoszcz relies on theatre, Torun focuses on affinity between cities of the Baltic sea region and it is famous for festival of cultures and arts "Probaltica". Lodz is recognized as a filmmaking centre, Katowice was recognized by UNESCO as a city of music, Wroclaw was the world capital of books. Although

B. Ociepka argues that city public diplomacy differs from promotion city as a brand: branding is focused on a city as a unique object, city diplomacy is focusing on the interests of its citizens and aiming to influence on political decisions in the international environment. In our opinion, creation of the brand is intended to make an impression on foreign respondents and draw attention to the city, in that way providing particularly economic or image benefits to the city itself.

**Conclusion.** After considering the specificity of Polish cities as actors of cultural diplomacy and the "soft power" sources one can estimate a significant increase in municipal activity and broadening spheres and mechanisms of their work. As a result, cities have become increasingly active in the European and regional city networks, contributing both to integration processes and to the image of the Polish city as an innovative, democratic urban center. And drawing attention to the key challenges and directions that urban diplomacy sets for itself in the field of culture, one can assume that in many fields they are intersected with goals of Poland in Europe. That is why city diplomacy is able to strengthen cultural influence of the state, rather than opposed to its ideas.

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## UKRAINE-NATO RELATIONS IN 2014-2020

**Introduction.** A sovereign and independent Ukraine, steadfastly committed to democracy and the rule of law, is paramount to Euro-Atlantic security. Relations between Ukraine and NATO began to develop in the early 90-s of XX century and have since become one of NATO's most significant partnerships. Since 2014, as a result of the Russian-Ukrainian conflict, cooperation between Ukraine and NATO has been intensified in a number of key areas, namely capacity building. Allies continue to condemn Russia's illegal annexation of the Crimea, as well as its destabilizing and aggressive actions in eastern Ukraine and the Black Sea region. NATO's presence in the Black Sea has been increased and cooperation in the naval field between NATO and Ukraine has been intensified.

In June 2017, the Verkhovna Rada of Ukraine passed a law recognizing the country's membership in the Alliance as a strategic priority of national foreign and security policy. In 2019, the relevant amendment to the Constitution of Ukraine came into force.

**Review of recent publications.** Many domestic and foreign scholars have studied relations between Ukraine and NATO, including Viktor Gvozd`, a leading analyst at the Borisfen Intel Independent Analytical Center for Geopolitical Studies, Kateryna Zarembo – Deputy Director of the Center for New Europe, James Sperling – Professor of Political Science at the University of Akron and Mark Webber – Professor of International Politics at the University of Birmingham and others.

**Objectives of the paper:** to analyze the relations between Ukraine and NATO in the period of 2014-2020; to investigate the discourse of the dialogue development and what mutual decisions the two actors of international relations have reached as well as to provide options for further development of partnership between Ukraine and the Alliance.

**Results of the research.** In 2014-2020, NATO-Ukraine relations were defined by Ukraine's integration into North Atlantic Treaty Organization and NATO's support for Ukraine in the conflict with Russia, which began in 2014.

Since 2014, the NATO-Ukraine dialogue has included reaffirmations of promises made at the 2007 NATO Budapest Summit, when NATO leaders assured Ukraine that it would become a member of the North Atlantic Treaty Organization. The final step in integration with NATO is the *Membership Action Plan*, which Ukraine hoped to join in 2007 but has yet to do so. At NATO summits, there are regular assurances that this state of Ukrainian membership is only a matter of time, but these statements are not followed by action.

Thus, there are two ways for Ukraine to develop its relations with NATO. The first is Ukraine's accession to the Membership Action Plan, designed for full integration into the Alliance, and the second is NATO assistance to Ukraine using the NATO Trust Fund. The first option seems more difficult to implement, because it, on the one hand, will increase the degree of tension in Ukrainian-Russian relations, which the Ukrainian leadership fears, and, on the other hand, is not too eagerly supported by NATO member countries, as not all of them are ready to see Ukraine with its unresolved territorial problems as a full member of the organization.

Such attitude, first of all, is connected with Article 5 of the NATO Washington Agreement, which is one of the bases of the NATO collective defense concept. According to this article, an attack on one of the member states should be perceived as an attack on the Alliance as a whole, and the member states should take measures against the aggressor using the system of collective defense.

The second option for cooperation between NATO and Ukraine involves the use of the NATO Trust Fund as the main tool for implementing integration. This fund was created to support the Cooperation for Peace program.

On the one hand, using the Trust Fund can be a very useful avenue of cooperation for Ukraine, as it needs resources to implement reforms. But on the other hand, using such avenues of cooperation with Ukraine allows to pause the dialogue on accession to the Membership Action Plan, which is the main stated goal of cooperation.

NATO's support in the territorial conflict in eastern Ukraine and the dispute over the status of the Crimea is an important component of Ukraine's relationship with the

North Atlantic Treaty Organization. Thus, at the height of the crisis in relations with the Russian Federation in March 2014, the North Atlantic Council declared the Crimean referendum illegal and illegitimate, calling on the Russian Federation to de-escalate the situation, up to and including the cessation of all armed activities.

The rhetoric of both the Ukrainian and NATO leaders remained unchanged both during Poroshenko's presidency and afterwards, as well as after the election of V. Zelenskyi as president of Ukraine. On the Ukrainian side, one of the key actions was the adoption by the Verkhovna Rada of a bill that defines NATO membership as one of the strategic foreign policy goals of the state.

The Ukrainian leadership is stumped, as it, on the one hand, sees its salvation in integration with NATO, while on the other hand, it fears an escalation of the conflict with the Russian Federation, which can be easily seen in its intention to consider the Steinmeier formula for resolving the conflict. At the same time, the NATO leadership pursues more reliable and stable options for strengthening relations with Ukraine, helping it with the help of the NATO Trust Fund and providing moral, informational and political support.

However, the fear of decisive steps suggests that NATO sees Ukraine not as part of its collective defense system, but more as part of the collective security system in the Euro-Atlantic area.

**Conclusion.** Ukraine is important to NATO because it is on the cutting edge of curbing Russia's expansion westward. Therefore, the Alliance's leadership supports Ukraine's Euro-Atlantic course, provides practical assistance in strengthening its defense sphere and bringing it into line with the standards of the North Atlantic Alliance. But unlike Georgia, NATO is not currently considering any options for Ukraine's accession to the Alliance in the near future. Due to the lack of consensus in the Alliance on the Ukrainian issue, the Ukrainian population and political forces have different attitudes towards NATO, and there are still shortcomings in the implementation of internal reforms in Ukraine, namely ineffective measures to combat corruption and slow down internal reforms.

NATO's reluctance to cross certain "red lines" in the confrontation with Russia is also quite obvious. Such a "red" line for Moscow is the possibility of Ukraine's accession to NATO. At the same time, although Ukraine has no real prospects for gaining official NATO membership in the near future, this in no way limits its cooperation with the Alliance and bringing it to a qualitatively new level. In essence, such cooperation can take the form and depth of NATO's official membership. The basis for this is created by the existence of common interests in Ukraine and NATO, the consolidation of the course of Euro-Atlantic integration in the Constitution of our state. The preservation of such a course as a priority of Ukrainian politics was confirmed by the new President of Ukraine V. Zelenskyi.

The deepening of cooperation between Ukraine and NATO will be a powerful factor in deterring Russia and other countries (including Hungary) from aggressive actions against our country, both in the form of "hybrid" wars and direct armed attack. And NATO will have greater opportunities to counter threats to Europe's security from the east by advancing its front lines.

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## HUNGARY-UKRAINE BILATERAL RELATIONS: PROBLEMS, STAGNATION AND MISUNDERSTANDING

**Introduction:** The relations between Ukraine and Hungary can be partly defined as stable and friendly. Despite the fact, that both Ukrainian and Hungarian sides declared their wish to develop partnership relations, there are things, which are used by both sides as grounds for political tension. Until 2017, relations between

Ukraine and Hungary were aimed to become more friendly and strategic. The meetings between officials on different levels stressed the importance of these relations. Moreover, since 2014, Hungary had supported Ukrainian sovereignty and territorial integrity on different levels, and Ukrainian wish to join EU and NATO.

**Review of recent publications:** the problem of Ukraine-Hungarian dialog on the ethnic minority is being discussed and researched by a group of scientists, whom trying to analyse the reasons of the problem and possible ways of solving it. "The history of relations between Ukraine and Hungary as dynamic and the content of political dialog" [13], made by a group of Ukrainian scientists includes in itself the brief history of Ukraine-Hungary relations, reasons of stagnation of political dialog and possible ways of solving it. "Ukraine-Hungarian Relations: A Tale of Mounting Mutual Mistrust" [4], by Pavel Havlíček includes in itself the analysis of bilateral Ukraine- Hungary relations. The book of Christin J. Albertie [1] contains the analysis of Hungarian law on Hungarians, which are living abroad. Also a group of political experts commenting the situation with Hungary and Ukraine: Olexandr Lashchenko with his article [15] for Radio Svoboda points out on main sore spots, that obstruct Hungary-Ukraine bilateral relations. The article of A. Potiha [16] includes comments and analysis on the situation with Hungary passports. But the main publications for analysing the problem are official statements of Hungarian/Ukrainian officials and politicians [2; 6; 10], their interviews [9; 19; 11], legislation [13], that regulate or influence bilateral relations.

**Objectives of the paper:** understanding the problems in relations between Hungary and Ukraine; highlighting reasons for political tension and stagnation in the sphere of ethnic minority; analysing the diplomatic activity by both sides and its relevant problems.

**Results of the research:** Ukraine-Hungarian relations suffer from misunderstandings in the political dialogue in sphere of culture and ethnic minorities. Due to Hungarian's specific legislation connected to Hungarians living abroad, it is not a secret, that the way in which Hungary and its government pay attention and support its own ethnic minorities in different countries, can provoke a political tension. As Christin J. Albertie mentioned in her book: "*Hungary was met with criticism of the Status Law almost immediately after it passed through Parliament. Continued criticism from neighbouring countries, the Venice Commission, and the EU Commissioner on Enlargement..*" [1: 998].

The problems with this law have been obvious since the very beginning, but nowadays it has got far deeper. Due to this specific law, Hungary has tensions at the political level with Romania, Slovakia, Ukraine and the EU. The Ukrainian situation was no exception, but a good example of how bilateral relations could be stopped due to these misunderstandings. In 2017 with adopting the law on the education sphere in Ukraine, Hungary's officials began to rethink the problem of Hungarian minority in Transcarpathia region. With this law, it is necessary for children of ethnic minorities to study the Ukrainian language. After adopting the law, official Budapest begin to criticize it, threatening Ukraine to block its movement to NATO and EU. As it was said in the analytical article "The history of relations between Ukraine and Hungary as dynamic and the content of political dialogue", the level of main communication was lowered to interdepartmental [13].

In 2018, with the information, which was published in the Internet, it became known, that Hungarian officials in Ukraine used legal uncertainty with the problem of dual citizenship in our country and began to distribute passports of Hungary in their consular office. After this, Ukrainian Minister of Foreign Affairs, Pavlo Klimkin said, that the Consular of Hungary in Ukraine is persona non grata. In his video message , from 1st October 2018, Ukrainian ex-minister of Foreign Affairs, Pavlo Klimkin commented on the situation with distributing Hungarian passports to citizens of Ukraine, that it is a violation of Vienna Convention on Consular Relations and the Consular of Hungary in Ukraine must be recalled [5].

The fifth President of Ukraine, Petro Poroshenko, commenting upon the situation with Hungarian passports said that the disrespect of Ukraine's sovereignty is impermissible and added that, it is very important to have mutual respect to each other's sovereignty. His Hungarian colleague, Péter Szijjártó mentioned, that in case of harassing Hungarian minority in Transcarpathia, Hungary would make everything to stop integration of Ukraine in the EU and NATO [13]. Due to these events, the dialogue between Ukraine and Hungary stopped to be mutually respected and effective, but turned into an argument with mutual claims. The problem with dual citizenship for citizens of Transcarpathia became an obstacle in Ukraine-Hungarian relations. The dialogue between two ministers of foreign affairs seemed to be mutual threats exchange.

The spokesperson of Foreign Affairs Hungarian Office commenting the conversation between Pavlo Klimkin and Péter Szijjártó mentioned that citizens of Ukraine do not break the law with no reporting the Ukraine government of the fact that they have got another citizenship. Moreover, he said, that P. Klimkin accepted the absence of such law, that forbade the existence of another citizenship [19].

Statements of ministers prove that the problem in relations between Ukraine and Hungary was based on mutual unwillingness to begin an effective dialogue to solve the problems connected with Hungarian minority in Transcarpathia. Both, Ukrainian and Hungarian sides even did not try to listen to each other in order to find a middle ground solution to solve the problem, just pretending of solving something. The will to fulfil interests only in one-sided way, has led to stagnation in relations between Hungary and Ukraine. The new government of Volodymyr Zelenskyi is in tough situation. Stagnation continues, problems are not solved, and the whole situation getting harder.

From the very beginning of Ukraine's sixth President administration responsibilities, Hungarian government made it clear, that the top priority in Ukraine-Hungarian relations must be solving the problem with the Hungarian minority in Transcarpathia. In his interview for *Radio Svoboda*, Hungarian Minister of Foreign Affairs said, that the new Ukrainian government for them is some kind of hope. He made a clear condition about the future of Ukraine's integration in NATO and EU and the amending the education and language legislation. Nevertheless, Hungary made hopes for the new government in Ukraine their statements remain to be controversial and aggressive [6]. Despite these facts, the new government made important steps towards education and law legalisation. With the help of recommendations proposed by *the Venice Commission*, Ukraine made law adaptations in order to renew the political dialogue between Ukraine and Hungary.

Unlike his predecessor, a new Minister of Foreign Affairs Dmytro Kuleba is more discreet in his statements about relations between Ukraine and Hungary. With amending the legalisation Ukraine show the will to as D. Kuleba said, “open a new chapter in bilateral relations” [4]. Despite the Ukraine’s compromise, the Hungarian officials do not pay attention to these things, thinking that in Ukraine there is still the anti-Hungarian government. The problem with the minority in Transcarpathia reminded about itself in October 2020. It was the time for Ukrainian local elections to be organized and the problem was, that Hungarian officials despite the Ukrainian legislation, tried to promote the Hungarian party in Transcarpathia, moreover, Péter Szijjártó on the day of elections supported the Hungarian candidate in public [9].

The main problem is, that despite Ukraine’s reaction and judgment, the Hungarian side does not see any problems at all. Their unwillingness to find a win-win solution could be the reason for continuation of the present crisis. For Ukraine it is necessary to understand, that the solution of the problem does not lie in permission of dual citizenship or permanent amending the legislation, the solution is to create a real mechanism of communication with ethnic minorities.

**Conclusion:** To sum up, one has to admit the fact, that the activity of the Hungarian and Ukrainian officials must be criticized and reviewed. The bilateral relations, which now are in crisis, due to the political tension about the problem of Hungarian minority must be reviewed and discussed. The problem of Ukraine’s integration in the EU and NATO has to be separated from the problem of ethnic minorities. The main officials of Ukraine and Hungary have to show the political will in order to unlock the dialogue between the two countries, in order to renew the connections of different levels.

Ukraine and Hungary have to intensify the dialogue about the problem of the Hungarian minority not only at the political level, but in public too. It is also necessary to separate bilateral relations in the sphere of economic, trading and problems with minorities, in order not to lose possible partnership relations, which are necessary for both sides. All these things will help to come to win-win solutions, but only if both sides will agree to create a mutually respected and effective dialogue.

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## ENVIRONMENTAL POLICY OF THE UNITED NATIONS

**Introduction.** The United Nations is the first intergovernmental organization which is responsible for environmental issues; the UN contributes to solving environmental problems at various levels – global, regional and national; the UN is able to implement a comprehensive analysis of environmental issues; the UN includes the vast majority of countries in the world, and therefore has an effective mechanism for coordinating and combining their efforts in solving global environmental problems.

**Review of recent publications.** Environmental problems have worsened around the world. In 1972, UNESCO raised the issue of environmental education and upbringing. The corresponding UN Program has appeared. The Stockholm Conference on the Environment adopted recommendations for the development of an international program on these issues, and in 1975 it was established. These problems were also discussed in the USSR: in 1977 in Tbilisi as well as in 1987 in Tallinn [2]. According to the UN documents adopted by the Rio Conference on Environmental Issues (1992), efforts should be made to preserve the biodiversity of all levels of living things, to ensure the functioning of biosphere systems, and the balanced development of society. Following the publication of the fourth report of the Intergovernmental Panel on Climate Change in February 2007, the Paris Call to Action read by French former President Jacques Chirac, who was supported by 46 other countries, and called for UNEP to be replaced by a more effective environmental organization. United Nations (UNEO), which should be developed on the basis of the World Health Organization [1].

**The objective of the paper** is to find out and analyze the environmental policy of the United Nations, how it develops and how it solves environmental problems around the world.

**Results of the research.** In 2015, 193 UN member states signed a document setting out 17 Sustainable Development Goals (SDGs) for improving people's lives in the areas of health, society and the environment. They were conceived as a "single call to action" coming from all countries and to all countries. Directly ecological order relates to the goal of conserving aquatic ecosystems, terrestrial ecosystems and combating climate change [3].

In September 2019, the UN Summit on Sustainable Development was held in New York. The SDG Summit formulated a new Declaration "Readiness for a Decade of Action and Achievement for Sustainable Development". The participants decided that it was necessary to move from plans to real actions [4]. The decade 2020-30 is recognized as decisive for the quality of life of future generations. What will be done (or not done) in the next 10 years will decide the fate of the entire planet.

77 countries have pledged to green their economies and achieve carbon neutrality by 2050. China has committed to reducing emissions; France refused to produce coal and oil on its territory; 87 large private corporations (including Danone, IKEA, Nestle, Electrolux) have pledged to reduce CO2 emissions to zero by 2050.

The parties to the Agreement had to move to concrete actions in 2020. This required modeling the world of the future, understanding how carbon markets would change, and agreeing on rules. Negotiations on these issues took place in December 2019 in Madrid with the participation of 27,000 delegates and hours of debate – and have not lead to anything so far. World leaders have not been able to agree.

The Paris Agreement did not become a regulatory document. After all, no sanctions threaten the participating countries for non-compliance. However, the agreement allowed the movement of climate activists created by Greta Thunberg to file a lawsuit against Argentina, Brazil, France, Germany, Turkey for non-compliance with the declarations and for violating the rights to clean air and health [3]. In February 2021, the Fifth UNEP Assembly met. They discussed actions to "restore degraded and destroyed ecosystems."

**Conclusion.** “Today’s interim report from the UNFCCC is a red alert for our planet. It shows the governments are nowhere close to the level of ambition needed to limit climate change to 1.5 degrees and meet the goals of the Paris Agreement”, Secretary-General António Guterres commented on the report’s findings. He said 2021 is a “make or break year” to confront the global climate emergency. “The science is clear, to limit global temperature rise to 1.5 degrees Celsius, we must cut global emission by 45 per cent by 2030, from 2010 levels”, he stressed [3].

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## FIRST LADIES OF THE USA AS ADVOCATES FOR WOMEN'S RIGHTS

**Introduction.** Today, the figure of the First Lady is an integral part of the US political culture. The wife of the US president has special duties which are not enshrined in the national law, but were established by American society and considered to be obligatory. Domestically, the First Lady is an “example” for a female audience, the embodiment of the values and moral principles of American society, she reflects the public perceptions of the “ideal woman’s image” of her time period. At the same time, the First Lady is also a representative of American women and an advocate for women`s rights. The president’s wife may influence the domestic gender policy and decision-making process. That is why the First Lady is analyzed in terms of her contribution to the empowerment of women.

**Review of recent publications.** The issue of advocating for women`s rights by the First Lady of the USA has not constituted a separate area of theoretical research. However, the topics related to our research have been studied mostly by foreign scholars, among them are M. Borrelli [2], N. Gonnella-Platts [4], D. Grinhaus [5], K. Kuptz [10] and oth.

**Objective of the paper:** to identify the ways for the First Lady of the USA to advocate for women's rights at the national level.

**Results of the research.** The First Ladies of the United States use their status and opportunities to represent women in the national arena, as well as direct their political and public activities to protect women's rights and increase their involvement in political processes in the country. Of course, not all the wives of the presidents were concerned about gender equality, but most of them did not ignore the issue. As the First Ladies have become more involved in politics, the methods of advocating for women's rights that they used have changed.

Abigail Adams is considered to be the first advocate for women's rights among the wives of the US presidents. In a private letter to her husband, she called on him to remember women when writing the US Code of Laws: "…Remember the Ladies and be more generous and favourable to them than your ancestors. Do not put such unlimited power into the hands of the Husbands. Remember all Men would be tyrants if they could. If particular care and attention is not paid to the Ladies, we are determined to foment a Rebellion, and will not hold ourselves bound by any Laws in which we have no voice, or Representation" [8]. Thus, Ms. Adams was the first of the presidents' wives who tried to influence the domestic political decision in order to improve the women's status in the American society, namely, to involve them in the political life of the state.

Supporting the domestic political initiatives aimed to empowerment of women in politics is a promising way to promote gender equality. Being an informal advisor of the president, First Lady can influence gender policy or take part in decision-making process. The president's wife can join or initiate such processes through the Office of the First Lady, which is an instrument of her power in the White House. Therefore, the staff of the First Lady may attend meetings in the West Wing, which is considered to be the most important and influential part of the White House where political decisions are discussed and made. Also, the First Lady can join the meetings on her own. Betty Ford used to lobby for women's rights in the presidential administration, supporting the adoption of the Equal Rights Amendment through political efforts and public activities [3].

Long before the advent of gender quotas and the concept of "positive discrimination", the First Ladies of the United States as heads of the Office of the First Lady, which is an unofficial division of the White House, provided employment for women in the president's residence. In 1901 Edith Roosevelt hired Isabella Hagner as social secretary, who had to assist her with scheduling and correspondence [6].

Thus, began the development of the First Lady's Office, whose staff consisted mostly of women. We can see a similar trend today: according to the White House's annual report to Congress on June 24, 2020, the office of former First Lady Melania Trump consisted of 11 employees, 8 of whom were women [1]. The First Lady forms her team and sets the criteria and standards for the work of the Office on her own. So, the president`s wife is able to provide women with access to important political positions in the White House, such as social secretary, chief of staff to the first lady, a spokesperson, etc.

In the United States social activism of the First Lady is considered extremely important. As a rule, president`s wife launches her own social initiative or project aimed to solve particular social issues. Directing such initiative towards the promotion of women's rights would draw public attention to this issue, because Americans closely monitor everything that the First Lady does. Betty Ford chose the advocacy for women's rights as a field of her social activity. The events initiated by Ms. Ford included launching of an exhibition of documentary history of women's art, meeting with “Ten Outstanding Young Women of America”, and promotion of the exhibition “Remember Women” [3].

Press conferences for women reporters only held by the First Lady is another way to make American women involved in politics. As the hostess of the White House, the president's wife is allowed to organize and hold meetings in the presidential residence. Eleanor Roosevelt and Jacqueline Kennedy used this type of activity to promote women`s rights [7; 9]. Press conferences for women reporters encourage media to employ women workers in order to be invited to such event. Also, holding such conferences means that part of what appears in the media will be presented from a woman's point of view. During meetings with women reporters in the White House, the First Lady can express her views on political and social issues, which on the one hand provides journalists with exclusive material and, on the other hand, raises awareness of American women in political affairs.

First Lady also may use a traditional way of promoting women`s rights which is to express publicly her personal opinion on the issue of gender equality. The president's wife is a role model for American society, she is considered to be the head of the White House together with the president and vice president, so her opinion is likely to be adopted by the public.

Earlier, the First Lady had to hold a press conference or attend an event to deliver her speech, but today, due to the development of information technology, the exchange of views takes place in social networks. The number of followers on the official accounts of the former US First Ladies reaches to millions. These people are the target audience of the president's wife, who is ready to listen to her and whom she can share her opinion and views with. All she has to do is to present her opinion in the short post and put the appropriate hashtag.

**Conclusions.** The diversity of the First Lady’s roles provides her with a wide range of opportunities to advocate for women's rights at the national level. As a political adviser of the president, the First Lady can support the domestic policy initiatives on gender equality, as a Head of the Office of the First Lady she is able to provide American women with employment in the White House, as a social activist president`s wife can launch and implement social initiatives and projects aimed at empowerment of American women, as a hostess of the White House the First Lady can hold press conferences for women reporters, and as a role model she may share her views on gender equality issues with Americans.

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## IMPLEMENTATION OF US INFORMATION SECURITY IN THE 2020 PRESIDENTIAL ELECTION

**Introduction.** The implementation areas of information security carried out by every country are the protection of political, state, public interests, moral values and human rights from internal and external encroachments by potential stakeholders. The goal for the latter is always to meet their own needs, and the issues of responsibility and legality of actions taken by such entities usually do not cause them any concern. At the state level, the most successful event for one country's external interference in another's internal processes is the electoral process and the actual presidential election.

**Review of recent publications.** The problem of protecting US information security during the election process and counteracting foreign interference in it has been widely studied in American and domestic scientific-conceptual and socio-political groups. In particular, it is worth mentioning D. Korstanzh, D. Levin, J. Godines, N. Marinov, S. Shulman, D. Volz, D. Sanger, J. Barnes, I. R. Bodnar, O. P. Beak, V. Zhugan, V. Pashkov, O.M. Kosogov, who considered the features of external interference in the electoral process of the United States. However, the lack of sufficient research on this issue in the context of the next US presidential election, which took place in the fall of 2020, makes it possible to study and analyze it after the event.

**The purpose of the article** is to analyze the features of implementing the US information security during the 2020 presidential election and determine its effectiveness at the end of the latter.

**Results of the research.** An example of a fairly successful foreign influence on the electoral process is the large-scale and systematic Russian interference in the 2016 US presidential election, which motivated the United States government to make a series of changes to information security regulations and implement a series of organizational measures to protect the election process of the 2020 presidential elections.

The decentralized type of American electoral system allows each state to vote in any way convenient to them, as long as it is legitimate and does not violate the federal law. As a result, this makes it difficult to regulate the electoral system and to be able to approve uniform rules on the specifics of the elections to which each state would be subject. Nevertheless, the issue of information security in the election process is one of the main components of US national security and is given considerable attention at the federal level. This is confirmed by the National Counterintelligence Strategy, which emphasizes the fact that Russia remains a serious intelligence threat to US interests, using aggressive actions to incite and exacerbate tensions and instability in the American society, as well as to interfere in the security of elections [1].

In terms of legislation, the United States government has initiated a number of bills to help combat cyber threats to protect the information security of the election process. For example, State and Local Government Cybersecurity Act, SAFE Act, Defending American Security form Kremlin Aggression Act and others. Regarding organizational measures aimed at protecting the electoral process, the following should be noted: supporting the efforts of states and local communities in combating external threats to the electoral process through the exchange of information on vulnerabilities and threats to electoral systems; providing technical assistance, development and implementation of training programs and practical trainings; assisting state and local authorities in preparing an algorithm for responding to cyber-attack incidents targeting their electoral systems and more. Also, a special project PROTECT 2020 was created, the task of which was to involve voters in counteracting foreign influence on the electoral process. This project is a development of the newly created Agency for Cyber Security and Infrastructure Protection – CISA [2].

Given the serious and large-scale preparation of the US government to protect the next 2020 presidential election from foreign interference, it seems that the latter did indeed pass without any threats to information security, especially from Russia. At least, this is stated by the US officials, who are directly responsible for ensuring the information security of the election process and protecting the critical US digital infrastructure. For example, Acting US Secretary of Homeland Security Chad Wolf described the election as «the most protected in history» [3]. Subsequently, representatives of the services responsible for the protection of the election process in the US Department of Homeland Security issued a joint statement in which they rejected suspicions of large-scale fraud in the 2020 presidential election. Like, there are no signs of interference in at least one voting system to change the results [4].

However, a joint statement issued by the Office of the Director of National Intelligence, the Federal Bureau of Investigation, the National Security Agency and the Computer and Infrastructure Security Agency on 5 January 2021 stated that Russia was «likely» to be involved in a series of cyberattacks on a number of US federal agencies of the United States. As a result of successful operations, the attackers penetrated the internal networks of almost a dozen different federal agencies and departments. At the same time, US officials say that the purpose of the hackers, apparently, was to gather intelligence, and not to carry out any destructive actions [5]. In turn, Donald Trump considers the election compromised in favor of newly elected President Joe Biden and constantly declares "mass fraud" by China. At the same time, the ex-president does not provide any facts to confirm such statements [6].

**Conclusion.** Thus, according to the results of the study, it can be argued that this time the US government has prepared and the US presidential election in 2020 was much more secure than the previous ones. Most measures to counter foreign interference, especially from Russia, have proved to be effective. However, time will tell whether the next election was «the most protected in history». Currently, the newly elected president faces a number of important issues that need to be addressed. These include improving the epidemiological situation around the impact and consequences of the coronavirus pandemic; restoring the internal balance in the country by reaching the maximum possible understanding between political parties, the government and the public; issues of influence on the internal state of affairs of social media platforms and their normative regulation; adjustment of foreign policy problems; reconciliation of Americans in the context of existing political, racial and other contradictions within the country.

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## CURRENT TRENDS IN THE PROCESSES OF ADAPTATION AND INTEGRATION OF MUSLIM REFUGEE WOMEN TO GERMANY

**Introduction.** Over the last 20 years the number of migrants has increased significantly. Germany is one of the five world leaders in the number of migrants. This pattern points out that globalization and new trends in international relations are reviving the process of displacement. The problem of the refugees influx into Europe from the war-torn countries of Africa and the Middle East remains relevant, taking the level of conflict in the regions into account.

Female refugees represent a separate part of German society because of their direct effect on the demographic and socio-economic situation in Germany. Women are a more vulnerable category of refugees, so they are easily manipulated and abused. Identifying problems during the integration process will help to improve mechanisms for the protection of female refugees and asylum seekers.

**Review of recent publications.** Among a scientific community, the issue of refugees including the general concepts of refugee policy have been studied by such local and foreign scholars as K.Pylypchuk [1], A.Solodko [2], R. Boswell [6], E.Geddesa [6], T. Esha [9] and others.

**Objective of the paper.** The purpose of this research is to determine the main tendencies and characteristics of integration and adaptation processes involving Muslim female refugees in Germany.

**Results of the research.** Muslim refugee women make up a significant part of all refugees arriving in Germany. Even though their number is smaller compared to men, they should be considered as a significant part of society [3]. Compared to previous years, when the refugee crisis was only beginning to worsen, the number of refugees, both men and women, was many times greater. The vast majority of refugees come from countries suffering from war, such as Syria, Iraq, Afghanistan, Eritrea and Iran. As Germany has welcomed refugees and asylum seekers for the past six years, Muslim refugee women choose it as a destination country where they can obtain an adequate level of security and open up new opportunities for their own development [5].

The reasons for women to flee are mainly the result of wars, economic crisis, political instability, threats to life and lack of prospects for development. Gender inequality and specific attitudes towards women in Muslim cultures are also quite often the reason for their displacement [8]. The Middle East and Africa have been covered with hostilities for many years, some refugee families may have previously been forced to migrate to Germany. For this reason, there is another reason of fleeing, such as the reunification with the rest of the minorities. As it is known, Germany has launched an “open door policy” which makes the country one of the most attractive host countries. Refugee women are safer here and have the anticipation of the beginning of a “new life”.

Due to the fact that refugees have different experiences, social status, it should be noted that that it is quite difficult to generalize about the “typical image of a Muslim refugee women”. However, the presence of certain patterns helped us to identify common characteristics of them. Concidering the gender role they played in their homeland, they are much less involved in integration processes compared to men. Moreover, refugee women still remain a vulnerable part of the society because it is difficult for them to defend their own interests and rights. In addition, due to limited education in the homeland, ignorance of the language, they are much less likely to get a well-paid job. As a result of integration programs, refugees are able to gradually enter German society [13].

With the onset of the global COVID-19 pandemic, the influx of migrants has declined significantly, as many countries around the world have been forced to close the borders and restrict the freedom of movement. The globalization processes were not stopped due to the pandemic, although it a little slowed down the processes of migration and the influx of refugees [3]. The COVID-19 crisis has exacerbated the vulnerabilities of the most vulnerable groups. Decisions that are often made hastily, albeit deliberately, can have unintended consequences. Governments' responses must be in line with pandemic trends in order to maintain the trust that must exist between people and their governments, especially in times of crisis, and to promote respect for human rights.

The worldwide pandemic of 2020 was one of the factors that forced the German establishment to respond quickly to the new challenges and threats posed by the spread of the virus, especially in places with limited access to basic amenities and high crowds of shelters [14]. Although the government has taken certain restrictive measures, Germany is aware of the need to help the most vulnerable, so it is developing certain social programs. The German government has developed a number of integration systems for its new refugee population. All the parties involved, such as federal, provincial, city and local governments, civil society and, of course, the refugees themselves, are making significant efforts.

German asylum legislation has not yet been revised to recognize gender-based persecution. Although the issue of gender-based persecution has long been on the political agenda, there is no consensus on the law should be reformed to adequately address the specific situation of refugee women [4]. Women have more difficulty obtaining asylum status because their applications are considered less credible, so asylum procedures need to become more gender-based [11]. Admission requirements must consider gender in particular. More attention and protection should be given to women and girls, to ensure their safety. In this way, sexual and gender-based violence can be prevented. Girls should have access to education, and women and girls should have adequate medical care.

The adaptation process of Muslim refugee women is directly related to the cultural and religious characteristics of the Middle East. Considering their entrenched values and basic principles of functioning in society, women often face problems of racism, violence and Islamophobia [10]. Their unwillingness to give up their own cultural identity complicates their adaptation processes [7]. In our opinion, it is necessary to improve the system of promoting the adaptation and integration of refugees into society as they affect the socio-economic situation in the country.

As female refugees are mostly young, up to the age of 35, their activation in society will not only contribute to the demographic situation in Germany, but will also improve the level of the economy. Since the process of adaptation is directly related to socialization processes, the factor of interacting Muslim refugee women with native Germans is an important element of entering a new culture. German society is aware of the consequences of the influx and reception of large numbers of refugees, but most continue to support the government's decision to grant asylum and protection to refugees [12]. Such attitudes are very conducive to entering a new cultural environment, because in this way new cultural principles and values are adopted faster. However, an important factor is the insecurity and, to some extent, the lack of education of Muslim refugees to stand up for their rights.

**Conclusion.** At present, a number of crises continue on the European continent due to economic and institutional organization. Nevertheless, EU Member States continue to attract professionals from abroad. The COVID-19 pandemic has also adjusted the integration processes of refugees, so legislation and integration programs need to be improved to consider crises and the gender component. Our study proves that Muslim refugee women are one of the most vulnerable categories of migrants. This is caused by a vast number of reasons (the lifechanging events and the experience of moving to the territory of the host country, as well as the results of gender inequality and violence, not only among refugees but also with civil servants, asylum workers) that significantly affect the process of women's adaptation to the new society.

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## PUBLIC DIPLOMACY AS A COMMUNICATION CHANNEL OF THE NATIONAL BRAND OF UKRAINE

**Introduction.** The brand of the country is an important tool for its influence on the international arena in the conditions of globalization and innovative progress. It is vital for every country to have a positive international image, but it needs tireless efforts to build it. Pronounced features of the state and its identity form the basis of the national brand that also defines competitive advantage and income of the country, a valuable asset of the economy.

The national branding of Ukraine is a matter of pressing concern in accordance with the fact that the brand strategy of our country is not sufficiently developed, because some countries have not even heard of Ukraine. It is not complex to use public diplomacy to promote a positive image of the state and to spread ideas abroad. Since 2015 Ukraine has actively implemented cultural diplomacy and, particularly, the Ukrainian Institute was established, which effectively disseminates information about Ukraine and its cultural achievements abroad.

**Review of the recent publications.** The research is based on the scientific work of J. Nay [6] on public diplomacy issues. It is necessary to single out Ukrainian researchers, such as J. Drozdovsky and V. Yarosh [2], who have investigated in detail the case of the Ukrainian brand and the challenges of its formation and development. O. Rozumna [3] has studied the cultural diplomacy of Ukraine, comparing it with the European experience. World ratings, such as *The Future Brand Country Index*, have been used to justify the international image of Ukraine.

**Objectives of the paper.** The aim of our research is to cover the main aspects of Ukraine's cultural diplomacy which is an effective tool of foreign policy and one of the main expressions of public diplomacy, which contributes to recognizing the national brand abroad.

**Results of the research.** There are two main instruments of foreign policy – traditional and public diplomacy. The traditional diplomacy is aimed at establishing a dialogue with political governments of other countries through official visits, the signing of the agreements and treaties, whereas the aim of the public diplomacy is to establish and carry out public relations of another state [1: 5]. One can influence the opinion of other international actors concerning a certain state through means of "soft power" and, in the meantime, form one's own image. Such kind of diplomacy is effective, but it requires to strengthen efforts and maintain close synergy of the political government with the non-state actors, such as analytical institutions, public organizations, communities of experts and stuff.

The definition provided by the Dean of the School of International Relations at Taft University in the United States, E. Gullion, in 1965 can be considered as the first broad definition of public diplomacy. He pointed out that public diplomacy influences the opinion of foreign community concerning the foreign policy of this state, establishes communication between the branches of government and journalists, promotes intercultural communication [1: 6]. J. Nye established the term "soft power", and noted that public diplomacy tries to attract the public attention of another country through foreign broadcasting, cultural exports, exchanges, etc. [6: 2].

It is vital to transfer reasonably one's values to another state, because sometimes it cannot be acceptable and cause, conversely, the deterioration of the image of the state and the relationship between the two actors. For instance, certain American Hollywood movies may be incomprehensible to Muslim states because of different values. American scholar N. Kull points out that public diplomacy is a set of diverse cultural projects, exchange programs, short-term information campaigns, international broadcasting and monitoring of foreign opinion about the state. It also includes the maintenance of social networks by the authorities. It leads to effective information management of a state foreign policy. It is not complex to lobby ideas and values through social networks so that they are understandable to the community of nations [1: 6]. Active and powerful public diplomacy will help to improve the international image of the state and the recognition of its national brand. Many foreign researchers have studied the topic of the Ukraine brand. For instance, N. Vorobyova named the negative factors affecting Ukraine's international image, which are as follows: the Chernobyl accident, the conflict with Russia and some neighboring countries, the unstable and unobserved economy. Nevertheless, Euro-2012, Eurovision-2016 and 2017, cultural heritage and geographical location have a positive impact on the image of our country [2: 107].

Ukraine is in the world rankings, which also defines its recognition in the world. *Future Brand* is a global brand transformation company. Every year, its experts publish *The Future Brand Country Index [7],* which ranks the World Bank's top 75 countries by GDP in accordance with the strength of perception. The 2020 Index shows which countries are qualified as "strong brand". The upshot is that they have a competitive advantage over other countries. Although Ukraine entered the top 75 countries, it took 71-st place (in 2019 – 74-th place).

Ukraine should pay attention to the experience of branding policy and brand strategies of leading countries such as France, Poland, Germany. Place branding that means to promote the features of cities or regions can be relevant for Ukraine. It will unite the Ukrainian society, which has not lost the national idea, and, consequently, will form a positive image of the state. Cultural diplomacy as one of the main expressions of public diplomacy is an effective tool in promoting the image of the state. Until 2015 the cultural diplomacy in Ukraine was poorly productive, as it was focused exclusively on the historical past and cultural heritage. Undoubtedly, there were cultural and information centers, but their activities were mostly protocol and, unfortunately, did not give an effective result for Ukraine’s image.

In 2015 Ukraine officially decided to implement cultural diplomacy. On the one hand, this is an important development for the promotion of the state and its cultural heritage abroad, but the lack of experience in implementing of such a tool of public diplomacy has caused a few challenges. In 2015 the Ukrainian authorities conducted negotiations concerning the establishment of the Ukrainian Institute.

They gave examples of prominent European cultural institutions, such as the Goethe Institute, the British Council, the French Institute, the Czech Center and others. It is not surprising that the creation of this cultural institution has faced several challenges. For instance, there was no platform for cooperation between the authorities to discuss and formulate thoroughly the further concept of the Institute. The National Reform Council within the President of Ukraine, as an advisory body, did not participate actively in the process of implementing the Ukrainian Institute. Public organizations, analysts, experts should be also involved in the development of cultural diplomacy [3: 29]. In 2017 the Ukraine’s Cabinet of Ministers decided to establish the Ukrainian Institute, which they had discussed for a long time beforehand. Recently, Ukraine's Ministry of Finance has announced a significant reduction in the budget for cultural diplomacy of Ukraine and it has caused a conflict. The main problem was the lack of communication among the authorities. There is also a certain peculiarity when we try to determine the accountability of the Ukrainian Institute. On the one hand, the institution is part of the cultural sphere, but, on the other hand, the Ukrainian Institute is accountable to the Ministry of Foreign Affairs, because it protects the foreign policy interests of the state. The government thought those cultural institutions are accountable to the Ministry of Culture and were funded by its budget programs. The upshot is that insufficient communication among the authorities caused such misunderstanding.

Nowadays, the Ukrainian Institute [4] promotes actively the image of Ukraine abroad. The main program areas of the institution are, particularly, the implementation of artistic, academic and cross-sectoral programs, the promotion of Ukrainian music, cinema and the Ukrainian language abroad. Despite the pandemic and the reduction of the budget for projects, the Ukrainian Institute is successfully implementing its plans. The Institute promotes Ukraine's image abroad and facilitates the international dialogue. In 2018 the government approved the official brand of Ukraine – *Ukraine NOW* and it was an important decision. The creator of the brand was the Ukrainian agency – *banda.agency.*

They note on the website: "To change the perception of Ukrainians globally and convince even more people to visit us, Ukraine needs a brand, that will show us as an open modern country, where all the most interesting things are happening right now" [5]. It is worth admitting that branding is successful when the state is the initiator, but the private companies, NGOs, communities of experts, who, obviously, have more experience in the field of image design, help to develop and implement branding policy.

**Conclusion.** The implementation of public diplomacy is important and even necessary for Ukraine. It is a chance to be heard, to tell the world about your own achievements, to be able to respond clearly to challenges and, definitely, to pursue confidently foreign policy interests and goals. The results of public diplomacy of Ukraine are gradually gaining momentum. Cultural diplomacy was previously a chance to tell about your own past and cultural heritage, and it was stated declaratively in the adopted documents. Nowadays, Ukraine has enhanced the means of "soft power", although the lack of state support makes it impossible to achieve effectively these goals through cultural diplomacy.

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## MOTIVATION FOR THE MIGRATION OF MUSLIMS TO THE USA

**Introduction.** In a world that is constantly getting globalized, the migration phenomenon is natural and predictable. However, the reason for the transition from one place of origin to another for representatives of individual communities always manifests an individual nature and its own specifics. Immigration of Muslims in to the United States is connected with a number of factors and has been taking place over the years. Natives of the Arab world make up a significant share of the population in the European countries and in the United States and are every year gaining more and more influence in public life.

**Review of recent publications.** The roots of migration are a popular subject of research in today's globalized world. The issue regarding the Muslims' motivation to migrate to the United States has been studied by such scholars as N.N. Suslova, F.M. Nuriakhmetova, G.I. Starchenkov, L.G. Nizamova, A.A. Omelchenko, and others.

**Objectives of the paper.** This paper studies the main reasons for the migration of Muslims to the United States today in a globalizing world.

**Results of the research.** Muslim immigration to America has a long history ranging from the forced transportation of slaves to the modern day refugees, victims of conflicts in the Middle East. One of the basic reasons for people choosing the U.S. as a place to live is the high standard of living in the country. Muslim migrants choosing the United States as a country to live in are often guided by material incentives, as there are large economic sectors in need of hiring labor with decent working conditions.

Equally important to Muslims is the cultural aspect that needs to be considered. American values give minorities the right to maintain their identities and allow each individual to develop independently within a multicultural society. For Muslims, it is very important to have favorable conditions for the development of their religion, established habits and traditions. For them, the most appealing thing about American life is that even in the United States, there are more opportunities to provide religious centers and establish Islamic institutions than in today's autocratic Islamic world [1: 2].

Islamists understand that the American political system is inherently oriented toward protecting minorities, including religious minorities [2: 22]. The relatively small group of Muslim migrants are applicants for higher education, as education in the U.S. is one of the most expensive in the world. Only people from well-off families have such an opportunity, and the majority of Muslims do not put a high quality higher education in an American university as a priority aim.

Many Arabs who have made the decision to go to America do not come only because of economic opportunities and democratic freedoms that are not available to them in their homeland. Particularly important factors are the established authoritarian regimes, protracted military conflicts, the dominance of the religious over the secular, and constant instability that compel them to seek asylum in the United States. The 21st century Middle East region has included and continues to include the problem of Palestine, the war in Syria, the Arab Spring, authoritarian regimes in Iran, Iraq, Saudi Arabia, the emergence of pro- Terrorist states, etc. Running away from chaos Muslims find refuge from the dangers and terrible conditions. The Western world is attractive due to the presence of stable democratic institutions that allow one to realize oneself more fully as an individual and to live in favorable conditions. The level of legal protection and constitutional freedoms is unprecedented compared to other parts of the world. Especially the authoritarian, religious Arab states.

An overwhelming majority of Muslim Americans believe that hard work is justified in this society. 71% agree that most people who want to succeed in the United States can do so if they work hard [3].

Drivers to seek asylum in the U.S. are not necessarily related to military or terrorist conflicts. Muslims are motivated to immigrate by universal aspirations for a better life. Settlers arrive in search of work, professional skills, doing business in the country, provides a high level of legal protection for entrepreneurs. People guided by the following motives for migration, as a rule, much faster to adapt to the new realities, speaking English, oriented in the modern culture of the West, have a financial safety net for the first period of stay.

In general, the migration motivation of Muslims to the USA also coincides with the basic, general reasons: better living conditions, reunion with the family, the possibility of receiving a quality education, better opportunities to find a desired job, self-realization or escape from an unstable homeland [4].

**Conclusion.** Thus, the Western world is attractive to Muslim migrants both through the general reasons for the high standard of living in the United States and through the specific traits formed under the influence of their own origin. Settlers seek to enjoy all the benefits of civilization development while preserving cultural differences, since the United States is traditionally an immigrant, multinational and multireligious society. Muslim migrants have different factors for migrating, but the basic reasons for migrating to the United States are the same. Like others, most Muslims who decide to migrate to America come in search of economic dividends and democratic freedoms. Even a migrant with a low level of education and professional qualifications will be able to find a job and further strengthen their financial position.

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## WEST AND RUSSIAN AGGRESSION AGAINST UKRAINE: QUASILIBERAL LEVIATHAN

**Introduction**. Western leadership has historically been the result of a long process and the interaction of many factors, based on a successful model of social development, the core of which is the triad of individualism, market economy and liberal democracy.

The two visions of the West – as a cultural community and a community of highly developed countries – are interconnected, but in the context of the problems of modern world politics, the West is primarily a community of developed democracies, which has acquired diversity and institutionalization, including the form of security systems. Overcoming the entanglement of the West involves the harmonization of values and interests as factors of Western behavior in the international arena.

**Review of recent publications.** J. Ikenberry, N. Barma, P. Beinart, R. Lowry, and others gave largely substantiated answers to the questions posed. Drawing on their scientific work, the publications of other authors, and sources, we have attempted to elucidate the main aspects of the threat to the global security system that has arisen as a result of the West's "confusion" over Russia's hybrid war against Ukraine.

**The objective of the paper** is to identify the causes of confusion and suggest appropriate actions to harmonize values and interests, and overcome the state of confusion in the West.

**Results of research.** Despite the brief euphoria caused by the collapse of the communist bloc, after the end of the Cold War, the West was finally able to comprehend the new threats and challenges to the world order. However, the West has not been able to offer effective responses to the specific manifestations of these threats. The main reason for this is the situation, which can be defined as "the entanglement of the West". First of all, it is a misunderstanding of the importance of Western leadership as a prerequisite for a stable post-Cold War world order.

In Western political discourse there is, on the one hand, a sober awareness of the nature and goals of Russia's aggressive policy on the world stage, as well as understanding of the need for adequate resistance to the Kremlin's encroachment on the ideological and institutional foundations of Western civilization.

On the other hand – the unwillingness to believe in the prospect of a large-scale confrontation with Russia, fear of nuclear Kremlin blackmail, the inertia of previous hopes for liberalization and democratization of Russia, belief in the invariability of comfort, prosperity and security on the continent [1].

The lack of harmony between values and interests has become an extremely dangerous source of destabilization in both Western societies and international relations. Now the main threats to liberal democracy come from within: populism and nationalism. In the international arena, the imbalance of values and interests in the behavior of the West is primarily manifested through the contradiction between two models of foreign policy: real politics and idealistic politics. The former is based on the protection of national interests and the balance of power [6], while the latter is based on a system of values and ideals.

"Do we have confidence in our values to protect them at all costs? Is there enough respect for our citizens to protect our borders? Do we have the desire and effort to preserve our civilization in the face of those who overwhelm and destroy it?" "These questions were raised by Donald Trump on July 6, 2017, referring to the Poles, but referring to the West as an obstacle [2; 5]. This is how democracies defined the goal of NATO in April 1949: "the protection of freedom, the common heritage and the civilization of their peoples, based on the principles of democracy, individual freedom and the rule of law" (North Atlantic Treaty).

At present, in the most generalized form, Western policy in the Russian direction is reduced to the formula of "containment of the Kremlin and readiness for dialogue." In particular, in the 2017 Annual Report of the Secretary General of NATO. It is emphasized: "The Alliance will continue to adhere clearly to a position based on a dual approach, which provides for strong deterrence and defense, complemented by periodic, focused and meaningful dialogue with Russia" [10].

It should be reminded that one of the attempts to determine the strategy in the Russian direction was the summit of EU foreign ministers (March 2016). The proposed package of five conceptual areas was as follows [9]:

• the condition for the normalization of relations with the Russian Federation is the unconditional implementation of the Minsk agreements;

• selective cooperation (“service for service”) with the Russian Federation on crisis management (Syria, the Middle East, the fight against ISIS, etc.) is possible;

• strengthening the EU's internal resilience;

• strengthening contacts with Eastern and Central Asian partners;

• assistance to civil society in RF100.

This plan looks more like a tactical scheme, which is a generalized statement of current practice.

But in this "service for service" game, Putin has a number of obvious advantages over Western leaders. First, the Russian President is not burdened by international treaty-legal "conventions" such as borders and treaties. Secondly, it has a unique, by Western standards, personal efficiency of decision-making and the unconditional support of other state institutions. Third, it is based on the tradition of utilitarian and uncontrolled use of human resources (secrecy of human losses of law enforcement agencies). Fourth, it has a level of support from citizens that Western leaders do not have. And this in the presence of reliable and effective mechanisms for providing public support [7].

Of course, Western sanctions against Russia have a significant "deterrent" effect that the Kremlin leadership cannot ignore. However, in almost five years, Western sanctions have not significantly changed the overall nature of the Kremlin's aggressive foreign policy or the situation in the eastern Ukraine.

The Western world is experiencing a shortage of strategic approaches to Russian policy. It is a question of formating adequate and effective means, mechanisms and policies of opposition to the Russian "hybrid" expansion. And this is perceived by the Kremlin as impunity and encouragement to take action. On the example of Ukraine’s case, we can note the ineffectiveness of conflict resolution methods due to the deterrence and obstruction of intermediate and intermediary institutions of Western foreign policy.

**Conclusion.** It is quite clear that the harmonization of interests and values in politics is not easy. It is especially difficult to implement in the politics of a diverse world, characterized by subjects of different social (cultural and civilizational nature), guided by a wide range of values and interests, when underdeveloped countries have access to technological capabilities of developed countries, including weapons of mass destruction. Nevertheless, the first step towards the conceptual harmonization of values and interests and overcoming the state of confusion may be the West's awareness of the need to protect and preserve its own existence.

The problem is to effectively overcome the contradictions between real politics, the source of which is Leviathan, and the propagated liberal values of a declarative nature.

Only the West, combining the features of a high development level and a relatively high level of homogeneity, can serve as a key element of the new order. However, the West and its two institutional embodiments, NATO and the EU, lack a conceptual vision of a new world order, an effective strategy to counter new challenges and threats to international security [4].

Given the fundamental weakness of past international systems – overthrown by world wars and major economic shocks – the modern world needs to reform and rethink the liberal world order. An adequate Western response to specific challenges is possible only within the framework of a holistic collective strategic vision, which, in turn, requires a systematic understanding of the nature of post-Cold War international relations.

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## ENVIRONMENTAL SAFETY AS A COMPONENT OF UKRAINIAN NATIONAL SECURITY

**Introduction.** Environmental issues have long been the subject of both national and global politics. The ecological crisis, which is progressing every year, affects all aspects of life and can depress the socio-economic and political situation both within countries and in the international arena.

To emphasize the importance of environmental security, let us take into account the Paris Climate Agreement, which defines climate change as a common problem for humanity. With this agreement, the countries have established an enhanced system of transparency regarding greenhouse gas emissions [6]. When the United States, led by Donald Trump, withdrew from the agreement in 2020, the international community was moved by the question of the appropriateness of a climate agreement without the United States. However, already in 2021, President Biden, on the first day of his presidency, signed a document to return the United States to the Paris Climate Agreement, because he considers it the basis for global action to avoid a disaster.

At the present stage, environmental security can't be considered in itself and should be a priority in public policy, as it is an important factor in national security. Currently, in Ukraine, the balance in the natural environment is disturbed, which leads to the exacerbation of socio-economic problems. There are also abnormal anthropogenic changes in strategic natural resources, which negatively affect the state of national security.

**Review of recent publications.** There is interest in this issue, as evidenced by the publications of Ivaniuta S.P., Khylko M.I., Yatsenko L.D., and others, but some aspects, such as the place of environmental security in the system of national and international security, national strategies, and sustainable development in Ukraine need further research.

**Objectives of the paper.** To reveal the place of environmental safety in the system of national security of Ukraine.

**Results of the research.** The regulatory process in the field of environmental protection requires active government action. A necessary part is the establishment and observance of environmental law. And the features of the current stage of development of this area are new conceptual ideas and relevant legal principles, such as:

- special emphasis on the development of the content and application of the principles of environmental prevention in a potential source of harm;
- the idea of sustainable development, which gets receives a new interpretation;

- the principles of caution, which are emphasized by the thesis – "The Polluter Pays" [4: 21; 163].

Significant deterioration in quality and standard of living is characterized by the environmental context. The state that survived the Chernobyl disaster should give environmental issues an undisputed priority [1].

At this stage, the goal of state environmental policy is to achieve a satisfactory state of the environment, so certain strategies are being implemented. Introduce an approach to all areas of social and economic development of Ukraine, taking into account that every citizen has the right to a clean and safe environment. Restoration and preservation of natural ecological systems, balanced use of natural resources are also being implemented. The main goals, objectives, directions, and mechanisms of implementation of the state environmental policy are defined by the Law of Ukraine "On the basic principles (strategy) of the state environmental policy of Ukraine for the period up to 2030" [2].

Ukraine ensures compliance with the requirements of the Montreal Protocol on Substances that Deplete the Ozone Layer. It also implements activities aimed at ensuring the implementation of obligations under international agreements in the field of biological and landscape diversity. Conducts monitoring observations. It is trying to develop a green economy, especially in industry and energy, and it is one of the requirements for integration into the European Union. And also various laws concerning the state ecological policy are developed and accepted [5]. These include the new National Security Strategy of Ukraine 2020, which includes as one of the priority areas – ensuring environmental security, creating safe living conditions and, maintaining the ecological balance in Ukraine [3].

**Conclusion.** Thus, given the existing environmental threats in Ukraine, the assessment of the state of the environment is unsatisfactory and it threatening to national security, therefore environmental security is gradually becoming a determining component of public policy. New plans and laws are being introduced, old ones are being modernized, new systems for assessing the use of nature and the processes taking place in the environment are being developed and implemented, and environmental protection is being strengthened.

There is increasing awareness that environmental security is an important component of the national security system. However, this is not enough to ensure the appropriate level of environmental safety, in addition, most of these plans are implemented so far only on paper, but not in practice.

The overriding task of state policy in the field of protection of society from environmental hazards is to ensure a level of security that meets general world standards.

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# EUROPEAN STRATEGIC INTERESTS IN THE MIDDLE EAST

**Introduction.** In recent decades, the Middle East Region has become the epicenter of the struggle between the world's leading powers to establish strategic control over it. Speaking about the geostrategic attractiveness of the Middle East, it is safe to assume that it is dictated not only by its unique natural resource potential.

From the beginning of the Cold War until its end, the Middle East was one of the most "hot spots" in the world. Superpowers have fought for influence in the Middle East, putting serious pressure on direct participants in international relations within the region. After the end of the Cold War, and because Russia no longer had such an influential position in the international arena as the USSR once had, European countries are rapidly returning to the Middle East region, but no longer as separate states, but as the European Union — the only force capable of competing or, for the opportunity or necessity, cooperating with other countries [4].

Taking into account the current balance of power at the international arena, caused by increased military and political tensions, today there is a tendency to change the central-power configuration of the modern political system, namely, the conduct of multilateral foreign policy by international and, in particular, regional organizations. A great example is the Middle East policy of the European Union, whose security is currently severely undermined by such phenomena as interethnic Islamist terrorism and uncontrolled migration. The European Union promotes practical cooperation with the Middle East on countering terrorism, providing food, and eliminating the consequences of natural disasters.

Since the establishment of the foundation in relations with the Middle East since the early 1970s, the formats and level of dialogue have changed repeatedly, which shows the strengthening and development of cooperation: if in the last century there were three central themes: political interaction, economic benefits, and energy security, today the EU and the Middle East are creating and expanding new areas of cooperation that are vital for the Middle East region, primarily in the issue of continental security. The active cooperation between the EU and the countries of the Middle East region, of course, determines *the relevance* of this research.

**Review of recent publications.** Turning to the review of recent publications, the literature was structured into 3 groups.

The first group includes works that reveal the specificity of the Near-Eastern Region and its formation. The following scientists were engaged in the study of this issue: T.A. Ganiev and V.V. Karyakin "The Great Middle East: geopolitical regionalism of the conflict center of world civilization" [7]; L. Korolkov "Changing the geometry of Middle Eastern layouts" [10]; A.Z. Yegorin "War for peace in the

Middle East" [8]; L.M. Isaev, A.V. Korotaev, A.R. Shishkina "Factors of the Arab Spring of 2011" [9]; E.S. Melkumyan "GCC in global and regional processes" [11], and others.

The second group includes research that brings to the surface the contradictions that existed between Euro-Atlantic partners and differences in their approaches to security problems in the post-bipolar world, namely: Daalder I. "The End of Atlanticism" [14]; Calleo D. "The Broken West" [12]; Kupchan C. "The Alliance Lies in the Rubble" [15]; Caplan G. "Transatlantic Relations and the Middle East: Partnership or Rivalry?" [13]; Batyuk V. I. "Relations between the United States and NATO at the beginning of the XXI Century" [2] and others.

The third group includes research by scientists who were thoroughly engaged in covering the problems of the current state of the EU's strategic interests in the Middle East: Vasiliev M. V. "The Struggle of global business in the context of the Syrian conflict" [4]; Vasiliev M. V. "The West" [5]; Voskresensky A. D. "Theoretical and applied aspects of the regional dimension of international relations" [6]; Asimov A. "Middle East. 100 centuries of history" [1]; Bykov A. M. "International Security: Past, Present, Future" [3], and others.

**The objective of the paper** – to review and explore the problems and features of the EU's strategic interests in the Middle East.

**Results of the research.** For today, the Middle East region remains a source of challenges and threats to the entire global political system as a whole. In turn, the conflicted flow of the region is associated with the presence of "old" conflicts and contradictions that have existed for more than a decade, such as the Arab-Israeli conflict, the Sunito-Shiite confrontation in the broadest sense, as well as a "new" set of problems that arose as a result of the events generated by the "Arab Spring", which the greatest danger to the world as a whole is: the destruction of the regional security system, the crisis of statehood, the dramatic growth of Islamic radicalism and extremism, as well as the increase in the level of a terrorist threat. The most relevant at the present stage is the destabilization of the internal political situation in such states as Iraq, Syria, Libya, Yemen, the rapid growth of Islamic radicalism and extremism, the activities of the terrorist organization "Islamic State", as well as a huge number of other non-state actors using violence. Analysis of the conflicts of this region allows us to distinguish three main reasons: the first is the incompleteness of modernization transformations or their complete absence in most states of the region, secondly, it is the struggle between the main intraregional actors for regional leadership, which is happening at the present stage mainly along the line of Sunito-Shiite confrontation, and, thirdly, it is the destructive influence of non-regional actors on the Middle East political process.

**Conclusion.** We can identify the following conclusion: to establish, strengthen and deepen the dialogue between the EU and the Middle East, it is necessary to create a clear mechanism for conducting dialogue and improving previously established forms of dialogue with the Middle East – within the framework of the Union's work for the Mediterranean and European neighborhood policy. Especially in conditions of full coherence between all EU member states that are directly responsible for viability and security in the region, as well as for defending and maintaining interests in dialogue with the Arab world.

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## TRANSFORMATION OF SPECIAL RELATIONS BETWEEN THE USA AND THE UNITED KINGDOM AT THE PRESENT STAGE

**Introduction.** "Special relations" are political, diplomatic, cultural, economic, military, and historical relations between the United Kingdom and the United States of America, as well as between their leaders.

The current stage of this relationship can be considered as "love hatred" because they are characterized by strong love and rivalry at the same time [1].

**The objective of this paper.** "Special relations" go beyond politics and extend to general ones Ideology both in the governmental circle and among citizens of these two states. In addition to the general ideological "special relations", the peculiarities of the relations between the British prime ministers and the presidents of the United States were also formed. The closer a person belongs to the two main states, the closer the connection. The counterweight is also correct [5]. This special kind of friendship is going through many trials to date and continues to thrive even under the greatest pressure. "Special relations" are always reviewed with the balance of power, but they are still in the midst of many problems because of the general appearance of both states [2]. There is an integral level of staff between the US and the UK on a wide range of issues, such as military planning and operations, economic support, and data collection, who has to meet the level of detail, who has the nation with other partners. The United States has never succeeded in isolating national policies and must work closely on global security with an ally such as the United Kingdom [3].

Over the next three to five years, the United States will need a more reliable and resilient partner to address global and regional challenges that the United States may not be able to meet because of geography, competing with national security priorities and assets. An analysis of the partnership between the United States and the United Kingdom shows that "... special relations should be classified as a temporary institution determined by the current global balance of power." This means that the priority options of convenience, as well as the total price, will not always be collected in full. But this difference also means that the United States must create Britain as a security partner. With the emphasis shifting to Asia and the emergence of China, the United States needs a strong partner to protect European issues. NATO will focus primarily on Europe, while the United States is a Pacific nation [4].

The United States should determine not only when it uses national power, but also how and why, or more precisely, to what extent. This is an agreement with the world leader of both countries. Former US President Donald Trump noted that global threats such as economic security, border control, and terrorism are made by the US-UK alliance as needed for other countries. The British leadership stated that "our strong relations with the United States in the fields of defense, security and intelligence, except our neighbors, are central to our national interests." This means that, given that the United States is on average in the Pacific, they can explore that Britain will be the backbone of the European security on which the United States depends.

**Conclusion.** The special relationship between the United States and Britain is based not only on necessity, or on common security goals. It is based on common political principles and a common history and ideals. This makes the relationship lasting, which can withstand differences and change priorities because it is not a short-lived marriage of convenience, but a deep intimacy that serves as a cornerstone of their individual and common security. The common interests of the United States and Britain could face serious challenges as the United States begins to pay more attention to the Pacific, and the United Kingdom is forced to address current issues such as the Syrian refugee crisis and a bold, aggressive Russia.

However, as the common history of the last century has shown, Britain will remain as important to US security as the United States is important to the United Kingdom.

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## CULTURAL FACTOR OF UKRAINE-EU COOPERATION

**Introduction.** The EU implements many cultural programs in Ukraine. Cultural cooperation between Ukraine and the EU promotes the exchange of artworks and supports artists mobility.

**Review of recent publications.** Many experts wrote on problems of cultural cooperation between Ukraine and the European Union. For example, O. Domanskyi drew attention to the state's priorities and emphasized the significance of Ukrainian active participation in European and international cultural events [1]. S. Pahlov explored the European influence on Ukrainian cultural policy while V. Movchan and M. Emerson conducted an in-depth analysis of EU-Ukraine relations [2].

**The objective of the paper is** to clarify the framework of the current cultural interaction between Ukraine and the EU and define it as a promising sphere of convergence.

**Results of the research.** When the EU was established, all participating States had more than two centuries of market economy, rule of law and democratic traditions. The close integration of economic and cultural ties preceded the EU. Europeans cherish and invest in cultural development.

The "European Union's cultural policy is governed by article 167 of section "Culture" of the Treaty on the Functioning of the European Union (TFEU), better known as the Treaty of Lisbon. Its provisions are as follows:

1. "The" Union shall contribute to the flowering of the cultures of the Member States while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore.

2. Action by the Union shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and supplementing their action in the following areas:

· a) improvement of the knowledge and dissemination of the culture and history of the European peoples,

b) conservation and safeguarding of cultural heritage of European significance,

c) non-commercial cultural exchanges,

d) artistic and literary creation, including in the audiovisual sector.

3. The Union and the Member States shall foster cooperation with third countries and the competent international organisations in the sphere of culture, in particular the Council of Europe.

4. The Union shall take cultural aspects into account in its action under other provisions of the Treaties, in particular in order to respect and to promote the diversity of its cultures.

5. In order to contribute to the achievement of the objectives referred to in this Article: the European Parliament and the Council acting in accordance with the ordinary legislative procedure and after consulting the Committee of the Regions, shall adopt incentive measures, excluding any harmonization of the laws and regulations of the Member States, the Council, on a proposal from the Commission, shall adopt recommendations" [3].

In 2015 Ukraine signed a treaty and joined the program "Creative Europe" for cultural and creative industries. The mission of "Creative Europe" is to support projects of transnational cooperation with cultural and creative organizations from different countries participating in the program [2: 241]. It significantly eased cooperation between Ukrainian and European partners, opened access to funding for joint projects in translation, cultural networks and platforms. Also, it created opportunities to apply for festival funding, attract more audience by accessing the European market. Cultural exchange is indeed a very promising factors of Ukraine's cooperation with the European Union. It is aimed development of cultural diversity and the preservation of cultural and historical heritage.

**Conclusion.** Thus, the sphere of culture is an important factor in cooperation between Ukraine and the European Union. As a member of the "Creative Europe" program, Ukraine has many opportunities for joint cultural projects.

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## UKRAINIAN DIASPORA AND THE INTERNATIONAL IMAGE OF UKRAINE

**Introduction.** A positive image of the country is always important. Unfortunately, the image of Ukraine is fragmentary and limited to Chernobyl, the Orange Revolution and the “post-communist country”. In recent years, Euromaidan and the protracted Russian aggression added to the list.

In international relations, a bad or missing reputation is viewed as a weakness and a problem for public policy. Ukraine must build a positive image in the international arena. The formation of a positive image for Ukraine is one of the main tasks for foreign policy. One of the most effective tools can be close cooperation with the Ukrainian diaspora who is a carrier of the Ukrainian language, culture, mentality, and worldview, with which citizens of the countries of emigration Ukrainian can coexist.

**Objective of the paper** is to analyze the role of the Ukrainian diaspora in improving the image of our country in the countries of residence of compatriots.

**Result of the research.** Diaspora plays a significant role in shaping the country's image on the world stage. It can be a good instrument of influence in the countries of residence of compatriots. To use it efficiently, financial support is needed for some of the Ukrainian institutions created by foreign institutions, especially cultural and scientific ones. State support will be able to turn them into a kind of representative offices of Ukraine abroad. This is one of the problems of forming a positive image of Ukraine – insufficient funding for such institutions [2].

Ukraine faces the following tasks of nation branding strategy: improving the economic situation of its people, the growth of real incomes; increasing the authority of Ukraine in the international arena; reduction of Ukraine's public debt; taking more effective actions to eliminate corruption; ensuring transparency of decision-making; improvement of Ukraine's policy on establishing relations between the Ukrainian diaspora and the state; increasing the amount of statistical and reference information about Ukraine in foreign media, which aims to break down stereotypes and highlight the positive aspects of our people, culture and traditions [3: 14].

Ukraine has internal problems hurting its positive image: lack of reforms and economic crisis; the existence of a more crucial and noticeable problem on the horizon (namely the solution of relations with the existing aggressor country); imperfect legislation and its constant change; bureaucratization of political decision-making; non-compliance with political promises by the political authorities.

Diaspora can act not only as one of the factors in the formation of Ukraine's international image, but also as a successful instrument of influence in the countries of residence of compatriots. For example, Poland succeeded on the eve of the ratification of the EU accession treaty, actively using the Polish diaspora to mobilize public opinion in the EU states in favour of Poland's joining the European community [1: 24]. Ukrainians have large diasporas abroad in Russia, Canada, the USA, Brazil, Kazakhstan, Italy and Argentina. In general, the Ukrainian diaspora is present in more than one hundred and twenty countries of the world. According to some reports, about 20 million people outside Ukraine are identified as having Ukrainian ethnicity. That is why the involvement of the diaspora, and its informational, intellectual, cultural and financial potential can contribute to a positive image of Ukraine. Ukraine must take an active and effective position concerning diaspora and offer financial support tp such cooperation programs. Ukrainian diaspora plays a significant role, through the active influence on state and social processes. The image can influence the formation of the opinion of citizens of other countries about the place of origin of this person negatively or positively. This is what the country can use to its advantage. Proper use of information about their famous citizens or diasporas abroad can change the way locals think about Ukraine or break some stereotypes about the population.

**Conclusion.** Thus, there are many problems and challenges that Ukraine must cope with to build a positive image in the international arena. The process requires a state policy to focus on positive and dispel negative stereotypes. Ukrainian government can call on the diaspora to improve the internationa relations.

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## EUROPEAN PROJECT AFTER BREXIT

**Introduction.** Understanding of modern political and economic processes in Europe, the goals, principles, and mechanisms of functioning of the EU is impossible without analyzing the idea of integration of European peoples in the modern context. At all stages of its development, the "European idea" was geopolitical.[9] The European Union, which continues the process of transformation, has the right to complement the idea of a "united Europe" and, accordingly, to develop the "European project".

**Review of recent publications.** The authors of the research topic can be divided into the following groups: the authors of which studied the issues of "European identity" and "European project"; works of the authors of Eurosceptics and Euro-optimists in the context of the world community; authors researching on Brexit: D. Loventel, M. Kozlovets, R. Sinpos, F. Robinson, T. Oliver, E. Johnson, B. Laffan, M. Mathis, K. Amadeo and others.

**The paper aims** to study the crisis of European identity and Brexit as its manifestation.

**Results of the research.** In the XXI century, the European national consciousness remains at the highest degree in the political arena. At the same time, regional self-identification increasingly fuels separatist movements. On the way of “replenishment of supranational, obligatory self-identification there is a lot of anxiety” [4]. In the competition of national, regional and national self-identification, the main rival of national-state self-government is regional. The inhabitants of the continent are closer to the idea of "Europe of the Regions" than the idea of "a single European community"[2].

The complication of the situation on the continent in the ethnic, racial and religious aspects subordinates the cultural and civil homogeneity of Western societies and poses a powerful obstacle to the formation of a European identity. Internally displaced, affiliated values and life threats of independent civilizations resulted in the leadership of other cultural influences [8]. The degree of adaptation to the "new homeland" is different. In the United Kingdom, another referendum on the independence of Scotland will be possible in the future. The country is already trying to separate itself in 2014, but then slightly more than half of its inhabitants, 55.3%, voted against the separation. At that time, it was the European Union that showed Britain's main argument [3]. Now, if the country still leaves the EU, the new referendum will cause an inevitable step, the results of which look quite predictable.

**Conclusion.** After Brexit, neither the UK nor EU countries remain the same. In renegotiations on a new EU trade agreement there are three main possible scenarios:

1. Introduction to the European Economic Area (EEA), together with the EU, Norway, Iceland and Liechtenstein (including those related to the fishing industry and agriculture).

2. Swiss option – participation in the European Free Trade Association (EFTA) or another free trade scenario with the EU, but without joining the EEA. So, in the Swiss-EU relations with the EU there is an exclusion of financial services [7].

3. Trade according to the WTO rules (lack of benefit for free trade with the EU). the best scenario for the UK will be the model of Norway or Switzerland when a country wins its advantageous positions in trade agreements and participates in certain areas of common policy while contributing to the EU budget.

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## SOFT OR SHARP POWER IN CHINA'S FOREIGN POLICY

**Introduction.** The People's Republic of China emerged as a powerful player in the international arena. It also affected Chinese foreign policy consisted of dual trends of "welcoming oneself" (qingjinlai) and "going outside" (zouchuqu). The policy relies on the liberal-democratic paradigm of "soft power." In contrast to the "soft power", Western scholars introduced the concept of "sharp power" for describing the state activities in the international arena. Chinese President Xi Jinping said: "The growth of the world economy requires new drivers, development must be more inclusive and balanced, and the gap between rich and the poor must be reduced. Hotspots in some regions are causing instability and terrorism is thriving. The deficit of world development and governance is a serious challenge for humanity "[4].

**Objective of the paper** is to specify the "soft power" and "sharp power" in China's foreign policy.

**Review of recent publications.** The concept of "soft power" is based on the cultural influence that a country exerts. The ability to exert such influence depends on external circumstances, such as cooperation. For example, Western culture blends American and European values and thus often widens a gap with the Muslim culture.

Researchers define three elements of Chinese "soft power":

1. A security policy of prevention of the aggravation of the international situation. China distances itself from any military conflict if it does not directly affect its territorial interests, as in the case of Taiwan or the islands in the South China Sea.

2. International assistance in the economic and social spheres, health care, education, humanitarian sphere. Unlike Europe or the USA, China does not link aid to political and ideological issues.

3. Cultural events to show off the modern achievements of China. For example, Confucius institutions built an international network [5].

"Soft power" is visible in China's domestic and foreign policy. In 2013, China offered other states to participate in the construction of "One Belt-One Road". President Xi Jinping said: “To promote cooperation of the Eurasian states, China can use an innovative model and create a "Silk Road Economic Zone" [3].

Western scholars are sceptical of “soft power” efforts. Researchers from the National Endowment for Democracy Institute, K. Walker and D. Ludwig introduced the term "sharp power" in the report “Sharp Power: Rising Authoritarian Influence in the Democratic World” [6]. The adjective "sharp" is a tactile metaphor like "soft" and "hard." They see "sharp power" in China's policy because China targets democratic systems to neutralize criticism of its authoritarian regime. "Sharp power" is not direct engagement or force. It includes elements of information war [6] and employs distractions and manipulations. To secure and protect its interests, China is interested in undermining political pluralism and applies “sharp power” in the international arena [1]. The principle of "sharp power" is asymmetry. For example, China creates barriers to external political, and cultural influence inside the country but takes advantage of the open democratic systems [10].

Over the past decade, the People's Republic of China invested a lot of energy, time, and money in reshaping its image. The PRC used various tools: university exchanges, cultural events, educational programs, media programs, and initiatives.
China builds its "soft power" on five principles: peaceful coexistence, mutually beneficial economic contacts, the development of dialogue to build trust and peaceful settlement of disputes, "peaceful rise" or "peaceful development"[2]. The Chinese model of peaceful development and an Asian identity is rooted in the historical achievements of Chinese civilization.

Three aspects can be detected in the definition of "soft power":1) it focuses on cultural policy, mostly education and sports, 2. It promotes democratic values, 3. It is public diplomacy in a broad sense. There are two versions of "sharp power" offered by China and the West. The Chinese version is more national and domestic.

"Soft power" is viewed as a weak link in Chinese policy and used to correct China's image in the world, counteract misconceptions and respond to Western criticism. Chinese government oppose Western "sharp power." On March 2, 2018, a spokesman for the People's Political Consultative Conference of China Wang Guoqing said that the term was introduced to undermine China's policies. He compared the phrase to the stereotypical phrase "Chinese threat" popular in the West [6].

**Conclusion.** The peculiarities of China's foreign policy directly depend on the general perception of the state in international relations, as well as the ideological and ideological paradigm or theoretical school.

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## INTERNATIONAL ORGANIZATIONS' ROLE IN RESOLVING THE CONFLICT IN EASTERN UKRAINE

**Introduction.** The conflict in eastern Ukraine is taking place in modern conditions and affects not only every Ukrainian but the world community as a whole. Many international organizations are interested in resolving this conflict, helping to overcome the crisis through the introduction of certain missions, providing economic, technical, medical and humanitarian assistance.

The policy problem of this study is that there is insufficient involvement of third parties in resolving the conflict in eastern Ukraine. Thus, the international community should pay even more attention to what is happening in Ukraine, respond to requests from the Ukrainian side for assistance in various fields and involve third parties who will provide important material, technical, economic and humanitarian assistance, create certain measures and initiatives. to overcome the crisis, or will develop already established programs and initiatives.

**Objectives of the paper** are to explore the involvement of international organizations in conflict resolution, to review their functions and views on conflict resolution.

**Results of the research:** Many international organizations are involved in conflict resolution in eastern Ukraine. For example, the OSCE sent a mission to monitor the situation, maintain dialogue and reduce tensions. The Special Monitoring Mission (SMM) sends reports on the conflict to all member countries.

The OSCE Special Monitoring Mission to Ukraine is the OSCE Civilian Observer Mission. Its function is to monitor and report on the humanitarian and human rights situation in the conflict zone and in Ukraine. Due to the OSCE efforts, Ukraine and the Russian Federation signed a Memorandum of Understanding at a meeting of the Tripartite Contact Group in early May 2014. It specifies the steps of the Peace Plan of President Petro Poroshenko and Russian President Vladimir Putin. The Memorandum provided that the OSCE SMM would monitor the armistice at the Ukrainian-Russian border. Overall, all activities of SMM are useful for the de-escalation of the conflict, however, it is not peacekeeping, and, unfortunately, its mandate is rather limited [1].

Given the fact that both Ukraine and the Russian Federation are OSCE participating States, and all decisions have to be taken by consensus, the compromise is unlikely. In 2014, the UN, the World Bank Group and the EU established the United Nations Development Program's Peacebuilding and Peacebuilding Program. The essence of the Program is to strengthen public safety, restore the economy in the region, rebuild infrastructure. The UN Security Council focuses on peacekeeping groups in conflict zones. They also impose sanctions against states that violate peace and security in the world. For example, economic sanctions are imposed, diplomatic relations are severed, financial fines are imposed [2].

NATO's involvement is more complicated taking into account confusing past relations between Ukraine and the Alliance. Unfortunately, Ukraine is not a member of NATO, and thus the Alliance cannot provide military support in the form of military intervention, because it could provoke a military confrontation between Russia and NATO [3].

Thus, NATO’s support is limited to the non-military support.

They also provide assistance in the form of exercises, some non-military equipment, and military training by NATO instructors. NATO established 5 special trust funds for Ukraine: 1) command, control and communications, 2) logistics and standardization, 3) cybersecurity and 4) retraining and 5)social adaptation of military men. The organization also actively assist in the rehabilitation of wounded soldiers [3].

The International Committee of the Red Cross focuses on protecting victims of internal conflicts in Ukraine and other countries. The philosophy of the Red Cross Movement comprises universality, humanity, support for the population in armed conflict zones. In Ukraine, they provide drinking water, food and hygiene products, supply heating to homes and restore damaged houses, provide financial assistance to the most vulnerable in cooperation with the Red Cross in Ukraine.

**Conclusions:** The conflict in eastern Ukraine unfortunately, is far from over. Ukraine is unable to resolve it alone and needs assistance from international organizations. The Ukrainian-Russian military conflict in eastern Ukraine highlights the important role of international organizations, especially in terms of financial support for rebuilding the infrastructure and economy in war-affected zones. Most international organizations offer economic, military and humanitarian assistance. Some focus on monitoring and military training missions.

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## THE INFLUENCE OF MARGARET THATCHER'S POLITICAL LEADERSHIP ON UK FOREIGN POLICY

**Introduction.** British Foreign and domestic policy during Margaret Thatcher’s rule is of interest to historians, public figures, and political scientists. "Iron Lady" is a political figure of great authority, popularity, and historical significance. She was a firm and unscrupulous politician who achieved her goals. Her political experience of governing Great Britain for ten years is of great historical significance.

**Review of the literature.** Many European, American, and British historians have devoted their attention to the historic figure of Margaret Thatcher including L. Zamyatin "Humpbacks and Maggie" [1], V. Deniskina "Political Portrait of M. Thatcher" [2], V. Popov [3], O. Lebedeva "Essays on British Foreign Policy" [4], S. Peregrudov "Thatcher and Thatcherism" [5], S. Peregudov, A. Terentyev “Iron Lady" [7] and oth.

"Margaret Thatcher: Man and Politician" by V. Popov [6] is a prominent source of information. The writer was a Soviet ambassador to Great Britain during M. Thatcher years. He describes "the Iron Lady" as a figure of a remarkable intelligence and abilities. Biographers K. Ogden [8], R. Lewis [9], D. Kavanagh [10], J. Thierry [11] also published their papers on the topic under consideration. In the book "British Conservative"[12] O'Garman describes the development and formation of conservative ideology.

**The objective of the paper is** to explore the foreign and domestic policy of Great Britain during the presidency of Margaret Thatcher, as well as to characterize the domestic and foreign policy, and determine the contributions to British policy.

**Results of the research.** Margaret Thatcher was a great British and international politician. Her political program was pragmatic and conservative. Experts credit Margaret Thatcher for putting the Soviet Union to its knees and ending communism. M.Thatcher's political and ideological interests have drawn considerable attention of the researchers. Thatcherism is implemented in more than 50 countries.

Research on Thatcherism is vast but lacks consensus. There has been a hot debate on the term "Thatcherism" because researchers tend to focus on different aspects [5: 27]. Thatcherism is considered to be the ideology project with pragmatic aspects with its pros and cons. The common agreement is that at the time of Margaret Thatcher, Britain was in crisis and her rigid reforms moved it forward. Conservatives are consistent in reducing labor costs and social protection spending. Thatcher’s harsh policies reshaped all the spheres of society with reforms. However, not all segments of society were satisfied with the new reforms and caused satisfaction.

In the 1980s, the domestic Conservative policies affected every sphere of British society and caused serious public discontent leading to the crisis of Thatcherism and the resignation of the Prime Minister [3: 287]. Main Thatcher’s foreign policy aimed at restoring British authority and returning it to the status of great power. Some historians note that foreign policy success was achieved due to the strong leadership style of Margaret Thatcher.

Thatcher served as Britain's Chief of Staff for 11 years. She was the first woman in Britain to hold the top post. In her autobiography, Thatcher pointed out that her main merit as prime minister was the transition of British policy from soft socialism to the free market. She restored Britain's important role on the world stage with her unwavering commitment to freedom and human rights [8: 444]. Ms Thatcher came to power in 1979 and governed until 1990. She served as Prime Minister for three terms and became one of the most important figures in the history of Britain and around the world. She has made a significant contribution not only to British politics but also to world politics. She is considered an epoch in history and her political legacy is admired.

M.Thatcher pulled England out of a deep crisis in a very short time. Thatcher's social policy caused a strong negative reaction, but social issues were resolved. Summing up, the general years of Thatcherism were a period of prosperity. She managed to minimize government intervention, reduce social assistance programs, support small and medium businesses, introduce preferential corporate taxation and strict trade union policies. The Conservatives' tax policy, as well as measures to support business and sell shares to the population, helped strengthen the economic stability of the British society. The Conservatives managed to implement the main program-target settings of their party. However, the implementation of conservative measures revealed problems that later led to the crisis of the "Thatcherism" policy.

As for foreign policy, one can state that M.Thatcher always put the national interest of her country above all. Being the prime minister in difficult times for Britain, she was the impetus for a new one. It was she who radically changed the image of the British foreign policy. In her autobiography, M.Thatcher pointed out that her main merit as prime minister was the transition of British policy from soft socialism to the free market. Five years after M.Thatcher left office, she also credited the restoration of Britain's important role on the world stage with its unwavering commitment to freedom and human rights. She also stressed the importance of her decision to send British troops in 1982 in order to defend the Falkland Islands from the Argentine army.

**Conclusion.** In Britain the figure of M.Thatcher was, is and probably will remain controversial. Many scholars believe that her reforms undermined British industry, sacrificed social values, destroyed the tripartite system, and set a time bomb in the form of financial liberalization. The country lives through high unemployment and falling GDP. M.Thatcher's political legacy and influence on Britain is perceived from different perspectives. Some admire her personality, steadfast character and iron will. On the other hand, some consider M. Thatcher policy as a failure and believe her influence was detrimental. Both parties acknowledge that due to M.Thatcher's policies Great Britain regained its status of great power and its role in the international arena increased.

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## THE ISSUES IN THE CURRENT SYSTEM OF INTERNATIONAL RELATIONS

**Introduction.** The Westphalian system is considered to start after the Thirty Years' War in 1648. Many authors declare that it is a global system based on the principles of international law in which each state has sovereignty over its territory, to the exclusion of all external powers, with non-interference in another country's domestic affairs. The researcher, H. Kissinger, wrote: "*The Westphalian peace reflected a practical accommodation to reality, not a unique moral insight. It relied on a system of independent states refraining from interference in each other's domestic affairs and checking each other's ambitions through a general equilibrium of power*" [1: 3].

**Objectives of the paper** are to define the difference between the old Westphalian and current international systems and to offer an analysis of both systems to demonstrate the changes of world order from 1648 to 2000.

**Results.** A series of pacts make up the Peace of Westphalia at the beginning of the modern international system, in which external powers should avoid interfering in another country's domestic policies. The ratification of the Münster Treaty as part of the Peace of Westphalia ended the war. On that matter, Henry Kissinger wrote: "*The Westphalian peace reflected a practical accommodation to reality, not a unique moral insight. It relied on a system of independent states refraining from interference in each other's domestic affairs and checking each other's ambitions through a general equilibrium of power. No single claim to truth or universal rule had prevailed in Europe's contests. Instead, each state was assigned the attribute of sovereign power over its territory. Each would acknowledge the domestic structures and religious vocations of its fellow states and refrain from challenging their existence*" [1: 47]. Some authors argued that the Westphalian treaties had little to do with the principles which they are often associated with: sovereignty, non-intervention, and the legal equality of states. For example, a theologian Andreas

Osiander writes: “<…> *the treaties confirm neither French or Swedish 'sovereignty' nor anybody else's; least of all do they contain anything about sovereignty as a principle*” [2].

The countries became the primary institutional agents in an interstate system of relations. The Peace of Westphalia started a trend to lesser any attempts from one “Holy Roman Emperor” to impose his supranational authority on European states. The “Westphalian” doctrine of states as independent agents was actualized much later: with the 19th-century's rise of nation-states. The “Westphalian system” reached its peak in the late 19-th century (after the Vienna Congress dismantled Napoleon's First French Empire but did not reconstitute the old Holy Roman Imperial order that dominated Medieval Europe). Although practical considerations still led powerful states to seek to influence the affairs of others, forcible intervention by one country in the domestic affairs of another was less frequent between 1850 and 1900 than in most previous and subsequent periods.

After the end of the Cold War, the United States and the countries of Western Europe began talking of a post-Westphalian order, in which countries could intervene against human rights abuses in other countries. With the U.S. now seen as *de-facto*, if not *de-jure*, sole leading superpower hegemony, anti-Western sentiment expanded all over the world. Accusing the West of “neo-colonialism” with their “humanitarian interventions”, resurgent remnants of the “Socialist order”, the Russian Federation and the People's Republic of China, established their military contingents and controlled regimes in neighboring countries, all the while blocking Western intervention in the UN Security Council, accusing of global military expansion.

Thus, after the end of the Cold War, one can discuss the current post-bipolar system. A prominent historian of the Cold War, John Lewis Gaddis, wrote at the dawn of the post–Cold War era that the characteristics of this new system are not yet certain but it will certainly be very different from the Cold War one, and it means that a turning point of global historical significance took place: “*The new world of the post–Cold War era is likely to have few, if any, of these [Cold War] characteristics: that is an indication of how much things have already changed since the Cold War ended. We are at one of those rare points of 'punctuation' in history at which old patterns of stability have broken up and new ones have not yet emerged to take their place*” [3: 235].

When the Soviet Union fell, there was a question about the United States position of a unipolar superpower. Eventually, William Wohlforth answered the question with an elegantly brief equation: “*The absence of a balancing rival to the United States marked the shift from a bipolar world to a unipolar one*” [4]. The debate shifted to the unipolar theory. Monteiro suggests that there are three fundamental aspects of a unipolar system: “*unipolarity is an interstate system… unipolarity is anarchical… unipolar systems possess only one great power, which enjoys a preponderance of power and faces no competition.*” Unipolarity remains anarchical since states remain autonomous. The lack of total external control of the unipolar limits its power [5: 8].Wohlforth writes, “*balance-of-power theory has been at the center of the debate but absent so far is a clear distinction between* *peacefulness and durability. Less often noted is the fact that if the system remains unipolar, balance-of-power theory predicts peace*" [4]. Brooks and Wohlforth grapple with the balance of *the threat theory*. Conceived by Stephen M. Walt, the balance of threat theory posits that, rather than checking the power of the hegemony-type power or, an aspiring hegemony, states will balance against perceived threats, leading to soft-balancing to undermine the perceived threat's ambitions [5: 11].

**Conclusion.** The exact status of the international system depends on solving many problems and the researchers have not reached an agreement yet. These issues are: 1) different interpretations of Münster and Osnabrück treaties of the Westphalian peace; 2) debates on whether to apply "Westphalian principles" to modern international relations; 3) different historiography view on the end of the Cold War; 4) realist and liberal interpretations of unipolarity; 5) disagreements among the scientific pro- and anti-Western community. The promising ground for mutual understanding can be the interpretation of the current international relations system as a capitalist unipolar world with a "new liberal world order" [6].

***Recommendations*** include setting up further inter-researcher cooperation on the matter of solving these issues and formulating reasonable definitions that can be largely agreed upon. It can take the form of international scientific conferences, research projects, additional writing by both political scientists and historians on the topics. Solving "unimportant" disagreements can be, in fact, a useful initiative and, possibly, prevent a larger conflict [7].

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## SPORTS IN A COVID-19 PANDEMIC

**Introduction.** The COVID-19 caused a global pandemic. It began in Wuhan (China) in December 2019. On January 30, 2020, the World Health Organization declared a health emergency and defined it as a pandemic on March 11, 2020.

The global sports industry is estimated at $ 756 billion in annual terms. Sport is a prominent sector in the economy of regions of the world and individual countries. For example, in the EU, the share of GDP related to sports is 279.7 billion euros, which is equivalent to 2.12% of the total EU GDP. Major leagues in the United States (MLB), Major League Soccer (MLS), National Hockey League (NHL), National Basketball Association (NBA), National Football League (NFL), and Europe are projected to be the most affected (English Premier League, Spanish La Liga; cricket, rugby and football in the UK, Italian Serie A, French League 1).

**Objectives of the paper** are to analyze the situation in sports and design recommendations for opening sports activities.

**Review of recent publications.** Sports are an integral part of international relations that is evidenced by international legal acts: UNESCO Action Plan on Strengthening Law and Order in Sport and Ensuring Its Public Accessibility, UN Human Rights Council Resolution "Promoting Human Rights through Sport and the Ideals of the Olympic Movement", Final Act of the Conference on Security and Cooperation in Europe.

Under the pressure of pandemic (COVID-19) many professional and amateur leagues put their activities on hold, postponed or suspended competitions and training. European Football Championship and the Tokyo Olympics are rescheduled. The pandemic caused havoc in the world of sports as the World Health Organization (WHO) issued a recommendation to avoid crowds.

**Results of the research.** To prevent the spread of Covid-19, the following measures are recommended: 1) to quarantine and test athletes before sports events; 2) to introduce e-sports events for the fans and spectators; 3) to focus on non-contact sports that are considered safe during the Covid-19 pandemic.

All three recommendations are easy to implement and practice. The quarantine and testing of athletes can significantly reduce the risk of contracting the disease. The *e-sport* events offer remote access to competitions to the public. The problems are mostly technical: Internet speed, equipment, additional resources. Non-contact sports allow people to protect their health.

**Conclusion.** The sports and entertainment industry move to online formats. Significant losses are due to falling revenues from the sale of broadcasting rights, commercial activities and matches. Falling incomes of sports organizations hurt the position of athletes (job loss, reduction of wages). The main support for the sports industry is provided by national governments.

Experts do not expect serious long-term consequences of the COVID-19 pandemic for international sports competitions, except for the rescheduled events.  Recommendations: The aftermath of the COVID-19 pandemic will increase attention to the health of athletes, spectators, and society and introduce new measures to prevent the spread of coronavirus infection during public events, including temperature screening, limited occupancy, personal protective equipment, medical examinations, and others. Immediately after the pandemic, there may be a significant increase in interest in sports due to the accumulation of demand from fans and increased attention of citizens to their health.

To reduce the spread and risk of coronavirus infection, the following options can be put forward to address the issue of sports: 1) quarantine and testing of athletes, 2) online e-sports, 3) non-contact safe sports.

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## PUBLIC DIPLOMACY: SPORTS CASE

**Introduction:** International affairs with many centers of power interacting are guided by diverse interests form a hierarchically polycentric structure. According to G. Kissinger, world order is getting constantly transformed to ensure the sustainable development of the relationship and avoid conflicts. Diplomacy is a tool to achieve the common goals of peace and prosperity. G. Palmerston said about Great Britain: "We have no eternal allies, and we have no perpetual enemies. Our interests are eternal and perpetual, and those interests it is our duty to follow." According to G. Morgenthau political international power relies on the psychological influence of those who have it and those who do not. The powerful party can control the actions of the weak party: and it is called "smart power".

**Review of recent publications:** J. Nye wrote extensively on the "soft power". He identifies 3 definitions of public diplomacy. The first one is based on realism and defines "public diplomacy" as a state policy instrument aimed at ensuring national goals. The second definition comes from neoliberalism: “Soft power is the ability to persuade others to want what you want, – the ability to entice and attract”. The last is based on constructivism that defines “soft power” as a means of understanding the “other” culture, traditions, focusing on the role of non-governmental organizations in international relations. Critics of the concept of “soft power” D. Galarotti, K.Waltz focus on the complexity of determining the effectiveness of public diplomacy.

**The objective of the paper** is to explore the definition and applications of soft power.

**Results of the research:** Public diplomacy include culture, education, music, and sports. Sport is a complex phenomenon of international policy with many types and functions. Jay Kukli says: “When sports become popular, government involvement usually increases.” Sports diplomacy has the following functions:

1. Image – aimed at building a state brand that will promote the development of relations; 2. Agitation and propaganda aimed at ensuring national interests.

M. Brodskaya wrote: “Sport can be seen as an alternative to campaigns naval squadrons, military bases in other parts of the world”. Sports diplomacy has the following vectors:

1. Social – to strengthen national identity;
2. National security;
3. Commercial component.

Sports diplomacy employs the tools:

1. Organization of sports events.
2. Sports exchange and training programs.

**Conclusion:** Sports diplomacy is an effective part of public diplomacy. It can improve international relations and promote foreign policy interests. The “soft power” of sports diplomacy promises positive results at low expenses. Sports diplomacy has a special place in the system of international relations, given its influence and popularity. In a globalized era, sports diplomacy came to the forefront of modern diplomacy.

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# MEANS AND FORMS OF CULTURAL DIPLOMACY

**Introduction.** Cultural diplomacy is implemented through various means and forms of foreign policy. Being in the context of globalization, it influences on the views of the average person in world politics and public opinion, the individual gradually becomes a conditional carrier of cultural diplomacy, the highest value, the criteria for assessing certain events. Such transformations are facilitated by the widespread use of modern technical means of communication, the ability to receive an unlimited amount of information and communicate with almost anyone in real time. Together with the democratic tendencies of free will, the right to peaceful assembly, and the exercise of freedom of speech, the necessary conditions for integrated cultural development are being created.

**Review of recent publications.** Nowadays a new vision of cultural diplomacy as a complex multifaceted phenomenon emerges. Among the professional literature should be distinguished modern researches on the meaning and its value as a soft power instrument by M. Ryniejska-Kiełdanowicz [2], M. M. Zamorano [3]. The theoretical aspects of cultural diplomacy are disclosed in the study by A. Uminska-Woroniecka [4] and its practical achievements are shown by L. Jora [5]. However, the issue of means and forms of implementation of cultural diplomacy has so far been considered only indirectly and requires more detailed research.

**Objectives of the paper.** We would like to highlight two objectives: to explore the basic means and forms of cultural diplomacy and analyze the consequences of their implementation.

**Results of the research.** There are two specific models of organization and implementation of cultural diplomacy: American and European. The main specific feature of the first is the inseparability of cultural diplomacy from public diplomacy in US foreign policy strategy. There is an opinion that US cultural diplomacy is carried out through Hollywood cinema and, in general, American mass culture, which is conceptually wrong, because such an approach does not cover the sphere of state activity. This situation may be due to the rather late acquisition of US statehood, respectively, formed before the cultural activities were carried out independently of the state. The United States does not have specific bodies for cultural diplomacy. In the proposed context, reference is often made to the US News Agency, which ceased to exist in 1999, but it carried out mainly "public diplomacy", transmitting messages to other states through television and radio channels. USAID and the Peace Corps are among the tools for the implementation of the "soft power" of the United States, provide their assistance to other countries, mostly not in the cultural, but in the economic and logistical field [1: 250].

In contrast to the American system, in European countries this industry is characterized as a specific foreign policy method implemented by specialized structures. In Great Britain, Germany, and Spain, there are, respectively, the British Council, the Goethe-Institut, the Cervantes Institute, and so on. Differences between European countries are manifested mainly in the subordination of these bodies and investment in them: along with institutions independent of the government, there are government agencies and mixed funding models. The approach of these institutions to staffing is interesting – even when some employees of the institution are officially diplomatic staff, they are not staff diplomats, but the most valued is the involvement of famous artists or managers who have proven their effectiveness through previous cultural events.

Regardless of the model of implementation of cultural diplomacy, its subject may be authorized state bodies, specialized non-governmental organizations or individuals. All of them use various means of influence. The largest segment among them is represented by arts of all kinds: spatial (plastic or static) – design, architecture, sculpture, painting, graphics, art photography; temporal, when the image unfolds in time – literature, music; spatio-temporal (spectacular), characterized by physicality and duration – cinema, theater, choreography, etc. The most common form of integration of art into cultural diplomacy – holding thematic exhibitions, presentations, festivals at the international level.

Another effective tool for socio-cultural development is educational programs of academic mobility in universities, the activities of international volunteer organizations and language programs abroad. The undisputed leader in the implementation of modern cultural diplomacy is the field of tourism, when the "diplomats" are embodied by vacationers from around the world. This promotes social communication in general, but the content of such cultural messages is difficult to grasp.

**Conclusion.** To summarise, cultural diplomacy, subject to quality development and timely implementation, can effectively complement the overall development strategy of the state and at the same time make it feel competitive, develop their own culture, raise the cultural level of its population, which will perform another task – development of public communications. The existence of opposite models of cultural diplomacy in different countries indicates its adaptability to different methods of foreign policy. The ramifications of the means and the forms corresponding to them indicate that cultural diplomacy influences not only international politics but also other spheres of human life and is effective in achieving foreign policy and socially important goals.

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## FORMATION OF THE IMAGE OF ISLAMIC STATES IN THE REGION OF WESTERN EUROPE AND NORTH AMERICA

**Introduction.** The image of the state in the international arena is one of the main factors in shaping international relations, a tool for solving the country's competitive problems, and the growing influence of Islam on international relations is one of the important features of modern political life. As a holistic system that encompasses not only the religious worldview in the countries of religion, but also in the world, the definition of the issue is becoming increasingly controversial and ambiguous, attracting much attention from critics and supporters of key principles of the Islamist idea.

**Review of recent publications.** We used works that focus on the theoretical basis for coverage of the issue, namely: Chechel Y. "Formation of the image of the state in the international arena" [8], Palinchak M. "Religious factor in international relations" [5], Byun-Ok Ch. "Islamic fundamentalism, jihad and terrorism" [2]. The materials of the meetings were studied: Granchak T. ISIS as a civilizational challenge (based on the materials of the round table "Islamic State: Genesis and New Trends") [3]. Analytical articles: Osadchy T. "Geopolitical challenge of the Islamic world" [6]. Also considered: Kurzman C. Muslim-American terrorism in the decade since September 11 [4], Buzan V. "The impact of the Cold War on the formation and implementation of US policy on the Arab-Israeli conflict" [1], Olivier R. The failure of political Islam [7], etc.

**Objectives of the paper.** The aim of the paper is to highlight the perception of Islamic states in the liberal-democratic community.

**Results of the research.** The question of the state's ability to influence foreign and domestic policy through ideas and purposeful information flows is becoming increasingly important, because its perception in the world community depends on its importance in the system of international relations, its ability to solve competitive problems, investment attractiveness, expanding opportunities for economic development, potential partnerships, business cooperation and tourism. States see a solid positive image as a significant competitive advantage that allows to make the country's voice heard on the world stage, its ideas, and concepts – worthy of attention, and itself – an attractive place for both external target audiences and for their own citizens. Therefore, in addition to the inalienable state priorities, an important place belongs to the formation of its image as a necessary condition for strategic development and national security of the country.

The image is deliberately constructed in accordance with clear goals and is formed by assessing the following elements: country policy (political leaders, government reputation, diplomacy and military action), economy (financial power, features of GDP and its quality, income), social sphere (social cohesion) , security and stability, national identity, national character), culture (technological development, level of education, cultural heritage, customs, values), geographical factor (geographical location, natural resources, population) and some others. Images should not be based on anything manipulative: they must correspond to their object, otherwise, firstly, the ethical principles of social communication are violated, and

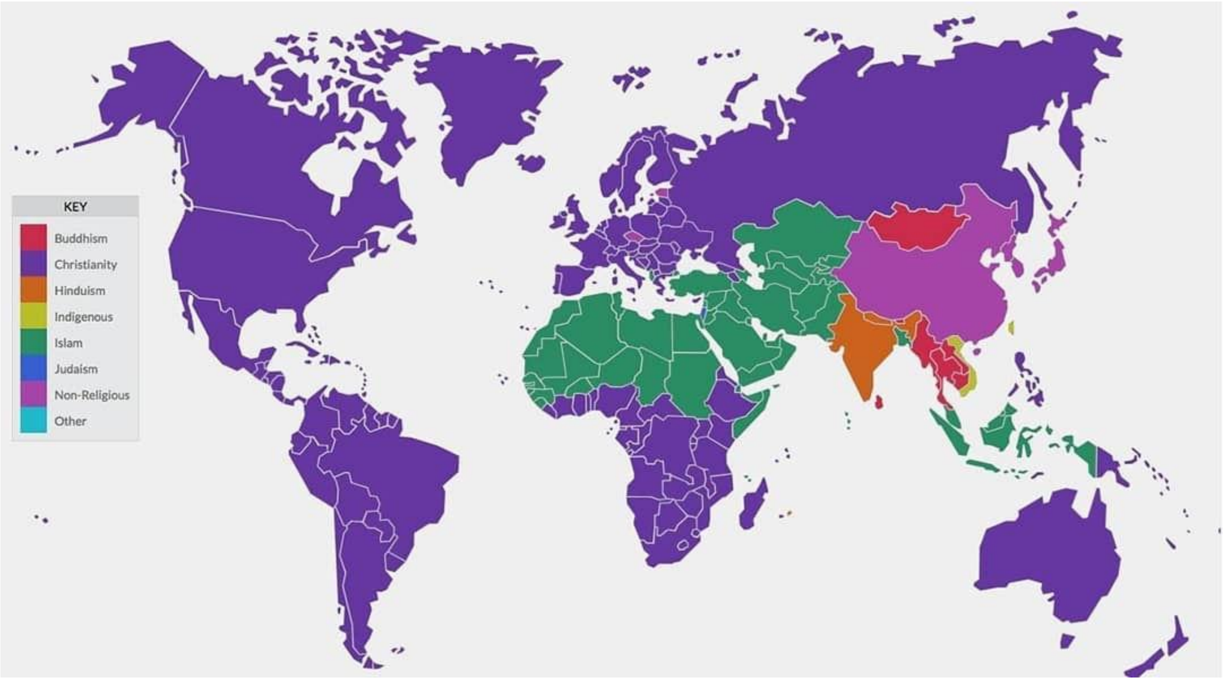


Fig. 1 The spread of religions in the world.
*Source: created by the author*

secondly, such activities would still not be successful for a long period of time [1].

Religion can have a significant impact on the formation of the image of the state, especially when it comes to one of the most influential religions in the world - Islam. In the countries of his religion, he acquires a global character and often sets the pace of international relations. Being an exceptionally "strong" religion, which is not limited to faith in God, Islam is a way of life, a direction of thought, moreover – the basis of an entire civilization.

Islam largely determines the direction of economic relations, forms of government, social structure – in short, it has retained its viability as a powerful religious and cultural tradition. It is a religion that is dynamically developing and actively expanding not only its geographical but also its political borders, holding the position of a factor of world development in the new millennium. Evidence of this is the rapid increase in the number of its followers: they are in more than 120 countries, and Islam itself ranks second, after Christianity, in the world in the number of believers [see Fig. 1]. The largest Muslim countries are Indonesia, India, Pakistan, and Bangladesh [see Fig. 2]. In most countries of the Middle East (and in some African countries, where Muslims make up a significant part of the population), Islam is declared the state religion.

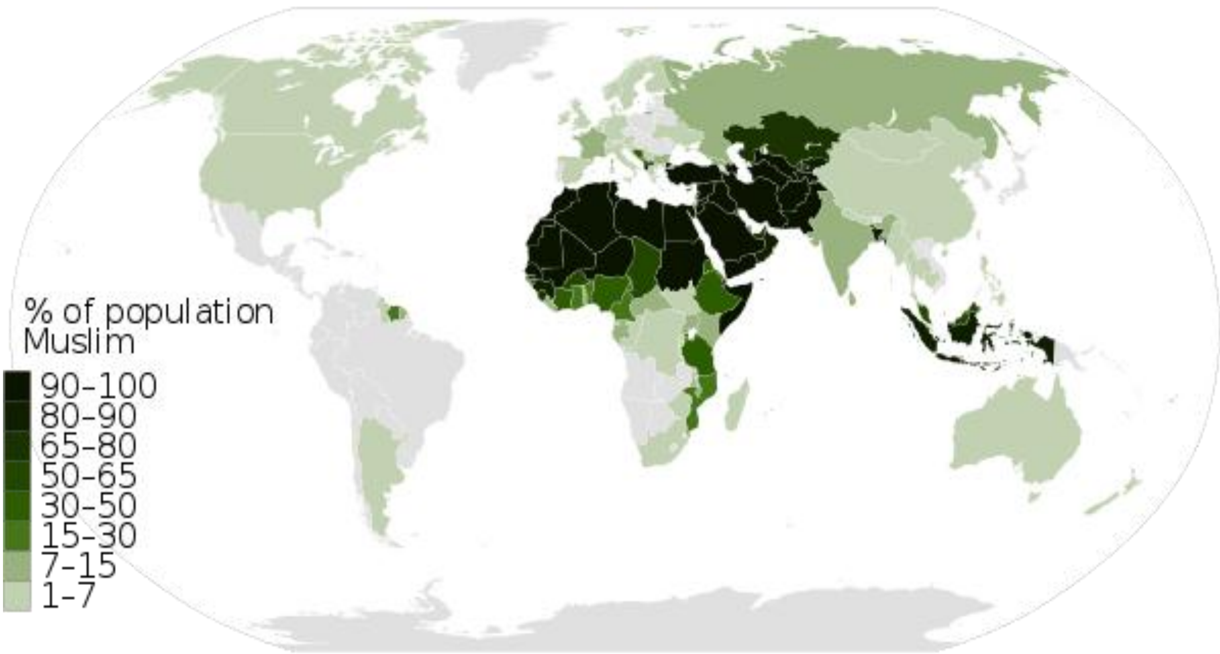


Fig. 2 The number of Muslims in the world
*Source: created by the author*

Saudi Arabia, Iran, and Pakistan are striking examples of countries in which Islam serves not only as the basis of state power in political and ideological terms, but also by sharia, a system of precepts and norms that regulates public and private spheres of life and religion itself is often used as a mechanism for manipulating people's minds to achieve their own selfish goals.

Not much is known about the Muslim world, except for the definability of religion in it and, to a greater extent, the dominance of conservative views. The image policy of the countries of the region needs to be reformed, modernized, more structured and concretized, because to date the reputation of Islamic countries has not been covered from the best angle. The image of Islam is often accompanied by such an associative series, which includes obligatory prayer, certain food bans, clothing regulations (especially women's), resembling patriarchy and "remnants of the past."

It is impossible not to mention the proliferation of terrorist organizations, which under the pretext of "religious mission" carry out criminal activities, pursuing their own goals of planting Islamist ideas in radically harsh methods [see Annex B]. Thus, September 11, 2001 was the starting point for intensifying discussions on religious violence. We still live under the influence of footage from the American television channel CNN, where planes with terrorists crash into the Twin Towers in New York. From now on, the event will undoubtedly be considered a kind of negative marker of the new image of Islam, and the Islamic world on the geopolitical map of today looks like one of the most troubled regions of the planet.

**Conclusion.** There is a growing trend in the role of public image in the field of international relations. The concept of "image of the country" for their own citizens is interpreted as "internal image", and for foreigners as "external image" or, as it is called, "international". Both these audiences, internal and external, are important for the prosperity of a country.

Thus, the image of the state can be defined as a multifaceted phenomenon that includes many completely different aspects: from culture to foreign policy. The image of the state should be based on a single ideological and semantic project of its development, but it should be quite flexible and, if necessary, be subject to timely correction in connection with changes in the socio-political situation on the world stage.

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## FROM "FAKE NEWS" TO "FAKE HISTORY": "THE SUN OF RUTHENIAN LAND" AND INFORMATION WARFARE

**Introduction.** This article concerns rampant falsification of a quote from the hagiographic text "*Life of Alexander Nevsky*" on Russian popular science and culture websites to promote a specific interpretation of Ruthenian history, along with promoting related current political stances, such as Kremlin authoritarianism and general anti-Western sentiment. Furthermore, it shows how the current historical paradigm in the Russian Federation is centered on appropriating Ukraine's old Ruthenian history, rather than studying the actual regional history of Muscovy's own central historical regions.

**Review of recent publication.** This issue of "modifying" the original quote has been noticed previously by a Finnish researcher Mari Mäki-Petäys, along with American researchers such as Serhii Plokhy, Chris J. Chulos and Johannes Remy. In her article "*Warrior and Saint: the Changing Image of Alexander Nevsky as an Aspect of Russian Imperial Identity*" Mari Mäki-Petäys details "the cult of Nevsky", noting the transformation of his image into that of a warrior-lord, and a "son of Rus'" in Muscovite literature tradition [2: 68]. Serhii Plokhy, quoting her, adds that the Nevsky quote situation shows how "the Suzdal Land also served as the immediate forerunner of the notion of the Rus Land in the political discourse of Northeastern Rus" [3: 74]. A peculiar notion, considering it acknowledges that the "Northeastern Rus'" did not actually consider itself "Rus'" at the time the "*Life of Alexander Nevsky*" was written, before it became a geopolitical statement for Muscovy centuries later.

**Objective of the paper**. The aim of the paper is to study the issue of rampant falsification of a quote from the hagiographic text "*Life of Alexander Nevsky*".

**Results of the research.** The quote from the aforementioned "*Life of Alexander Nevsky*" is the following one (translit): "Mitropolit zhe Kiril glagolashe 'Chada moia razumeite iako uzhe zaide solntse zemli Suzdalskoi! Uzhe bo ne obriashchetsia takovyi kniaz ni edin v zemli Suzdalstei!' Ierei i diakoni, chernoriztsi, nishchii i bogatii, i vsi liudie glagolaakhu 'Uzhe pogybaem! '", which can be roughly translated to English as: "*So said Metropolitan Bishop Cyril, 'My children, you should know that already has the sun of the land of Suzdal set! There will never be another duke like him in the Suzdalian land! And the hierarchs and deacons, the monks, the poor and the wealthy, and all the people said: 'We are already at death's door!'*" [7: 282].

The text is quoted as such in Boris Mandel's textbook for students in the Russian Federation on "Fatherland's literature", and is provided in its correct form. However, it is also accompanied by a text, detailing a pathos-filled account of Alexander Nevsky's "freeing the Russians from Mongol-Tatar military conscription" [7: 282]. Let us note that the original hagiographic text never even mentions Rus, Ruthenia, or "the Russians". It never talks about "the Land of Rus", although it mentions "the Judean land", "the German land", "the Ingrian land", and even "Alexander's land", but never provides the reader with any identification of Alexander's subjects as those of Ruthenia. Alexander Nevsky's dukedom is alternatively known by the region's most important settlement, the fortress of Suzdal. This is a dominating trend in local sources before 14$^{th}$ century, identifying Ruthenia as Kyiv-centered southern lands specifically, often even describing the lords of Novgorod and Suzdal "going to the Rus" from their own lands, contrasting them with the Ruthenian ethnic center [8]. Nevertheless, the spread of the "Ruthenian faith", which, at the time, was identified as a peculiar sect, different from the usual Greek Orthodoxy [1], eventually led to even the populace of these lands being called "Russian" afterwards, in contrast to pagan neighbors [6: 20]. Even by conservative estimates Suzdal and its surrounding lands would be part of Merjamaa, the historical land of Volga Finns, particularly the Merya, in the 13$^{th}$ century [10].

Although, while some sources of that period like William of Rubruck's account, described "Ruscia" as strictly the territory of modern day Ukraine, with the river Tanais (Don) being its eastern border, others, like Giovanni da Pian del Carpine, talk of a "*grand-duke in a part of Ruscia called Susdal*", meaning that a number of contemporaries considered Suzdal already Ruthenian in at least the sense of rulership [4: 25]. Of course, the author of "*Life of Alexander Nevsky*" was not among those.

However, all those facts do not stop outright falsification. The Russian language edition of "*Wikipedia*" on February 26$^{th}$ 2021's protected version of the article on Alexander Nevsky incorrectly quotes the bishop, now describing Nevsky as "the sun of Russian land" [5]. As Wikipedia is probably the most popular source to search for information amongst students across the world, this is an especially grievous mistake to make, one apparently protected by Russian Wikipedia's administration. Another educational website, "*Slovo*", lets the text about "Suzdal land" stay unchanged, but adds an original interpretation of their own: "*These words were instantly picked up by the whole of Ruthenia, altering: 'The sun of the Land of Rus has set!' And so it has become a custom since that time to refer to the heroic Nevsky as such.*"[12]. This educational article further conflates the name and image of Ruthenia with those of Muscovy, the Russian Empire, the Soviet Union, and the Russian Federation. For example, the article treats modern Federation as the same, continuous Ruthenia, which includes pride regarding 18th century Russian Imperial commanders: "*Ruthenia is proud of three names of its military leaders that have never lost a battle in their lives. These are Alexander Nevsky, Alexander Suvorov and Fyodor Ushakov*" [12]. Similar propaganda can be seen in "*Voyennoye Obozreniye*" ("Military Review"), a militaristic Russian news website, which provides a platform for both Soviet-brand Communist and generic Russian militarist propaganda, along with articles on history written in the same style.

Aside from the obvious misquoting, the article on Nevsky compares him to Daniel of Galicia, the actual King of Ruthenia, portraying the latter as an "adventurer" who was fooled by the promises of western leaders, only interested in taking over Ruthenia themselves, while Alexander's pro-Horde politics are portrayed as a wise choice. The writer, Aleksandr Samsonov, uses the legend of Nevsky to say that the duke of Suzdal "*predetermined the fate of Ruthenia for centuries to come*", apparently providing his successors with a constant geopolitical strategy. According to the article's writer, this strategy includes: "*1) uncompromising, irreconcilable struggle with the West and flexible policy in the East; 2) strengthening the centralized grand-ducal power; 3) overcoming feudal division, [establishing] the unity of Ruthenia*".

Thus, the author uses the story of Nevsky to promote contemporary Kremlin policies of imperialism, authoritarianism and the portrayal of "the West" as "the Other". Interestingly, the author of the article praises Nevsky for "*opening a new page in the history of Ruthenia*", saying that "*Vladimir, and then Muscovite Rus would restore their old positions step by step*", but also notes that "*Moscow became the main centre of the degrading Golden Horde and the heir to northern imperial tradition*" [11]. A peculiar position for the current historiography trends in the Russian Federation, but one rather evident from the author's general imperial Orientalism and anti-Western sentiment. Falsification continues with Russian Orthodox Church materials, the writers of which should, logically, know better regarding the contents of the hagiographic text.

One of Petrozavodsk and Karelian Bishopric's websites quotes the Metropolitan's phrase correctly, but then adds on a sentence in modern Russian: "*There won't be another duke like this in Russian land*" [9]. This tendency on Russian language websites can be easily observed via a *Google* search engine operation any user can perform: a quoted search "солнце земли Суздальской" provides approximately 6500 results and more, while "солнце земли Русской" is much more widespread, with searches, depending on network's location, resulting in 15000 to 16000 results. The misquoted version is almost three times more popular, when comparing only exact quotations.

**Conclusion.** In conclusion, it is evident that words from "*Life of Alexander Nevsky*" have been popularized in a misquoted version, in a bid to support contemporary political interests of the Kremlin, while portraying Nevsky as some "all-Ruthenian hero". This position is nonsensical, seeing how the author of the hagiographical work himself did not even consider Suzdal and its people Ruthenian, never using the word "Rus".

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# THE MODERN SYSTEM OF INTERNATIONAL RELATIONS: NATO'S ROLE IN THE CONTEXT OF COMBATING THE SPREAD OF NEW SECURITY THREATS

**Introduction.** From the very beginning of the existence of state formations the security of each subject has been extremely important. If we express this need through the prism of modernity and actualization of the concepts known today, the result will be outlining the essence of the problem, as the protection of sovereignty by depriving other actors of the opportunity to interfere in domestic politics. In this way, according to the epoch, it is possible to clearly outline specific phenomena that will be regarded as a direct or indirect threat to safety in the surrounding. As a result, there is an idea of what actually needs to be feared and counteracted to prevent undesirable consequences.

**Review of recent publications.** The scientific school of such researchers as B.O. Parakhonsky, G.M. Yavorskaya, O.O. Reznikova, O.E. Pilipenko, P. Trimintzios has developed fundamental theoretical and methodological principles of understanding the principles of emergence and existence of new threats. Concepts formulated in the works of such authors as P. Du Bois, M. Clausson appear decisive in understanding the changes in the modern system of international security.

**Objectives of the paper.** The aim of the study is to research the impact of the latest threats and challenges on changes in the international security system.

**Results of the research.** It is necessary to clarify the understanding of risks that currently exist in the macroregion and in the world, because of their ability to influence on the state's development. Such determinant policy-making factors are not permanent.

The changes and threats that are constantly taking place in the international arena are gaining, some of which may even be completely or partially replaced by other, new ones. For example, even during the Cold War, the main danger was the risk of a direct combat, and the leading means of deterring the opposing parties was the potential use of existing nuclear weapons. But now, in the context of globalization, such new threatening phenomena as terrorism and a new kind of war that exists in the field of information space come to the fore [2: 6-7]. This does not mean that the factors dominant in the previous system have completely disappeared, or that new ones have appeared suddenly and did not exist before. But this expresses the far-reaching consequences of changes in the structure of international relations as a result of the transition to a multipolar and unified world.

Today, terrorism becomes first on the list of fears of the world community. This has become especially important since the beginning of the XXI century [3: 19]. The most recognizable and dangerous terrorist groups include the Egyptian «Al-Gamaat al-Islamiya», «Al-Jidah», the Algerian «Islamic Salvation Front», the Pakistani «Jamaat al-Fukra», «Harakat al-Ansar», the Palestinian «HAM» , «Islamic Jidah», Lebanese «Hezbollah», international «Al Qaeda», «World Jihad Front» and others that form a global terrorist network created in 2011 [1: 114].

The main significant problem in the activities of these organizations is the spontaneity and a lack of consistency in the blows inflicted by them. Therefore, it is very difficult to predict the exact time and place of the attack, and accordingly to prevent the occurrence of the incident itself. In view of this, no military-political organisation, including NATO, with a US superpower in its ranks, is able to defeat terrorism.

Moreover, the turning point in the approach to understanding the phenomenon of terrorism was the day of September 11, 2001, when a famous tragedy occurred in the United States with two «twin» office buildings. The fact that this has happened has forced the whole world to rethink the problem, describing it as global, given that even a country with powerful armed forces and advanced intelligence such as the United States has failed to prevent a terrorist attack of such big scale.

The next two interrelated threats are hybrid and information wars. The former by its nature does not exist without the latter, while the information war takes place as an independent unit. For a better understanding of these two concepts, we turn to their definitions. American Lt. Col. Daniel Lasika describes a hybrid warfare as a fusion of different methods and theories of war by waging it at different levels and in different areas, combining many actors scattered in time and space to achieve the main military goal [6: 3]. The phenomenon of a hybrid warfare should be fully understood as a set of classic military measures, along with the use of information weapons and manifestations of terrorism.

Both of the above phenomena can have a significant impact on international relations no less than terrorism. In an environment with a high penetration of information tools of the hostile subject, it is extremely difficult for the recipients of information in the face of ordinary citizens to obtain accurately verified information and real facts. In particular, this is almost impossible to do in an environment where the vast majority of media resources in the area are also controlled by another party that is clearly not interested in delivering quality materials.

The last component of the list of new threats is the concept of potential danger in cyberspace, which was formed as such in 2013 at the request of the European Parliament. Therefore, the European Commission officially introduced an approach that extends the existing laws to cyberspace, equating it to air, land, sea and space [9: 36]. The very task of building a system of international protection in cyberspace is a serious challenge for the international community, and therefore, accordingly, this component certainly affects the further development of international relations. Creating a cybersecurity infrastructure is too large a process, as the variability of digital harm is too wide. This can be just a cyber attack without the use of physical force, and the use of hybrid technologies involving drones in combat [9: 11].

In the 21st century, in the post-Cold War era, the concept of international security has been expanded from a purely military interpretation to a broader understanding that includes economic, social, political and economic aspects [4].

In order to strengthen international security in the face of potential threats posed by terrorism and organized crime, the international community has resorted to the creation of a transnational police [7: 128]. The Interpol International Police exchanges information across borders, and this cooperation has been greatly enhanced by the advent of the Internet and the ability to instantly transmit documents, video and audio materials, as well as photographs around the world.

Since the end of the Cold War, it has seemed that new threats have replaced old ones. In fact, they have simply reached a decisive role in influencing the functioning of international relations as a whole, requiring a certain reaction from the major players. After 1991, the classical strategy in Europe, defined by a threatening opponent, partially lost its significance [5].

The justification for this was the disappearance of the communist bloc, which allowed the progressive integration of Eastern Europe into the European community. This was a direct indication of the rapid decline in the risk of nuclear war due to the total confrontation directly with the Cold War dimension.

The threat itself did not disappear, but at least that dimension of it has exhausted itself. In addition, the collapse of the Soviet Union led to a transformation of the role of the North Atlantic Alliance, otherwise the organization would simply lose the meaning of its existence. NATO retains its importance as a security structure, but is no longer responsible for the need to join forces to protect the capitalist world in the event of communist expansion. Within the European Union, the revival of expansionist or revanchist nationalism is also virtually impossible. Therefore, in the absence of a clearly identified enemy, the alliance had to reconsider its mission.

Considering collective security from the point of view of European integration, which, given the political course, is relevant for Ukraine, security and defense remain very diverse and divergent. There are at least five levels of co-operation in this area: the pan-European level, represented by the Organization for Security and Co-operation in Europe (OSCE) and the Council of Europe; the level of the European Union embodied in the Common Foreign and Security Policy, as well as the European Security and Defense Policy, and the level of enhanced cooperation [5].

The latter, in particular, includes the Eastern Partnership program, which is extremely important for the West to preserve and expand its diplomatic space. Moreover, in modern conditions, NATO is able to show its importance and effectiveness in the framework of enhanced cooperation between the EU and the US, which is most pronounced in the fight against terrorism.

**Conclusion.** Examining the current challenges in the field of modern international security, we can identify such important components as terrorism, information and hybrid wars, as well as the risks associated with the possibility of harming a subject remotely, the way of working in cyberspace, which, of course, requires the world community to look for new ways to counter those phenomena and problems that are now, at the request of time, a priority.

With the process of replacing the problems of the previous era with the latest threats, the world community is resorting to various measures aimed at overcoming such factors. The role of competent organizations created in the framework of cooperation of international actors and delegated to address relevant issues is crucial.

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## GRETA THUNBERG'S ACTIVITIES AND SCHOOL STRIKE FOR CLIMATE. MAIN ISSUES AND POINTS OF VIEW

**Introduction.** Today, the problems of environmental pollution and climate change due to their aggravation are becoming more and more discussed. Although almost every state has felt them, the controversy over them are relevant. While some states admit the existence of these problems and take appropriate action, others ignore or deny climate changing or human's participation in this process.

The emergence of the quite radical movement School Strike for Climate or as it is also called Fridays for Future was natural. It stands out among other environmental movements and organizations because most of its members are underage schoolchildren and students, and its founder Greta Thunberg is not afraid to accuse world leaders of inaction and ignoring environmental issues which causes the emergence of completely different points of view in society.

**Review of recent publications.** The following groups of sources were used to write the article: sociological and statistical research materials, international agreements, periodicals and information resources. It should be noted such sources as: "BBC News", "National Public Radio", "The New York Times", "Cable News Network", "Deutsche Welle", "The Guardian" and others.

**Objectives of the paper.** Among the purposes of the article are:

- to analyze the activities of the School Strike for Climate and its founder;
- to study the attitude of society to the activities of the School Strike for Climate and Greta Thunberg.

**Results of the research.** School Strike for Climate quickly turned from a single protest outside the Swedish parliament into a mass and popular movement around the world. Ms. Thunberg herself said that the impetus for the protest was Sweden and other countries' failure to comply with the terms of the Paris Climate Agreement, which include "restrictions on the temperature limits increase to 1.5°, recognizing that this would significantly reduce the risks and impacts of climate change. Making finance flows consistent with a pathway towards low greenhouse gas emissions and climate-resilient development… increasing the ability to adapt to the adverse impacts of climate change" [7: 3].

These claims are not unfounded, because international environmental organizations have repeatedly spoken of the reluctance of states to invest in the fight against climate change and the reluctance to refuse their own economic benefits to solve this problem.

The main demands of Ms. Thunberg and the protesters are immediate reduction of industrial emissions and compliance with the Paris Climate Agreement.

On the one hand, the activities of protesters are approved by some politicians and scientists. For example, Angela Merkel said of the strike as follows: "Rightly demanding that we do something to help them have a good chance of survival. The

German leader added that she was particularly impressed by climate activist Greta Thunberg and her plea to unite behind the science" [5]. However, on the other hand, there are many who criticize Ms. Thunberg for her constant attempts to intimidate political leaders, ignorance in the field of economy, undemocratic and radical methods she offers.

Besides, there are arguments against such as the activist's disease (Asperger's syndrome as the cause of such rapid activities), the assumption that she is manipulated by adults in order to shift climate change responsibility to governments and large corporations, assumptions that environmental extremists are behind her, etc. Moreover, it is actively criticized that the protests take place on weekdays (Fridays) and interfere with the educational process.

However, despite all the criticism, Greta Thunberg was twice nominated for the Nobel Peace Prize. In 2018, Time magazine named her one of the 25 most influential teenagers in the world, and in 2019 she became "Man of the Year". In addition, in the same year, School Strike for Climate together with Greta Thunberg were named the Ambassador of Conscience, which is the highest award of the human rights organization Amnesty International.

**Conclusion.** So, despite the fact that the School Climate Strike movement and Greta Thunberg herself have a large number of critics, it is safe to say that thanks to them, the issues of climate change, environmental protection and air pollution became widely known. Protesters are urging their governments not to ignore these problems and not to postpone their solution, but to take action now. If at first only schoolchildren and students took part in the protests, later more and more adults began to join them, including scientists studying environmental issues.

This proves that the activity of Greta Thunberg and activists should not be underestimated, as it is not only supported or approved by many politicians and scientists, but they also joins it.

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## SECURITIZATION OF UKRAINE'S INFORMATION SPHERE

**Introduction.** The end of the Cold War caused significant changes in the security environment, both internationally and nationally. These changes have been reflected in the concept of securitization presented by the Copenhagen School of International Security Theory. Unlike the traditional approach, the researchers of this school have developed an expanded understanding of the concept of security, which is no longer limited to just the military discourse. Thus, the theory of securitization allowed to raise the issue of protection of the Ukrainian information sphere to the rank of "national security" issues.

**Review of recent publications.** The main research paper in the theory of securitization is the study by Ole Wever, Barry Busan and Jaap de Wilde "Security: A new system of views for analysis" [2], who are the founders of this theory. It is also considerable to mention the book by B. Buzan "People, States and Fear: The Problem of National Security in International Relations" [1] and the research by O. Wever "Securitization and Desecuritization" [3]. Among domestic researchers, who deal with the information security of Ukraine, we can mention U. Ilnytska, V. Lipkan, E. Makarenko, J. Malik, N. Marchuk, G. Pocheptsov and others.

**Objectives of the paper.** The purpose of this publication is to reveal the state and features of securitization of the information sphere of Ukraine.

**Results of the research.** Securitization implies that an issue, which is presented as an existential threat and requires urgent emergency measures, is justifying going beyond normal political procedures [2: 25]. This act of public recognition of the object/subject as really dangerous (its legitimation) allows the speaker to apply emergency measures to eliminate the threat [3: 55]. So, if the traditional approaches raise the question “how do we become more secured”, the securitization theory addresses to “how the problem becomes a security issue”.

Representatives of the Copenhagen school consider securitization as an extreme form of politicization. They note: “In theory, any public issue can be located on the spectrum ranging from nonpoliticized (meaning the state does not deal with it and it is not in any other way made an issue of public debate and decision) through politicized (meaning the issue is part of public policy, requiring government decision and resource allocations or, more rarely, some other form of communal governance) to securitized (meaning the issue is presented as an existential threat, requiring emergency measures and justifying actions outside the normal bounds of political procedure)” [1: 23-24].

Considering the issue of information sphere of Ukraine, it can be noted that the phase of politicization has already occurred. This is confirmed by regulations, such as the Doctrine of Information Security of Ukraine, the Law of Ukraine “On Basic Principles of Information Society Development in Ukraine for 2007-2015”, the Law of Ukraine “On Fundamentals of National Security of Ukraine”, the Law of Ukraine “On the Concept of the National Informatization Program”, etc.

Since securitization theory suggests that management decisions are not taken in isolation from a society, so the elite desire to identify a particular case as a threat or a security key interest must be accompanied by sustained assessments, shared by most of society [1: 25]. The main reason that caused the urgency of solving the pressing issues of information security in Ukraine, was a hybrid war with Russia and the occupation of the Crimea. In the conditions of constant counteractions to external information threats, the use of various tools for formation of proper information policy became a necessary element in protecting the national interests of Ukraine. Therefore, in December 2014, the Ministry of Information Policy was established. In 2015-2016, the Ukrainian side imposed package sanctions against Russian media, journalists, cultural representatives, publishing houses, etc [5].

On May 15, 2017, the president of Ukraine Petro Poroshenko signed a decree which put into effect the decision of the National Security and Defense Council to update the list of sanctions against a number of Russian companies [6], including Russian social networks. It is important to mention the Decree of the President of Ukraine of February 25, 2017, which approved the Doctrine of Information Security of Ukraine, the purpose of which was: “counteracting the destructive information influence of the Russian Federation in the conditions of the hybrid war unleashed by it ” [4]. Despite the positive changes, providing security of information sphere of Ukraine has not yet acquired a systemic form, and more reminds narrowly directed countermeasures.

**Conclusion.** In order to understand how the problem of the information sphere has become an urgent problem of Ukraine’s security, the research turned to the theory of securitization. As a result, Russian aggression in early 2014 was identified as the main reason for the relevance of solving information security issues in Ukraine.

In general, the understanding of the phenomenon and the concept of information security continue to be in formation, both in practice and in theory. The current state of Ukraine's information security in terms of hybrid war with Russia is going through a period of constant changes and improvements. Despite a number of decisive steps doing by the authorities to reform this area, such issues as regulatory, financial and technical support are still unresolved.

It should also be noted that the information aspect of Ukraine's security is characterized by the lack of systematic actions of the government in solving current problems in the information sphere. So, the creation of a strong and effective system of information security, the development of effective strategies and tactics to combat external media threats, should become priority tasks for public authorities and non-governmental institutions of Ukraine.

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## INSTITUTIONALIZATION OF UKRAINE’S PUBLIC DIPLOMACY

**Introduction.** Analyzing the formation of public diplomacy in Ukraine, we must admit that in our country there is actually no public diplomacy, which aims to create and promote a positive image of the state in the international arena.

After the proclamation of Ukraine's independence and before the start of the presidential election campaign in 2004, the formation of the country's image took place under the influence of a number of contradictory factors and was not recognized as an independent component of state policy. The Orange Revolution was to become a powerful stimulus and basis for Ukraine's position in the international arena. Government of that time did not use the available opportunities, and the corresponding strategy was not developed [1].

**Review of recent publications.** The historiography of public diplomacy in the system of international and foreign policy is quite extensive. Among the domestic scholars, a significant contribution to the study of the general political influence of information and communication technologies on the political activity of the state by O. Rozumna, D. Kuleba, T. Peresunko and others should be singled out. However, this topic needs more detailed consideration.

**Objectives of the paper**: to consider the phenomenon of public diplomacy as an important tool of states international activity.

**Results of the research.** According to O. Rozumna, since the organization of cultural and information centers is entrusted not only to such Ukraine’s institutions as: the Foreign Affairs Ministry, the Ministry of Culture, the Ministry of Education and Science, the Ministry of Youth and Sports, but also the State Committee for Television and Radio Broadcastin.

It is worth strengthening their participation in planning the work of the relevant cultural representations of the Ukrainian state abroad [5]. But unfortunately, the more responsible institutions in this area, the less effective they are. Therefore, experts from the National Institute for Strategic Studies of Ukraine claim that the ineffective work of such centers has shown that they do not resemble the set goals and are not yet able to properly strengthen Ukraine's integration into the European cultural space. In addition, the measures of cultural diplomacy carried out in the framework of cultural and information centers are also insufficient for the effective promotion of Ukrainian culture [5].

The probable reason for the often ill-conceived and rather passive activity of cultural information centers at diplomatic missions is the difference in approaches to understanding the issue of culture and cultural diplomacy in the European Union and Ukraine [2]. Taking the above mentioned into account relying on the realities of Ukraine today, it is not surprising that at a time when Ukraine is on the front pages of foreign media, however, not always in a positive light, as never before is the start of state instruments of public diplomacy activities of relevant Ukraine’s ministries – the Ministry of Culture, the Ministry of Foreign Affairs, as well as the Ministry of Information Policy [2].

Nowadays, in order to promote Ukrainian culture to the international community, in accordance with the List of Foreign Diplomatic Institutions of Ukraine approved in 2006 and updated in 2008 and 2012, which included cultural and information centers, including 27 at diplomatic missions of Ukraine and 4 at the Consulates General of Ukraine [3].

But in practice, the activities of these centers are ineffective. For example, in an analytical note of the National Institute for Strategic Studies, summarizing the work of cultural missions of Ukraine abroad during 2011-2013, the authors outline the following trends in their activities: small staff and lack of cultural management specialists complicate the presentation of national culture and its promotion in the international arena; specialization of centers only on dissemination of general information about Ukraine; the lack of cultural cooperation projects leads to a rather narrow "corridor" in which cultural diplomacy becomes impossible; the topics of disseminated information about Ukraine are mostly devoted to the history and past glory of the Ukrainian people, its traditional culture, while modern Ukrainian culture remains out of the attention of researchers and propagandists, which significantly complicates the perception and understanding of modern Ukrainians.

In most cases, Ukrainian diplomatic missions demonstrate a formal approach to cultural diplomacy, linking it only to exchanges of delegations, most of which are officials of diplomatic services or line ministries, which only creates visibility and impugns the substantive part and expediency of cultural diplomacy as such [4].

**Conclusion.** Thus, the development of public diplomacy in independent Ukraine did not receive adequate organizational and state support and did not gain sufficient implementation in the political sphere. At the same time, we can state the promotion of this type of diplomacy in the cultural sphere through the implementation of various projects, foundations, international exchanges, festivals and more.

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## RUSSIA'S CURRENT VIEW ON STRENGTHENING US-JAPAN SECURITY COOPERATION

**Introduction.** According to Russian officials, the main risk the revival of US-Japan security cooperation might cause is that it could significantly worsen the dynamics of security in the Asian region. "Active pacifism" was defined as the central concept of Japan's foreign strategy. Unlike the "passive" pacifism of the Cold War period, which is based on force-free approach, "active" pacifism allows force usage to maintain international peace and security. These measures have become a cause for concern among Russian politicians, which is likely to lead to an intensification of its own defense capabilities in the Far East.

**Review of recent publications.** Analysis of issues on the subject engaged a number of researchers, in particular A. Ivanov and O. Smirnova, employees of the Russian Center for East Asian and SCO Studies. An outstanding Russian orientalist S. Volkov has devoted his articles to structural analysis on the topic considered.

**Objectives of the paper:** to analyze whether the Russians should be afraid of strengthening the US-Japan Cooperation and the Asia-Pacific region; to determine the degree of Russian's interest in intensifying tensions in the region; to identify the real threats to national security.

**Results of the research.** Japan's defense policy at the present stage is characterized by the following main features: introduction of permit for collective self-defense; increased defense spending; development of amendments proposals to the Constitution of Japan. Today`s Japan has all the attributes of a state with a strong defense sector. In terms of total spending the budget on the defense, Japan is ranked 6-th in 2021 ranked with the result of 51.7 billion US dollars [1]. Japan actually has armed forces (self-defense forces) and its army is one of the ten strongest armies in the world. In 2013-2019, Russian-Japanese relations accumulated significant positive experience expanding political-diplomatic, trade-economic and humanitarian cooperation. However, these relations are significantly affected by the general international situation, namely the confrontation between Russia and the United States, which support Japan, and the fact that Russia is actively developing the cooperation with China, which has rather unfriendly relationship with Tokyo. It is also worth mentioning that the United States has not abandoned its policy of containment towards Russia.

The most important element of US global influence remains the military and political alliance with Japan. Washington supports expanding the role of Tokyo as a part of the agreement on security. For years, Russia's leaders have criticized Japan's reliance on the US and urged that the Japanese government would become more independent. With the recent examples, one can recall 2018, when Vladimir Putin discussed the possible deployment of US missiles in Japan and bewailed that the sovereignty of the American allies "in this part ... is very limited, they simply do not have their own word, their own opinion on this issue" [3].

According to some Russian experts, the development of the two countries' joint missile defense system as part of the US global missile defense system undermines the foundations of strategic stability, and, thus, threatens Russia's security [2]. And today, we can understand that Russia is really concerned about strengthening the alliance between Japan and the United States. On January 10, 2020, the Deputy Foreign Minister of Russia Sergei Ryabkov, following a meeting with his Japanese counterpart Takeo Mori in the 11th round of the Russian-Japanese strategic dialogue, stated that the development of Japan-US alliance in the defense sector could threaten the stability of the situation in the Asian region [5].

It is clear that the alliance of Japan and the United States in the framework of defense cooperation, primarily aimed at reflecting not only the possible pre-emptive strike by the DPRK, but mostly against China, which by its actions in the disputed territories tests its strategic capabilities. Along with this, the system could be used against Russia, in case of further rapprochement with China [4].

This high level of Japan's dependence on the United States will not diminish as long as Article 9 of the Constitution remains unchanged. In case if Russia really supports the independence of Japan, it must ignore the intristic fears of the return of Japanese militarism and support belated attempts to update the Constitution by Japan. Thus, Russia's position on Japan's intentions to change the status of its own armed forces cannot be called completely articulated so far.

On the one hand, Russia is in favor of ending the US protectorate over Japan and, consequently, in favor of Japan becoming an independent state, particularly in the military defense sphere. On the other hand, Russia, acting as an ally of China in defense, trade, and cultural relations, cannot support the idea of restoring the strength of China's regional adversary.

**Conclusion.** Japan is resolutely moving from pacifism to a more realistic foreign policy that will ensure effective protection of its territory, resist the challenges of other states, patrol the sea routes and confront enemies where and when necessary. The main risk of strengthening US-Japanese cooperation could significantly worsen the security dynamics in the Asian region. Today, one can argue about the mostly hostile attitude of the Asian region countries to the prospects of constitutional changes in Japan, which will affect the status of its armed forces. Indeed, amendments to Article 9 of the Constitution could destabilize the situation in the region, leading to a process of further increasing military capabilities by Japan's neighbors. Russia's position on Japan's intentions to intensify its military forces under the auspices of the alliance is not yet outlined. Date changes in the defense policy are of no radical nature and the transformation of Japan to "normal state" (country, which holds full and massive military construction, appropriate its economic power) is still far away. Acquiring real military capabilities to deter potential threats is virtually impossible without a radical overhaul of military security policy.

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## "SPECIAL RELATIONS" AS AN ELEMENT OF BRITAIN'S FOREIGN POLICY TRADITION

**Introduction.** Researchers have different interpretations of the existence of such phenomenon as "special (Anglo-American) relations", arguing that they are mostly not "special", but simply formed as a permanent choice of Great Britain between the European and American policy vectors. Some argue that choosing between America and Europe is wrong decision, and "special relations" just have been strengthened by the fight against terrorism since 9/11. However, this article will help to clarify that there are a number of features that have emerged since the end of World War II and shape British foreign policy, actively supporting cooperation with the United States in the framework of "special relations".

**Review of recent publications.** Significant contributions to the study were made by scholars such as Brown R., Marsh S., and Baylis J., who traced how "special relations" were formed and retrained in the British foreign policy tradition by analysing vision of British politicians; Wallace W., Phillips Ch. and Allen N., Choy H. emphasized on the current period, focusing on transforming the vision of "special relations" during the rule of D. Trump and J. Biden in the context of BREXIT, and what challenges to Anglo-American relations are presented today and future.

**Objectives of the paper.** The aim of this study is to analyse the formation and development of such phenomenon as "special relations" in the foreign policy of Great Britain after the World War II: its role and relevance in modern conditions within BREXIT.

**Results of the research.** The definition of "special relationship", which means close relations between the British Commonwealth, the British Empire, and the United States was intensified after Churchill's speech at Fulton in 1946. Its origins were preceded in 1941 with the adoption of eight principles that contributed to world peace and the spread of democracy in the world – the Atlantic Charter.

The United States and the United Kingdom share common historical, cultural, commercial, democratic values and interests. As a result, it is not surprising that Washington and London have begun to work closely together in the international arena. But events such as the 1956 Suez Crisis, considered the lowest point of the relationship, demonstrated that "special relationships" were going through difficult and sometimes contradictory moments. The 1960s and 1970s proved idealistically hypocritical on the part of the United States to increase military involvement in Vietnam at a time when the United Kingdom was suffering from large-scale decolonization [4].

The situation after the 1980s intensified "special relations" due to the arrival of new leadership. The Prime Minister of the United Kingdom, M. Thatcher, and the President of the United States, R. Reagan, sought to restore and strengthen the Anglo-American system of thought and interaction, with a strong emphasis on capitalism, free market, and "containment of communism". This facilitated their struggle, helped tear down the Berlin Wall, and eventually led to the end of the Cold War. The parties actively supported each other during military operations: there are Britain – Falkland Islands in 1982 and the United States – Libya in 1986.

At the same time, such ideological prospects could not avoid a number of obstacles: Reagan did not immediately support Britain's war against anti-communist Argentina, and Thatcher personally flew to Iceland to persuade the US president to retreat and cancel the Reykjavik summit for fear of nuclear disarmament. However, their strong united position hastened the end of the struggle against the Eastern bloc and opened up new opportunities in the Anglo-American system of interaction [5].

*1990-2000: B. Clinton and T. Blair* demonstrate new idealistic views of the new world order, proclaiming: to support developing countries and open new markets for investment to counter the growing power of authoritarian states under the Atlantic Charter [2].

The events of 9/11 and the arrival of the new President *George W. Bush* united Anglo-American efforts in the fight against terrorism and strengthened the desire to spread democracy, which led to the invasion of Afghanistan and Iraq. However, the conflicts dragged on and resulted in severe human and material losses, which left both presidents in office with a contradictory public attitude to the global interventionist policy pursued by previous foreign policy decisions.

"Special Relationships" in 2010: *B. Obama and D. Camero*n. It is worth noting at once that this period can be traced as a moment that could shake the close Anglo-American relations. Even though both sides sought to solve all the problems that arose as a result of the activities of their predecessors, but at the same time they saw ways to overcome them differently.

The crisis in Syria has become a challenge for "special relations", where the governments of both sides were ready to use military force in response to the use of chemical weapons by Assad. Parliament and Congress opposed the decision, remembering the protracted wars waged by Blair and Bush. In addition, this period is defined as Obama's request to the United Kingdom to remain in the EU, refusing the referendum: "BREXIT will send Britain in the back in trade negotiations" [2]. Due to the peculiarities of different worldviews and foreign policy, relations between Obama and Cameron have weakened, unlike their predecessors.

"BREXIT" and presidential products in 2016: Although *D. Trump and T. May* shared a common vision of the world that focuses on protecting jobs within states and the public from terrorism, politicians faced controversy due to the complex nature of the American president [3]. But their relationship has been repeatedly compared to Reagan and Thatcher, believing that there is a similar understanding and level of cooperation between them. Therefore, national interests and a common vision of the world order were given priority, uniting, and strengthening Anglo-American relations.

*B. Johnson and J. Biden:* The UK is expected to be one of the first foreign destinations on the president-elect's route: "[they need to bury] their differences over Brexit and come to terms with Boris Johnson" [1]. A special step will be a return to the nuclear deal with Iraq (from which the United States withdrew under Trump in 2018) by joining Britain on this issue. But "special relations" can face significant difficulties: the United States under Trump tried to strengthen relations with the United Kingdom, but with J. Biden, British Prime Minister B. Johnson "starts from scratch", where a Democrat can provide priority to relations with Brussels and other European leaders.

The situation remains *ambiguous*: British experts note that there is a shortage of "American leadership" in the world today, due to the severe consequences of COVID-19; in addition, the United States has previously demonstrated the importance of addressing internal issues to external ones. In addition, B. Johnson was "closer in spirit" and vision of foreign affairs D. Trump; J. Biden's victory could return the country to the course of its predecessor B. Obama, which means to the course of rapprochement with Europe. In this case, Britain will remain outside American interests [1].

**Conclusion.** Thus, analyzing the main characteristics of the development of "special relations" between the United States and Great Britain, it is necessary to highlight several key points:

1. "Special relations" were established as a result of a common vision of the world order and as a result of historical, cultural, trade and democratic values.
2. This phenomenon can be traced back to the proclamation of Fulton's speech by W. Churchill in 1946 and it is considered as one of the priorities of British foreign policy to this day, which has established the status of "element of foreign policy tradition".
3. During the last 70 years, "special relations" have experienced "ups and downs", depending on the views of foreign policymakers who headed the government at one time or another.
4. Today, "special relations" are experiencing "uncertainty" over the change of government in the United States, where the current government may prioritize the European policy vector over Anglo-Saxon.

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## MEDIA AS A MEANS OF INFLUENCING POLITICAL PREFERENCES ON THE AUDIENCE

**Introduction.** In modern society, the media has become a powerful political institution, without which it is impossible to imagine the actions of public authorities. Electronic media, especially television are of extreme importance nowadays. Thanks to it, public policy has become an extremely effective tool for influencing society, opening up unprecedented opportunities for political orientation and manipulation of public opinion. Therefore, the responsibility of the media to society is growing significantly. The actions of the media in the information space can be reduced to two main types. **The first** is called *mobilization,* which includes incitement and propaganda, and the **second** is called *marketing* and *the use of public relations and political advertising.* Usually both types are used in democratic society, but the other is predominant [3].

**Review of recent publications.** The media have formed a so-called *media consciousness* that changes public opinion through the manipulative influence and psychological attitude of the media. This effect involves the use of various techniques that exert implicit pressure on the human subconscious. The manipulative influence of social media is achieved through repetition, myth, forgery, concealment of facts and attitudes. In the future, it is best to study the field of media attitude and its manipulative influence on society in order to establish a formal model of influence on the media using the manipulative influence method and its detection system.

**Objectives of the paper:** to analyze the features and methods of media's manipulative influence on the behavior and political consciousness of citizens; to identify methods of manipulating people's opinions; to explore the mass media concept; to determine the consequences of influencing the decisions taken by society members.

**Results of the research.** *Mass media* is publicly disseminated data and information through various technical means (television, radio, the Internet, newspapers, magazines). It should be noted that posters, libraries, forums, Internet blogs, conferences, etc. do not belong to the media. The media is not only a tool for data transmission, but also a way of manipulation, dissemination and agitation in politics, society, economics and other spheres of life [6].

It should be emphasized that the political subjects of a democratic (civil) society use propaganda methods, in this case it is necessary to obtain social support for the subject purposes. However, this method should limit and repeat the marketing strategy in the democratic media. Marketing strategy is formed in accordance with the demand and supply of information generated in the information market.

Their main task is to provide the subjects with the necessary information at the right time and in the right place. Marketing strategies are unique since they do not aim to control people's minds, but to inform which politicians are interested in and who are using reliable information to provide the public with the information about the goals and objectives of certain politicians. Marketing strategy is inherent in a society with developed democratic traditions. Their widespread use is possible only when the degree of policy openness is high [4].

The basis for the formation and decision-making of a democratic society is public opinion. The public (human communities) has social memory or culture, social interests and a picture-opinion, and judgments implemented by solving social problems and social control over the actions of the government. Public opinion is understood as judgments of the collective assessment of a person's belonging to different social groups, through which they express their attitude to social problems and the way to solve them.

Public opinion reflects the relation of people (both the whole and the individual community) to power, their activities and policies. Public opinion is formed under the influence of all sources of public awareness, knowledge of experience and even superstitions, science, art, politics and mass communication. It acts as a mediator between people's consciousness and real activity [7].

In general, public opinion is formed, on the one hand, by people's own practice and experience, their direct confrontation with social problems, and by the media.
In addition, the media shape and express public opinion. The higher the degree of trust in the media is, the stronger their influence on the formation of public opinion [1]. Propaganda is a form of communication designed to disseminate facts, disputes, rumors and other information in order to influence public opinion and promote common affairs or public positions.

Propaganda is usually repeated and disseminated through various media to shape the outcome of public opinion selection [2]. Political propaganda involves working with the public consciousness or the consciousness of a certain audience to promote the ideals, goals and aspirations of the citizens of a particular country. Former President Richard Nixon said in the speech on the National Security Council's budget that he believed that one dollar invested in information and propaganda was more valuable than ten dollars invested in weapon systems since the last are unlikely to work. The information is effective anytime and anywhere.

Agitation is the most important means of influencing the consciousness and mood of the masses to encourage them to political or other activities. This is the so-called "ideological weapon" of the party's struggle.

In order to manipulate and manage people, technologies that generate new stereotypes, concepts, attitudes and behavior among consumers, are used as beneficial to the subject of influence. The problem of manipulative attitudes should be studied in details to prevent the negative impact of the media on people. There are many definitions of "manipulation". The following definitions should be considered:

• methods of psychological influence that affect the will of the subject; the purpose is to use information that meets the interests of the subject; making a certain impact on a person's thoughts (usually the impact on his emotions, feelings and experiences) to develop motivation for actions. This type of psychological influence, if used intentionally, can cause a hidden awakening of someone else's intentions, and this intention does not correspond to his current desires [7]. The main techniques of manipulation that lead the subject to the information provided by the object being manipulated themselves are as follows:

• the information is distorted, and part of the presentation is incomplete (this makes it impossible for a person to make a complete picture); editing information by adding your own (usually inaccurate); the formation of "information" noise which is caused by the provision of large information amounts. In this case, it is difficult for consumers to determine what is really good for them.

• providing information that is unverified to have the effect of the first message.

It is known that the source, which first appeared in the information flow, is trusted the most. Thus, manipulation is a kind of psychological influence in which the manipulator introduces human's behavior and thinking into human psychology. Its main task is to make consumers treat imposed thoughts as their own. The definition of psychological manipulation is interpreted as a process of specific targeting or unintentional use of consumer behavior in order to change this behavior in recipient's favor.

**Conclusion.** A person cannot independently obtain and verify all the necessary information, so they are forced to perceive many things as facts. Thus, by filling the media with the necessary content, the society might be provided not only with knowledge about the surrounding reality, but also emotional and behavioral stereotypes can be purposefully formed. The media have formed a media consciousness that changes public opinion through the manipulative influence and psychological attitude of the media. This effect involves the use of various techniques that exert implicit pressure on the human subconscious.

The manipulative influence of social media is achieved through repetition, myths, forgery, concealment of facts and attitudes. In the future, it is best to study the field of media manipulative influence on society in order to establish a formal model of influence on the media using the method of manipulative influence and its detection system.

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# INFORMATION SECURITY AS PART OF UKRAINE'S NATIONAL SECURITY

**Introduction.** Due to the rapid development of information and communication technologies for the effective provision of foreign and domestic policy of the state, information policy is becoming increasingly important. Information security stems from the problem of information provision of both the individual and society as a whole. The issue of information security is especially important for Ukraine, due to the aggression of the Russian Federation, which was not limited to armed confrontation [4]. Therefore, a well-thought-out and balanced information policy can significantly affect the solution of domestic and foreign policy problems.

**Review of recent publications.** Despite the relative novelty of the issue related to state information security, the scientific community is working on it quite actively. The issue of the state role in creating the information society is a subject of researching of G. Pocheptsov and I. Aristova. The basic principles of information security have been developed by V.Suprun, V.Yarochkin and oth. Particular attention is paid to the study of the information security concept. In this field such researchers have carried out their investigations: O. Ditvinenko, V. Kalaida, O. Prokhozhev.

**Objectives of the paper:** to analyze the role of information security in the framework of Ukraine's national security.

**Results of the research.** The term "Information Security" means the protection level of Ukraine's national interests in the information sphere, which also includes individual and social interests. Due to the globalization of the modern information space, there is a significant weakening of the state information sovereignty. The level of development as well as the state of the information space affect any country being secure in general [5]. That is why one of the international activity directions in the information sphere is the creating and improvement of the measures system for international information security in particular.

Ukraine's national security in the information sphere should be considered as the integrity of four components – personal, public, commercial (corporate) and state security. The Law of Ukraine "On the Fundamentals of National Security of

Ukraine" [6] defines the main directions of the state policy on national security in the information sphere. Summarizing them, one can identify the following trends: ensuring the information sovereignty of Ukraine and taking comprehensive measures to protect the national information space. National security is directly related, first, to the political image of the state, which in the modern information society is largely formed under the media influence. It is clear that a strong, self-sufficient, and independent individual in conducting international politics can resist inciting ethnic conflict and propaganda or the commission of crimes, including those involving unauthorized access to automated management decision-making systems in national and military security systems. In the last one, Ukraine has experience of how to act.

It is worth mentioning the viruses "Uroboros" or "Petya.A", which were launched in 2017 to undermine the financial system of Ukraine. Unfortunately, this case has shown that the Ukrainian authorities cannot ensure that threats to the national information space would be prevented in a timely manner. Moreover, the problem of premature creation of the means necessary for information confrontation is especially difficult today. In terms of national security, it is also necessary to address the importance of information technology in the military sphere. The possibilities for unrestricted movement of information are more often used to achieve geopolitical, military-political, as well as terrorist, extremist, criminal and other illegal goals to the detriment of international security and strategic stability [3].

One of the main negative factors influencing the state of information security is the increase of opportunities for information technology impact on the information infrastructure for military purposes. At the same time, the activities of organizations conducting intelligence on the work of scientific state organizations, in particular the defense industry, are intensifying. The use of information means by special services of aggressor states and psychological influence aimed at destabilizing the domestic political and social situation in various regions of the world, leads to undermining the sovereignty and violation of the states territorial integrity.

Recognizing the fact that the effectiveness of information security in European cyberspace also depends on the development of cooperation between states Ukraine is working actively in this direction as well. Thus, recent years have been spent building relations with NATO and implementing many projects. Previously, Ukraine's main problem in supporting the national information space was that the authorities were fighting the consequences of the attacks that had already taken place, rather than working ahead. But now threats can be identified at an early stage, which is probably a key factor in successful security provision. Analyzing the indicators of the Global Cybersecurity Index from 2014 to 2018, one can see that Ukraine is not standing still, especially in recent years, when there is an intensification of cooperation with the Alliance [2].

If in 2014-2016 it held 70-th place in the world rankings, with a score of 0.353, then in 2017 this figure almost doubled, reaching 0.501, and gave Ukraine 59-th place in the world. The following year, the figure increased further – 0.661 (max. 1) and in 2018 Ukraine ranked 54-th. Despite the fact that in Ukraine all types of information technologies, their production and means of their provision constitute a special field of activity, in reality, there are many problems in the process of ensuring Ukraine's information security: insufficient coordination of the activities commited by authorities and military formations in the implementation of a unified state policy to ensure national security. In addition the lag of Ukraine from developed countries at the level of public authorities informatization, legal and financial sphere, industry and citizens’ social life.

**Conclusion.** Summarizing the above presented material, it should be noted that in the current development of the information society, the protection of the national information space and information security have become priority strategic objectives for many countries [1]. Information security is a system-forming factor, combining within a single information space all the other components of the national security. In this case, information security as a state national security component can be considered as an independent constituent part.

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# THE IMAGE OF UKRAINE IN THE WORLD MEDIA

**Introduction.** In the 21st century mediatization absorbs all spheres of society, and, hence, international relations. The laws of the media create reality and thus can affect the agenda, the consumer's perception of information on a particular event, situation, political player. Therefore, for the state as a subject of international relations, the image in the world media plays an important strategic role for the image, its public diplomacy and in many other important areas. The main source from where the foreign community receives information about Ukraine is the global media. Contradictory and ambiguous image of Ukraine in the world media, as well as mostly negative connotations of reports about Ukraine in the global network, directly affect the image of the state in the IR system.

**Review of recent publications.** Many researches and publications of foreign and domestic authors have been devoted to this subject. Recent researches include the International – Scientific and Practical Conference «Image and Reputation: Current Trends and Challenges», which took place in Kyiv in 2020 on March 20-21 [4]. Also, research on the topic under consideration can be divided into the following groups: general theoretical research on the image of the state through the media (E. Gilboa, B. Berelson, J. Grix, S. Lacroix, etc.); works devoted to the problem of national and state insult in the media (K. Boulding, L. Aivazyan, B. Petersson, etc.); as well as scientific works on the image of Ukraine (O. Shchurko, I. Kachanovsky, O. Shvets, O. Konsevych, etc.).

**Objectives of the paper:** to determine the image of Ukraine in the global media and to identify the main mechanisms of its formation.

**Results of the research.** The problem of forming a positive image of Ukraine in the world media is one of the important functions of image activity and Ukraine's branding strategy as a whole. Properly structured policy steps aimed at foreign target audiences using all the tools of government agencies and non-governmental institutions, as well as the means of mediation help to make the country more successful. This will have an impact, in particular, on ensuring the national interests of the state and improving the lives of its citizens. However, in order to properly build certain steps to solve this problem, it is necessary to understand it from the inside and follow the evolution of this issue. The interest of the international community and the world media in the active coverage of events and news about Ukraine began to sharpen at a turning point in the modern history of Ukraine, namely in 2013. The conflict in the East, revolutionary and post-revolutionary events, arose considerable interest in the international political community, and the issue of

Ukraine entered the political agenda of international organizations and alliances, and more and more new ones began to appear in Ukraine.

After analyzing the news texts of authoritative foreign mass media on the domestic political and economic situation, it can be noted that in the case of covering the turning point of the Revolution and post-revolutionary events, journalists are often emotionally charged. However, it was the internal political situation of the state, and the conflict situation with the Russian Federation, that caused the information about Ukraine to appear much more often in the news columns of the global media. A striking example of the processes mentioned above can be the appeal of British, German and French quality newspapers to such concepts as “crisis”, “conflict”, “revolution” and “war” in the coverage of Ukrainian events. Moreover, these concepts are actively used to denote cultural events, indicating the politization of Ukrainian culture in the media discourse of these editions. Reinforced by the audiovisual component, photographs and video materials, online articles have a high level of immersiveness and contribute to a more vivid emotional filling of the formed images [1].

Moving on, it should be noted that in 2017 – 2018, interest in Ukraine in foreign columns began to decline rapidly according to the analytical center *VoxUkraine* [5]. During the content analysis of headlines in 14 Western and three leading English-language and Russian state media, analyzed the downward trend, namely that during this period, the Western media made less than 4 thousand publications about Ukraine. However, starting in 2019, the situation is beginning to change. They write about Ukraine again and thus create an image of it in the world media. This year, Ukraine has been in the spotlight of the world media. Volodymyr Zelenskyi's victory in the presidential election initially surprised and shocked Western journalists. At the end of the year, *TIME* magazine put V. Zelenskyi on the cover, [9] and *The Week* [10] included the Ukrainian president in to the face-list of the Year.

Regarding the cultural dimension, it has been established that the representatives of the Ukrainian diaspora abroad play a special role in shaping the representations about Ukraine: artists who have Ukrainian roots, but never lived in Ukraine, or writers and immigrant musicians, whose opinion about certain events in Ukraine is considered to be authoritative and is replicated by European mass media, forming a heteroserotypic perception of the reality [1].

Another source of legitimate information for European newspapers is Ukrainian journalists and writers who write for them in relation to certain Ukrainian realities, and the process of heterostereotypization is thus formed through an autostereotypical perception of reality. Such “channel” of communication for the British newspaper The Guardian is, for example, the famous Ukrainian writer and journalist Andrei Kurkov [1]. It should be noted, that the global media that write about Ukraine in modern conditions still has a negative trend. At the same time, in the minds of citizens coexist Western social values, beliefs in Ukraine's European choice with a huge amount of Russian information product, which promotes other values and priorities up to cultural and psychological distancing from the Western countryside. In general, the national consciousness of modern Ukrainian society in many fundamental value orientations is blurred and incomplete, the society is dominated by "worldview chaos" and value disorientation, which in fact restrains the onset of.

**Conclusion**. Thus, mediatization is an important means of creating an image. The state image is largely shaped by the laws of the media. The media have not only become an integral part of the public and private society spheres, but have also begun to "intervene" in the political decision-making process.

Within the limits of studying the state image, the dominance of media reality also means a significant advantage of the media as a tool for constructing the state image. Regarding Ukraine's position in the global media and the view of authoritative foreign news platforms, it can be noted that there is a noticeable tendency to expand the scope of mentioning our country in the media abroad. The revolution and post-revolutionary events have become a hot topic for discussion by the world community. It should be noted that Ukraine's image through culture creates a very positive image of Ukraine on the foreign newspaper pages.

Domestic political circumstances and the economic situation, on the other hand, nullify the positive trend towards Ukraine and create the image of a rather corrupt, troubled and weak state, an unreliable partner on the outskirts of Europe. Domestic mass media play an important role in the processes of forming the national consciousness, which is the basis of state-building processes. Unfortunately, today the system of Ukrainian national media is not objectively focused on the formation of a developed national consciousness, and state and political identity.

Within this problem, one can identify an alternative that would be useful in improving Ukraine's image in the global media and in the international arena as a whole. The alternative to improving the staffing of government agencies responsible for Ukraine's image and branding and improving the implementation of strategic documents is the most effective. The preference for this policy option is confirmed by the fact that one of the key tasks for public policy is to create effective and efficient government structures, departments and ministries of public power and fill them with staff who are experts, in particular, in our study, PR experts and promoting the image of the country abroad.

It directly depends on whether the successfully adopted strategies and concepts of Ukraine's promotion abroad will be implemented, whether there will be a variable discussion and whether Ukraine will move forward in solving this problem.

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## FRENCH MIGRATION POLICY

**Introduction**. In the second half of the twentieth century, rapid integration processes began in Europe, and in particular the problems of adapting national cultures to each other and the development of a common European identity played a significant role. The search for a new pan-European identity got complicated by the large influx of immigrants to Western Europe. If before the 1960-s and 1970-s Europeans faced, by and large, only difficulties in overcoming economic, social and cultural differences between European states, then now it is impossible not to reckon with people from other parts of the world who also live in Western Europe.

The main flow of immigrants comes from Muslim countries (Turkey, Morocco, etc.), which has already been noted both at the national level of France and at the general level of the European Union. The number of immigrants is difficult to determine, as a large percentage of unregistered immigrants live illegally. France, like other European countries, is facing a problem which 30-40 years ago was not on the agenda, but has now become one of the key tasks that requires an immediate solution. This is namely a problem of acculturating new ethnic communities.

In France, immigrants are now able to have a significant impact on socio-political processes and the level of conflict in the country. They are increasingly demanding recognition of their identity, to make Islam part of the social life in the European countries. That is why the French government pursues a purposeful policy in the field of education, which aims to integrate all national cultures of the state.

**Review of recent publications.** It should be noted that in the scientific literature there is not enough comprehensive political research on the problem of modern immigration processes in France during E.Macron's presidency from 2017 to the present year and their subsequent regulations.

This, in turn, gives some space for carrying out a research in this area. In our paper we basically rely on the works by V.A. Iontsev, T.V. Cherevichku, Ya.R. Stryeltsova, B.V. Debts and oth. The monographs by V.A. Iontsev, who reveals modern theoretical trends that explain the international migration of the population, and classifies the main scientific approaches to its study, are of particular importance. T.V. Shoe as well reflects on the patterns of migration in the context of globalization. The main problems of building state migration policy and new institutional structures of migration have been highlighted. J.R. Streltsova draws attention to migration policy in the context of the 2012 presidential election.

To consider the problem of Islam in a secular state, B.V. Dolgova's works have been of use. Among the Western researchers on this issue D. Weiss, S. Ossman and S. Terrio, D. D'Ecanville, A. Mayotte are worth mentioning. D. Weiss, S. Ossman and S. Terry have helped to assess the migration policy in France. D. D'Ecanville has evaluated the campaign promises on the migration policy of presidential candidates in 2012, which helped in the study and comparison. A. Mayotte's work has helped us consider the problem of the migration collision and national identity in France.

**Objectives of the paper:** to investigate migration processes to the French Republic.

**Results of the research.** The terrorist attacks in Paris on November 13, 2015 were the final point, when it became clear that migration policy requires not just improvement, but a radical overhaul, as the level of conflict in the country (and in other EU countries) is growing. Thus, it can be stated that the problem of illegal and even legal immigration is extremely acute for modern France, as it leads to an increase in protests in society (both indigenous and migrant), undermines political and economic stability in the country, entails escalation of interethnic and interreligious violence. Therefore, France as one of the locomotives for European integration and a country with a high percentage of migrants, has in fact launched its migration policy towards increasing and limiting the reception of migrants.

President E. Macron does understand that a well-thought-out migration policy at the national level, taking into account the current situation and the mood of the French, and at the same time developing a pan-European position in this area will increase his popularity. This is especially important now, when there are demonstrations of "yellow vests" in the country and its rating has dropped significantly.

Currently, there are two camps in the European Union – one is led by E. Macron and A. Merkel, who generally supports controlled migration, the other – by the Visegrad Group, which opposes illegal migration, whose position is closer to Italy's approach on a number of issues, and partly Austria. The supranational format of the EU's migration policy, being of a recommendatory nature, requires another revision in the light of new realities and growing contradictions with opposition parties in the European Union, especially in the run-up to the European elections. It is possible that E. Macron's proposals to establish new general agencies, including the field of granting the right to asylum, as well as to make changes in the system of EU borders protection, may contribute to the formation of a common European policy. Recent events in France have shown the weaknesses of the global "E. Macron project", which, despite its artificiality, was informatively elevated to the electorate supported by the oligarchs. E. Macron's ideas were obvious – the austerity reforms adopted by previous governments will affect the economic and social situation of the population and in the medium term will lead to the collapse of the welfare state in France.

**Conclusions.** E. Macron introduced a state of emergency status in economy and social fields. This was the answer to 25 demands made by the "yellow vests", which seemed clearly unrealistic. Against this background, interest in E. Macron's immigration program and solving refugee problems began to decline, especially given the fact that among the "yellow vests" there are few people from Africa. However, their demands include: establishing decent living conditions for those who have applied for refugee status; immediate repatriation of those who have been denied refugee status; conducting a serious policy on immigrants – for those aiming to live in France must become the French, know the language, history and laws. These requirements differ little from the provisions of E. Macron's migration policy.

Following a terrorist attack in Strasbourg by a local Moroccan, Yellow Vest activists speculated and agreed that it had been staged by French authorities to divert attention from the 5-th round of protests scheduled for 15 December. However, in any case and with any outcome of the events, E. Macron should strengthen his policy and approach to the fight against terrorism and radical Islamists, which is not yet effective enough.

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# II. ECONOMIC SCIENCES

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## THE UNEMPLOYMENT RATE IN UKRAINE DURING THE COVID-19 PANDEMIC

**Introduction.** Today, the unemployment rate is closely linked to the epidemiological situation in Ukraine. Hospitalization and morbidity rates are rising rapidly every day, forcing the authorities to introduce quarantine restrictions. It leads to the stagnation of economic activity with mass layoffs, financial deficits, loss of market access, complex regulation, and additional tax pressures.

**Objectives of the paper** are to investigate the dynamics of unemployment in Ukraine during COVID-19 pandemic, and to analyze the data published by Ukrainian statistical centers.

**Results of the research.** Since Feb-March 2020, the number of unemployed in Ukraine has been increasing. As of January 2021, the number of registered unemployed in Ukraine is 23% higher than in January 2020. In total, about 200,000 Ukrainians have lost their jobs since the beginning of quarantine due to the coronavirus. And this is only according to official data.

As of February 1, 2021, the State Employment Centre registered 488,000 unemployed people. The leaders are Dnipropetrovsk, Kharkiv, Poltava and Vinnytsia regions. This figure is 114.9 thousand or 23.5% higher than on the same date last year. At the same time, the number of vacancies in the economic downturn decreased to 16.4 thousand, ie almost 24% less than in February last year.

On the other hand, there is a demand for workers in agriculture, forestry, trade, and services. Also opened vacancies in the field of logistics:

- courier,
- driver,
- loader,
- auxiliary worker,
- stacker-packer,
- warehouse manager.

The State Employment Centre states that workers in the areas of health care, social assistance, and law enforcement are also needed at work.

There is also a growing demand for professionals:

- accountants;
- accountants;
- doctors;

– electric gas welders;
– road workers;
– locksmiths-repairmen;
– electricians.

During the lockdown in Ukraine, the number of unemployed increased by almost 100 thousand people. Firstly, workers (mostly in services and sales) lost their jobs during the quarantine. The Cabinet of Ministers has allocated almost 1.3 billion hryvnias in unemployment benefits and more than 4.7 billion hryvnias in compensation for salary expenses for small and medium-sized businesses [1].

The official unemployment rate in Ukraine remained at 6% over the past four years. According to the State Employment Centre, as of May 2017, 374 thousand unemployed were registered, in May 2018 – 326 thousand people, in 2019 – a little more than 311 thousand people. At the time, there was even a noticeable trend to reduce unemployment. The situation changed dramatically in March 2020 after the introduction of quarantine due to coronavirus. In May 1,475 thousand unemployed people registered in centers. Thus, the official unemployment rose by 32%.

The dynamics of unemployment in Ukraine is going up – in February 2020, 373.1 thousand unemployed were registered, in March 2020 – increased to 376 thousand people. At the beginning of April 2020, when the quarantine was already underway, the number of unemployed decreased by 7% to 349 thousand people, but at the beginning of May, it rose sharply to 475 thousand people (+ 47% compared to May 2019). The biggest number is for the processing industry – more than 60 thousand people (+ 60% compared to the injury in 2019) and for agriculture, forestry, fisheries – 64 thousand people (+ 25%). If we look for the industries with the highest layoffs from April to May, the worst indicators are for the hotel and restaurant business (added 125% of the unemployed) and in electricity, gas, steam, and air conditioning (+ 103%). In the IT sector, from April to May, the number of registered unemployed increased by 60%, and real estate professionals accounted for 57% [2].

**Conclusion.** During the COVID-19 pandemic in Ukraine, about 200,000 official jobs were lost, perhaps more considering a big share of “grey” employment. In perspective, the unemployment numbers will grow until economy adapts to quarantine restrictions. The adaptation comes in stages as the example of cafes and restaurants proved. To prevent staff reductions, many restaurants introduced an online ordering and take-out service. In the same way, the beauty salons can start offering the services at customer’s homes. These are just a few examples of adaptation that help reduce unemployment, improve the financial situation and attract new staff.

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## CURRENT SITUATION IN THE AGRICULTURAL SECTOR IN UKRAINE

**Introduction.** Most experts agree that current agricultural sector is one of the most important composites of the economic system in Ukraine. It is a main budget-generating source and ranks second in the commodity structure of exports. Ukrainian agriculture meets the domestic demand for quality food products. Ukraine has about 60% black soil, a favorable climate, skilled agricultural workers. However, the share of agriculture in the gross domestic product (GDP) is 8.9% or UAH 360 billion. As numbers show it does not slow down in the COVID -19 crisis.

**Review of recent publications.** Many economists wrote about the role of the agricultural sector, namely A. Lysetskyi, V. Lagutin, M. Fedorov, V. Trehubochok, V. Romanenko, A. Khvesyk and others. There are also works by a Ukrainian economist and businessman Leonid Yakovyshyn who created an agrarian empire "Land and Freedom" with the elevator complex, feed mills, asphalt plants, labs and even the railway in the Chernihiv region [2].

**Objectives of the paper** are to study the current situation and describe specific features of the agricultural sector in Ukraine to discuss the positive and negative factors using statistical methods.

**Results of the research.** For Ukraine, the share of the agricultural complex in the total gross value added was 10.4% in 2019, and 12% in 2018. In 2016 the agriculture accounted for 16% of gross value added. However, in 2020, the volume of agricultural production decreased by 11.5%. Despite the positive numbers, the increasing role of agriculture in Ukraine's economy is an alarming signal. It's important to note that the share of agriculture in GDP is decreasing. It can be explained by higher elasticity of demand for non-food products than for food. The share of the employed population in the agricultural sector is only about 17.5% of all employed in economic activities. The above-mentioned Ukrainian statistics demonstrate that when new technologies are introduced, the workforce shrinks.

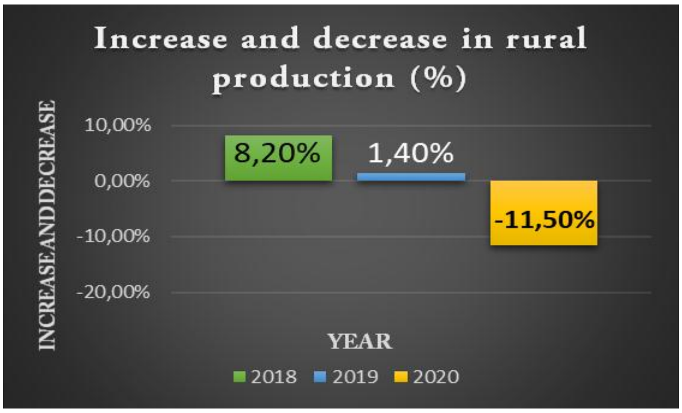



Fig.1 The variable of gross output in 2018-2020

*Table 1*

*Employment in the agricultural sector, 2013-2019*

| Year | Employment of persons aged 15-70 years, thousand | Employment in the agricultural sector, % |
|---|---|---|
| 2013 | 3389 | 17,50% |
| 2014 | 3091,4 | 17,10% |
| 2015 | 2870,6 | 17,50% |
| 2016 | 2866,5 | 17,60% |
| 2017 | 2860,7 | 17,70% |
| 2018 | 2937,6 | 18% |
| 2019 | 3010,4 | 18,10% |

The crops of cereals and fodder, including wheat, corn, barley, sunflower, sugar beet, tobacco, legumes, fruits and vegetables make Ukraine a leading agricultural producer. Analysis in Table 2 shows that crops of cereals, sunflowers and vegetables increase every year while those of sugar beets drop.

*Table 2*
*Major Crops*

| The name of agricultural culture | 2017, million tons | 2018, million tons | 2019, million tons |
|---|---|---|---|
| Cereals and legumes | 61,9 | 70,1 | 75,1 |
| Sunflower | 12,2 | 14,2 | 15,3 |
| Sugar beet | 14,9 | 14,0 | 10,2 |
| Vegetable crops | 9,3 | 9,4 | 9,7 |

In Ukraine, the level of milk, meat, fruits consumption per person is much lower than European. The production of high-protein canned products based on meat and fish in Ukraine is insufficient. The main deterrent is the low solvency of domestic consumers. Table 3 shows that the production of meat and eggs increase, but milk - decreased.

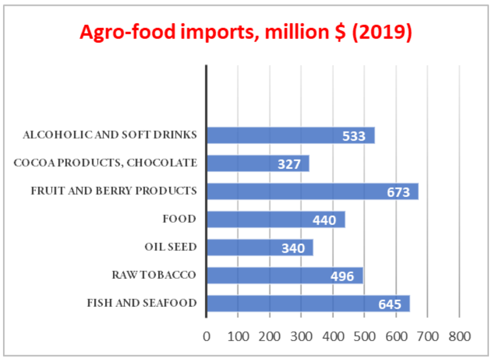
*Table 3*
*Meat, milk and eggs*

| Year | Meat, million tons | Milk, million tons | Eggs, billion |
|---|---|---|---|
| 2017 | 3,3 | 10,3 | 15,5 |
| 2018 | 3,3 | 10,1 | 16,1 |
| 2019 | 3,5 | 9,7 | 16,7 |
| 2020 | 3,5 | 9,3 | 16,2 |

For Ukraine, agriculture is crucial in the structure of exports. As of the end of 2019 year, the agricultural sector accounted for almost 40% of foreign exchange earnings, demonstrating stability over the past three years. It should be noted that more than half of exports are made up of cereals, oilseeds and sunflower oil. Ukraine is the third largest exporter of grain in the world.

Let us look at the import dynamics for 2019 and discuss the weak points of agricultural sector in Ukraine. Analysis of numbers in Fig. 3 shows the first position in imports belongs to fruits and berries ($673 million). The second place is fish and seafood ($645 million), and third place – alcoholic and soft drinks ($533 million). Despite these high export numbers, Ukraine lags behind developed countries in terms of productivity in the agricultural sector. In the Covid-19 situation, agriculture, as an "open-air" business, has the least quarantine restrictions. However, the closure of markets in March-May 2020 was a negative factor that hurt many small and medium farmers. They were deprived of the opportunity to sell products without any compensation or support. Large retail chains and firms raised prices for agricultural products during quarantine. As a side note, one should mention the return of workers to Ukraine from abroad [4: 22] as a positive factor for agriculture.


Fig.2 Ukrainian Export of Agricultural Products



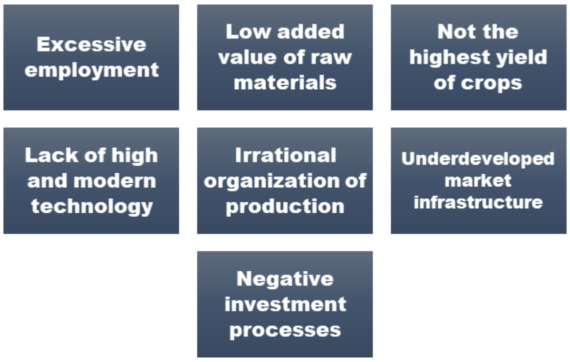




Fig.3 Ukrainian import of agricultural products

Fig.4 Weak points of agriculture

**Conclusion.** Thus, based on the analysis, the agricultural sector remains one of the leading sectors of Ukraine's economy. The country is sufficient in terms of basic foods production. Still, Ukrainian agriculture lags behind developed countries. One can predict that even under Covid-19 restrictions, agrarian business will become even more important for the Ukrainian economy.

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## SPACE ANALYSIS: PROSPECTS OF ITS USE AT SMALL AND MEDIUM-SIZED ENTERPRISES OF UKRAINE

**Introduction.** Businesses of all types operate in their own way. Therefore, they develop and implement their unique strategies. In order to succeed and operate efficiently, enterprises need to develop a long-term development strategy to respond quickly to political and economic changes and attract investments.

Nowadays, modern small and medium-sized businesses in Ukraine are facing numerous challenges. This situation is caused not only by economic and political instability in the country, but by the underdeveloped system of strategic analysis in enterprises. Most experts abroad use the SPASE Analysis method to develop a strategy and comprehensive assessment of the external and internal environment of small and medium-sized enterprises.

**Review of recent publications.** The Strategic Position and Action Evaluation Matrix or SPACE Analysis matrix is a super technique for evaluating the sense in a particular strategic plan. It was developed by such strategy academics as Alan J. Rowe, Richard O. Mason, Karl E. Dickel, Richard B. Mann, Robert J. Mockler [1]. The Strategic Position and ACtion Evaluation (SPACE) analysis framework is a very useful but not well-known tool to develop and review a company's strategy.

**The objective of the paper** is to determine the prospects of using SPASE Analysis to develop strategic plans, increase competitiveness and improve the functioning of small and medium-sized enterprises in Ukraine.

**Results of the research.** SPACE Analysis is an analytical technique used in strategic management and planning. SPACE is an acronym of Strategic Position and ACtion Evaluation. The analysis allows to create an idea of the appropriate business strategy for the enterprise. The SPACE matrix can be used as a basis for other analyses, e.g., SWOT analysis, industry analysis, or assessing strategic alternatives [2]. The analysis describes the external and internal environment using different criteria (table 1).

Table 1

Criteria for SPACE Analysis

*Source: created by the author based on [2]*

| | |
|---|---|
| **Environmental Stability (ES)** | incompasses stages of the industry market life cycle, the degree of innovation of the industry market, marketing and advertising opportunities of the industry, the impact of seasonal fluctuations, profitability, the degree of foreign capital. |
| **Industry Attractiveness (IA)** | includes growth and profit potential; financial stability; technological know-how; resource utilization; capital intensity; ease of entering a market and productivity or capacity utilization. |
| **Competitive advantage (CA)** | is influenced by the following factors: market capacity, market share and its dynamics, product range, the ability to actively influence the level of cost prices, customer relations, and profitability of sales. |
| **Financial strength (FS)** | includes production costs, stability of profits, return on investment, liquidity, debt structure, ability to increase the level of capitalization and raising funds**.** |

The SPACE analysis concerns the key decisions made by the CEO and senior management of an organization. The evaluation consists of the following steps:

1. The manager assigns appropriate values of between 0 and 6 (for CA and ES it is 0-6) to each individual factor.

2. The averages for each group of factors are then plotted on the SPACE chart.

3. By connecting the average values plotted, a four-sided polygon displaying the weight and direction of the particular assessment is constructed. The strategic position can also be determined by adding the two scores on the axes opposite each other to obtain a directional vector that points to a specific location in the chart.

In the quadrant, where the largest part of the surface of the resulting quadrilateral is, there is a suitable alternative of the business behavior [3]. The position of the vector determines the type of the recommended strategy: conservative, aggressive, defensive, competitive (fig. 1).

The conservative strategy is located between the company’s financial strength and the competitive advantage. This is usually a stable organization, with low growth. All actions should be aimed at reducing costs while improving product quality or reducing output and entering more promising markets [3].

The aggressive strategy is between financial strengths and industry attractiveness. It is usually a sustainable, competitive organization; the main actions must be taken to expand production and sales, win price wars, develop new market sectors and promote its own brand. The defensive strategy of the SPACE Analysis is located between environmental stability and competitive advantage. The following actions would be potential options for a company in this position: to reduce costs to realize a stronger competitive position, to reduce investments and manufacture at low cost, to focus on core business and sell off ancillary activities.

The competitive strategy of the SPACE Analysis is located between industry attractiveness and environmental stability. These are competitive but unsustainable companies. The main actions aim at finding financial resources and developing sales networks [3].

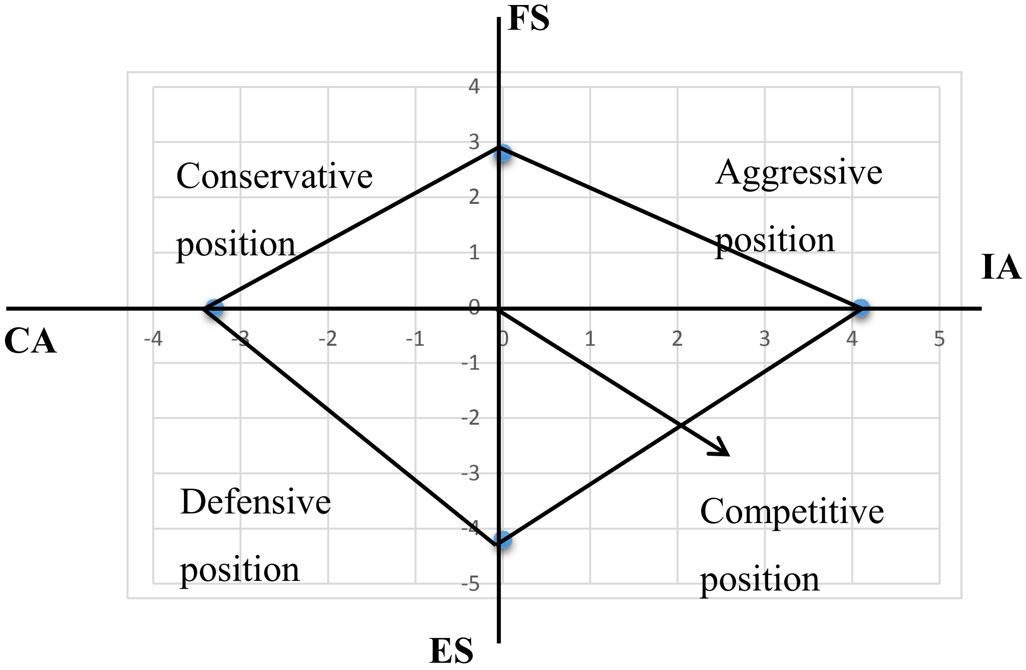


Fig.1 Example of SPACE Analysis.
*Source: created by the author based on [3]*

Based on the results of the SPACE Analysis, each company can choose the necessary development strategy and determine the list of measures to be taken. This type of analysis would be very useful for domestic enterprises, to better position themselves in the market and to be more resistant to external and internal factors influencing the enterprise [4].

Most Ukrainian entrepreneurs enter overseas markets at the risk of their own business, so strategic analysis is the tool that could raise Ukrainian small business to a new level. The only problem hindering the introduction of SPACE Analysis, is that it cannot be done without highly qualified external and internal experts. The services of external consultants are quite expensive, which slows down this type of strategic planning in the Ukrainian business environment and given the current unstable economic and political situation in our country, small and medium-sized enterprises cannot afford them.

**Conclusion.** In Ukraine, most small and medium-sized businesses often neglect strategic planning, which exposes their companies to great risks. SPACE Analysis provides a comprehensive approach that provides managers at all levels of the organization with an additional way of considering the many different factors relevant to proposing a particular strategy. Apart from providing managers with another aid in rational decision-making, the major advantage of the SPACE method is that by forcing managers to carefully assess each factor in the four dimensions, they can more effectively examine alternatives and achieve consensus. It also helps them to recognize the significance of each factor needed to outstrip competitiors in the industry.

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## THE ESSENCE OF THE LOW TOUCH ECONOMY AS AN UNSTABLE ECONOMIC ENVIRONMENT

**Introduction.** Crisis events and processes caused by the COVID-2019 pandemic are one of the most important problems for today's economy. The paper analyzes the current economic situation in a pandemic and describes the necessity to introduce a new phenomenon and concept: a "low touch economy".

**Review of recent publications.** Active review of these problems occurs both in the media and in the scientific works of foreign and domestic scientists, such as A. Gurria, K. Lagarde, R. Hutt, I. Petrashko, A. Pustova, V. Medechuk, A. Amelin, A. Blinov, V. Katsenelson, J. Lavrik, D. Monin and others.

**Objectives of the paper** are to investigate and analyze the impact of the COVID-2019 pandemic on the economy, consider the concept of “low touch economy” as an opportunity to confront the crisis.

**Results of the research.** The modern world is characterized by the growth and intensification of various dangers, which, above all, include crisis and catastrophic phenomena, conflicts; the consequences of which pose a danger to the existence of society and nature.

An analysis of the scientific literature suggests that the destabilization of the economic environment occurs not only due to sufficiently ineffective regulation of financial markets, disproportionate economic development, anti-market public policy or war. There are other reasons that are much more difficult to manage. The most atypical of these are unpredictable and difficult-to-manage global pandemics.

In the research process, we should pay attention to the point of view of the world-renowned professor of finance and writer Nassim Nicholas Taleb, who uses the new concept of “black swan” for them. According to Taleb, “black swans” are events that occur unexpectedly, like a tornado, and have a huge impact on markets, global politics and people’s lives [4].

One such “black swan” was the COVID-19 pandemic, which caught everyone by surprise. After all, until recently, a significant drop in world oil prices seemed fantastic, and to predict that the capitalization of the stock market will fall twice, it was almost impossible. Currently, the world economic environment is facing a serious adversary, which exacerbates such crisis processes as between supply and demand for goods and services, which is manifested by a significant change in the situation and leads to a sharp decline in production, rising unemployment, rising bankruptcies [2].

The results of the study suggest that the economic crisis triggered by the COVID-19 pandemic has affected the entire world economy. Either directly or indirectly, each country will feel the negative impact of the coronavirus on its financial and economic system.

Since its inception, the pandemic has significantly affected the trends of the world economy, leaving no country aside. All this has a negative impact on the welfare of the population, their financial situation and in the near future will reduce their demand for a number of goods and services [3].

Under the influence of the pandemic, the economic environment will continue to undergo significant changes, which we cannot avoid. We should expect new serious side effects, such as mass unemployment and large-scale bankruptcies, the implementation of anti-crisis packages, the closure of borders and the emergence of new laws. To counteract all these effects, we need to choose the economy of minimal contact. This is a relatively new concept, but according to Board of Innovation analysts, the world is already in the process of transitioning to a low touch economy. Its key characteristics are a slowdown in demand, the formation of new fears and anxieties, consumer escapism, changes in the behavior of economic entities and constant industry shifts. The economy of minimal contact needs new logistics solutions, new means of communication and methods of communication. One of the main directions of the economy of minimal contact is to reduce the physical interaction between consumers and suppliers of goods and services [1].

The low touch economy will determine our lives for at least the next two years, about the amount of time it will take to curb COVID-19. During this period, consumer habits will change dramatically. For example, there is a growing demand for online shopping, contactless forms of delivery is growing, visits to restaurants, the use of public transport are declining, and the role of local tourism.

**Conclusions.** The pandemics have become an integral part of human life and no country in the world is safe from their direct or indirect impact. That is why every country must be economically ready to act quickly and effectively in case of a pandemic occurrence, aiming to minimize the negative consequences of the disease and its rapid overcoming. The way out of the current situation in the modern world is the economy of minimal contact. It will allow the economy to operate in unstable conditions and will also counter the spread of the COVID-19 pandemic.

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# ROUND-TRIP TRANSACTIONS AND THEIR ROLE IN UKRAINE'S FOREIGN DIRECT INVESTMENT

**Introduction.** Round-trip transactions are an interesting mechanism in the investment market. It is widespread in all countries of the world and poses major difficulties in the foreign direct investment study. In Ukraine, there is an annual increase in the percentage of round-tripping investments. That is why this topic is relevant at the present stage of development of the word economy. Such investments are difficult due to the need for data from multiple countries, long-term tracking and complicated networks.

**Review of recent publications.** Round-trip transactions and their role in foreign direct investment is presented in world scientific papers of Dilek Aykut Apurva Sanghi Gina Kosmidou [1], Xiao Geng [2], etc. However, in terms of Ukraine, this problem has not been fully explored; it is partly considered in the paper of David Saha, Vitaliy Kravchuk, Robert Kirchner [3]. This issue was also described in the NBU reports [4].

**Objective of the paper** is to assess the extent and analyze the role of round-trip transactions in Ukraine's foreign direct investment.

**Results of the research**. Round-tripping, also known as round-trip transactions or "Lazy Susans" refers to money that leaves the country though various channels and makes its way back into the country often as foreign investment [5]. For example, a local investor owns company A, sends funds to a related foreign company B, which invests back a local company C. This mostly involves black money and almost often used for stock price manipulation. In international scenarios, round-tripping is used for tax evasion and money laundering.

Moreover, swapping assets on a round-trip produces no net economic substance, but may be fraudulently reported as a series of productive sales and beneficial purchases on the books of the companies involved, violating the substance over form accounting principle. The companies appear to be growing and very busy, but the round-tripping business does not generate profits. Growth is an attractive factor to speculative investors, even if profits are lacking; such investment benefits companies and motivates them to undertake the illusory growth of round-tripping [6].

In the period from 2017 to 2018, Mauritius was the biggest investor into India, with $13,4 billions USD or 36% of the total, according to Indian central bank data. As India's economy is the sixth largest in the world, while Mauritius' is currently ranked 124th in USD terms, we see that round-tripping foreign investment is involved.

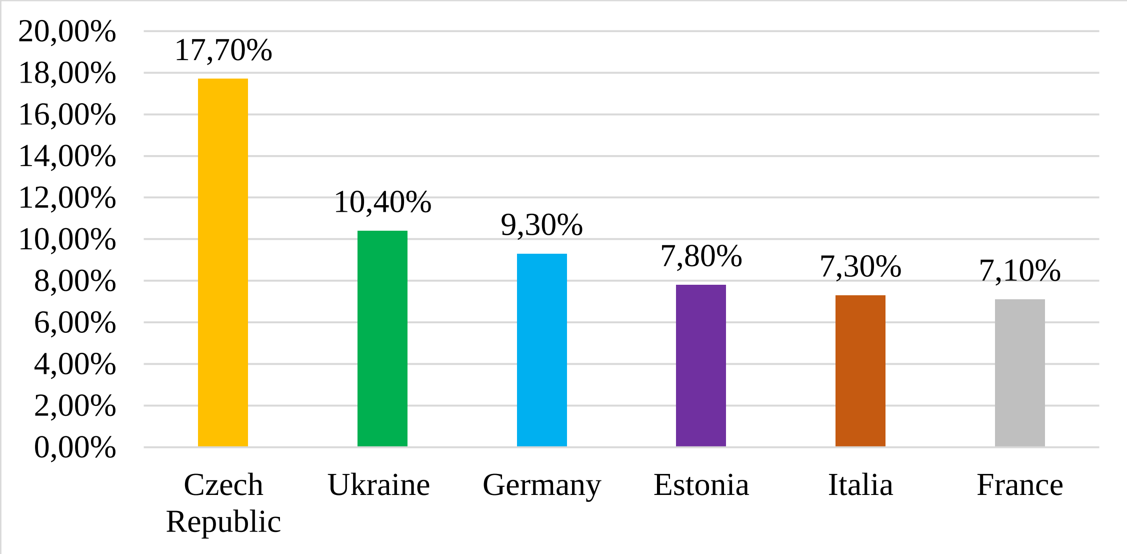


Fig. 1 Share of round-tripping in overall FDI in selected countries, %

*Source: created by the author based on [4]*

In 2017, according to OECD estimates, 5% of all FDI is round-trip. In the same year, the share of round-tripping FDI in Ukraine was 34%, in Russia – 70% [7].

Below are the data on the percentage of round-tripping in overall FDI in Czech Republic, Ukraine, Germany, Estonia, Italia, France (fig.1).

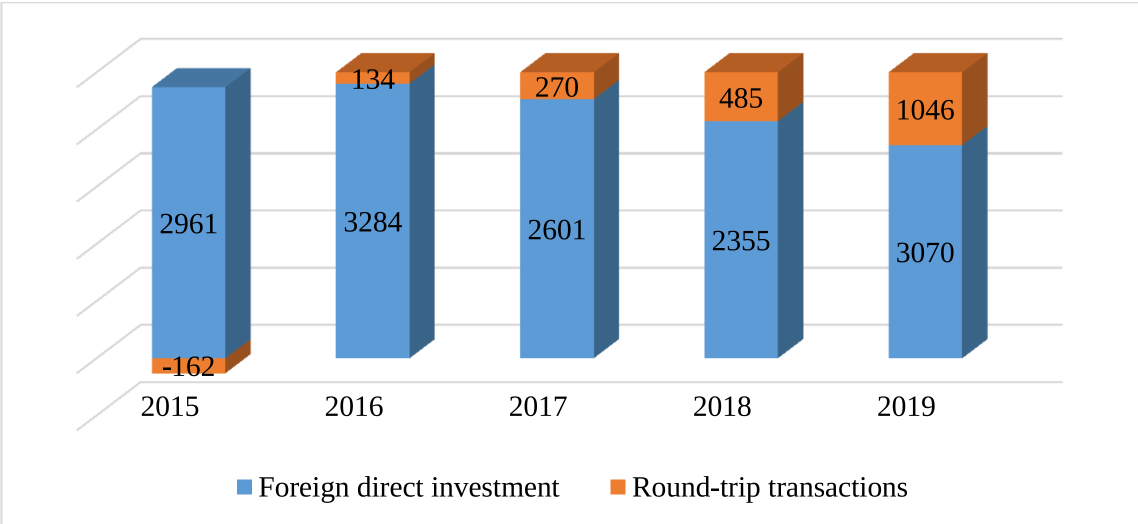


Fig. 1 Estimates of round-tripping transactions for 2010-2019 in Ukraine, millions USD

*Source: created by the author based on [4]*

Round-tripping investment reached its highest level from 2010 to 2013. This accounted for about 32.7% of total investments. About 87% of such investments were directed to real sector enterprises. However, in 2014-2015, the situation changed and there was an outflow of funds from Ukraine for operations related to political changes in the country. In 2016-2019, there was a gradual increase in net inflows of funds for round-tripping operations, but in smaller amounts than on the eve of the crisis. In

2016, they provided 4.1%, in 2017 – 10.4%, in 2018 – 20.6% of FDI inflows to Ukraine. In 2019, round-tripping operations are estimated at $ 1 billion USD, which is 34.1% of FDI inflows to Ukraine (fig.2) [4]. The largest volumes of round-tripping operations were routed through Cyprus, the Netherlands, Switzerland and Austria.

**Conclusion**. In summary, this paper found that during 2010-2019, the volume of FDI, where the ultimate controlling investor is a resident (round tripping) is estimated at 9.4 billion USD. This is approximately 22.8% of the inflow of FDI to Ukraine (41.3 billion USD) [4]. FDI round-trip transactions do not provide real economic benefit to either country or company. Moreover, it may have an effect for the Ukrainian economy, ranging from foregone tax revenues, distortions of the information and domestic competition, support of corruption, as well as possible welfare and efficiency losses.

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## THE IMPACT OF GLOBALIZATION PROCESSES ON CROSS - CULTURAL COMMUNICATION BETWEEN COMPANIES

**Introduction.** In the global environment, the ability to communicate effectively can be a challenge. Even when both parties speak the same language, there can still be misunderstandings due to ethic and cultural differences. Over the last decade, there have been countless examples from the business sector that demonstrate how

**Review of recent publications**. This issue has been scrutinized by a number of scientists, such as Hilton Gilbert [1], Gebert Daniel, Boerner Sabine, Kearney Elizabeth [3] and others. However, due to the continuous growth of globalization processes, it should be anylised more thoroughly in order to prevent future cross-cultural conflicts between companies.

**Results of research**. Communication is vital for businesses to effectively explain how their products and services differ from their competitors. Companies that are successfully able to communicate crossculturally have a competitive advantage because they can devote more time and resources to conducting business and less time on internal and external communication issues [1].

The purpose of communication is to transfer ideas and knowledge from one entity to the other. The first step in communication is input; someone must say something that is received by someone else. The communication loop is successful when the receiver demonstrates that he or she understands what was being communicated. From an organizational perspective, there are many barriers than can impede the flow of communication. These barriers include culture, technology, language, workforce, and environment.

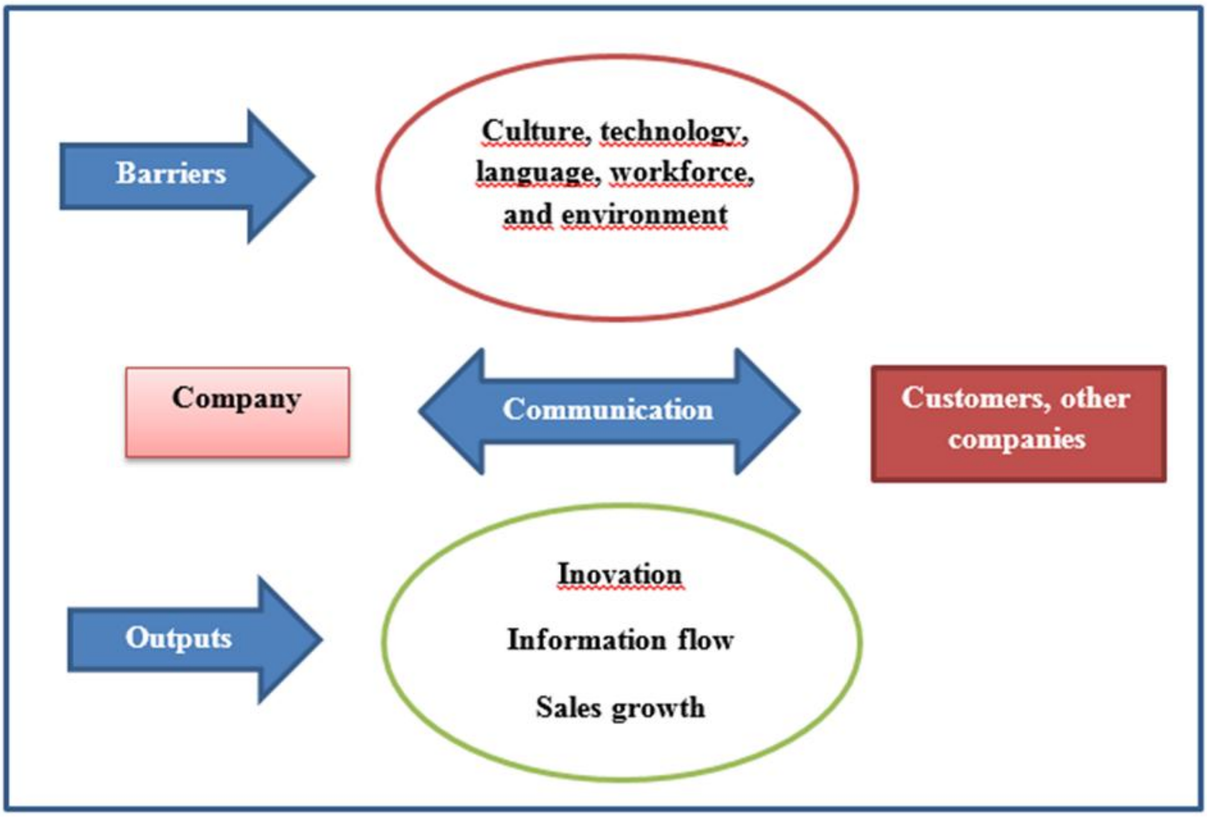


Fig. 1 The cross-cultural communication model
*Source: created by the author*

As Figure 1 shows, when these barriers are eliminated, companies are able to experience innovation, reduced conflict, and better dissemination of information.

Successful cross-cultural communication creates a dialogue, a continuous transfer of information. This exchange of information addresses our assumptions and clarifies points we do not understand. It also provides the opportunity for us to ask questions and confirm the information that was received. Having a dialogue reduces conflict because cultural misunderstandings can be dealt with when they arise. The dialogue only occurs when both parties agree to share information and ensure that the transfer of information is not blocked.

A good example to illustrate how companies can utilize the cross-culture communication model to improve business practices can be the international company Hundai. Hyundai Motor Company was formed in 1967 and has established itself as company that focuses on quality improvement and innovation [3]. The company has now expanded to more than ten countries.

For this expansion to take place requires effective communication that is able to overcome cultural barriers and accomplish global management initiatives. "Hyundai Motor Company is strengthening its position as a global brand, establishing local production systems on a global scale and supplying automobiles that meet the needs and tastes of customers in each specific region" [3].

**Conclusion.** Thus, analyzing the results of our study, we can conclude that the successful regulation of cross-cultural communications and the introduction of effective technologies gives the company a significant chance to become successful in the global market. Modern globalization processes increase the importance of the formation of interethnic relations between companies every year.

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## CALCULATION OF THE OPTIMAL VOLUME OF PRODUCTION AND MAXIMUM PROFIT OF THE ENTERPRISE BY MATHEMATICAL METHOD

**Introduction.** In order to manage a monopoly enterprise effectively, it is necessary to know the optimal number of products to be produced and at what price they to be sold. If the price set by the monopolist is too high, the demand for such products will be low. And if the volume of production for some reason will be greater than optimal, the monopolist, in order to sell all products on time, and to avoid surplus, will have to reduce the price of goods. Moreover, the company's profit will increase due to increased sales (income) and at the same time decrease due to falling prices (costs).

**Review of recent publications.** Active review of optimal production volume and profit maximization of the enterprise occurs both in the scientific works of foreign and domestic scientists, such as: V.D. Bazylevych, T.T. Horobchuk, M.H. Chumachenko, G. Drucker, O. Babo, D. Woodcock and others.

**Objectives of the paper** are to evaluate for what volume of production the profit of the firm will be maximum, to rationalize the use of optimal mathematical methods in economics.

**Results of the research.** How can a monopolist determine the required optimal output at the enterprise, knowing the demand function for his products? As is seen, it is necessary to determine the dependence of profit, taking into account the cost of production on the volume of production. It is known that the problem of determining the maximum of function is solved with the help of a differential calculation.

The income function is given: $R = R(q)$ as well as the cost function $C = C(q)$. Then the function of its profit from production will be: $P(q) = R(q) - C(q) = p(q)q - C(q)$. Suppose that the above enterprise produces $q$ units of goods at a price of $p(q) = 35-0.2q$, and its costs are described by the function $C(q)=0{,}01q^2+12q+500$. If $P(q)$ is the profit of the enterprise, then

$$P(q)= R(q)-C(q)=p(q)q-C(q), \text{ namely}$$

$$P(q)=35q-0{,}2q^2+-0{,}01q^2+-12q-500= - 0{,}21q^2+23q-500.$$

To find the maximum of this function, we use the apparatus of differential calculation and find its derivative, then equate it to zero.

$$P'(q)= -0{,}42q+23;$$

$$-0{,}42q+23=0$$

$$q=54{,}8$$

The next step is to find the second derivative of the function $P$ and to determine its sign at $q = 54.8$.

$$P''(q)= -0{,}42<0, \text{ for any } q.$$

The maximum point $q = 54.8$ is found. The maximum profit will be received by the enterprise at production of 55 units of production, and the maximum profit of the enterprise will be found as value of function $P(q)$ in a point $q=54{,}8$: $P(54{,}8)=129$ *hrn/item.*

At this point we choose the optimal volume of production by the enterprise. In order to obtain the maximum profit, the company must produce goods in the amount of $(q_0)$ so that the value $P(q_0)$ was the maximum. Therefore, the problem is to find the maximum of the profit function $P = P(q_0)$ on the segment [0; $Q$], where $Q$ is the upper limit of the volume of output that the firm can produce. Therefore, let the following conditions be met:

1. The functions $R = R(q)$ and $C = C(q)$ are defined and differentiated on the interval [0; $Q$];

2. The profit function reaches a maximum at some point $q_0$ ($q_0 \neq 0$ i $q_0 \neq Q$).

If both conditions are satisfied, then the function P = (q) differentiated on the interval [0; $Q$] has a maximum at the point $q_0 \neq 0$. Then by Fermat's theorem

$P'(q_0)=0$. Since $P'(q_0)= R'(q_0) - C'(q_0)$, then at the point $q=q_0$ we obtain the equality:

$$R'(q_0) - C'(q_0)=0, \text{ namely } R'(q_0)= C'(q_0).$$

Knowing that the derivative of the cost function $C'$ expresses the marginal cost, and the derivative $R'$ is marginal revenue, we obtain the basic economic principle:

*The optimal level of productivity is achieved when the marginal income is equal to the marginal cost.*

**Conclusion.** The equality described above defines the rule that an enterprise which maximizes its profits sets the volume of production so as to marginal income equals marginal cost.

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## CURRENT STATE OF CANADA'S ECONOMY

**Introduction.** Canada's economy is highly developed and has the ninth largest nominal GDP. Like in other developed countries, the service sector, which employs about three-quarters of Canadians, dominates the country's economy. Canada has the third highest total estimated natural resource, valued at $ 33.2 trillion. It has the third largest proven oil reserves in the world and is the fourth largest oil exporter. Canada is very reminiscent of the United States for its market economy. Leading industries include automotive and other industries, forest products, minerals and oil. About three-quarters of Canada's exports join the United States, so the continuation of free trade agreements with the South Court is crucial to Canada's economic well-being.

**Review or recent publications.** All new and important information can be found on the official sites of the World Bank Group and on the specialized sites.

**Objective of the paper** is to study the strengths of Canada's economy and what it specializes.

**Result of research.** Canada is inferior to the United States in terms of GDP per capita, but in the set of socio-economic parameters that determine the standard of living, exceeds them.

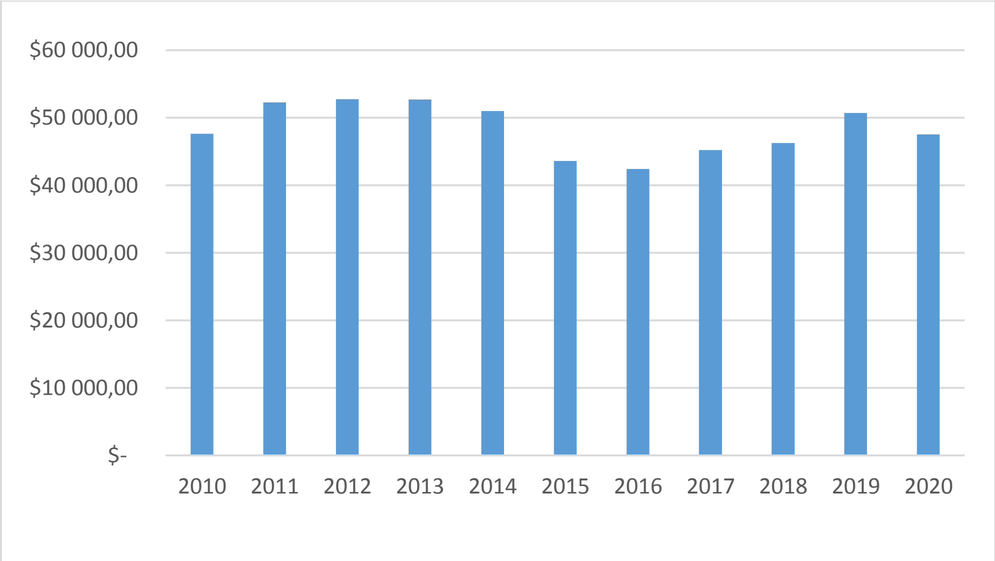


Fig.1 The dynamics of GDP per capita in 2010-2020, in dollars USA

*Source: created by the author based on [1]*

In the 1990s, according to UN statistics, Canada was recognized as the best country in the world by a set of key criteria (general standard of living, ecology, culture and art, education, crime rate, real income, life expectancy), and its cities Vancouver and Toronto were reported to be the best cities in the world for human habitation.

Maple leaf country produces a large number of resources. In terms of total reserves of mineral resources it ranks first in the world. In addition, Canada ranks fifth in by coal reserves. Moreover, it has significant reserves of oil and gas, iron ore, non-ferrous metal ores. In terms of diamond resources, Canada also ranks first in America and fourth in the world. This country is one of the largest agricultural countries in the world, the third (after the United States and France) exporter of agricultural products to the world market. At the same time, the share of the agricultural sector in Canada's GDP is small – only 3.5%.

Most important for the country's economy is oil and natural gas production in the province of Alberta, which provides Canada with the role of an exporter of these important energy sources.

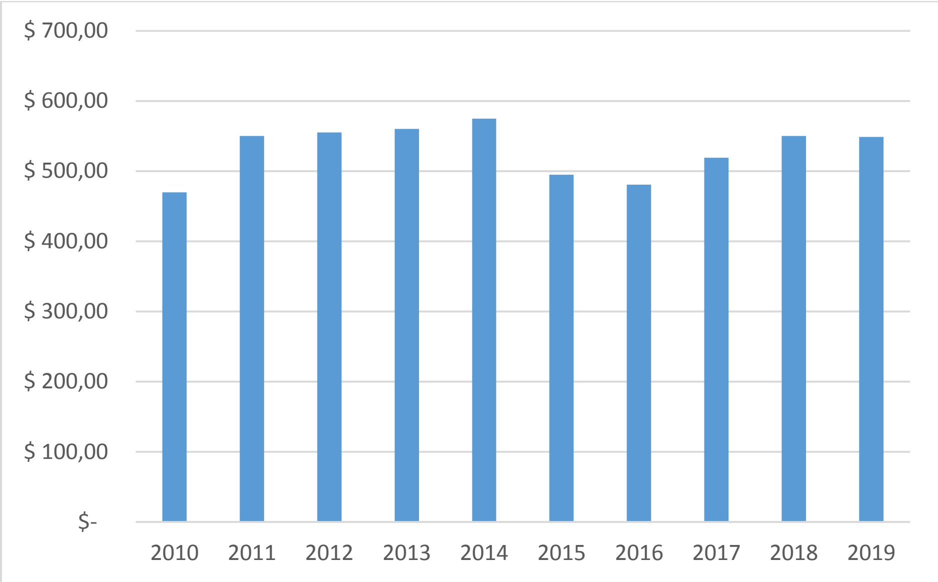


Fig.2 Exports rate of Canada in 2010-2019, in billion dollars USA
*Source: created by the author based on [3]*

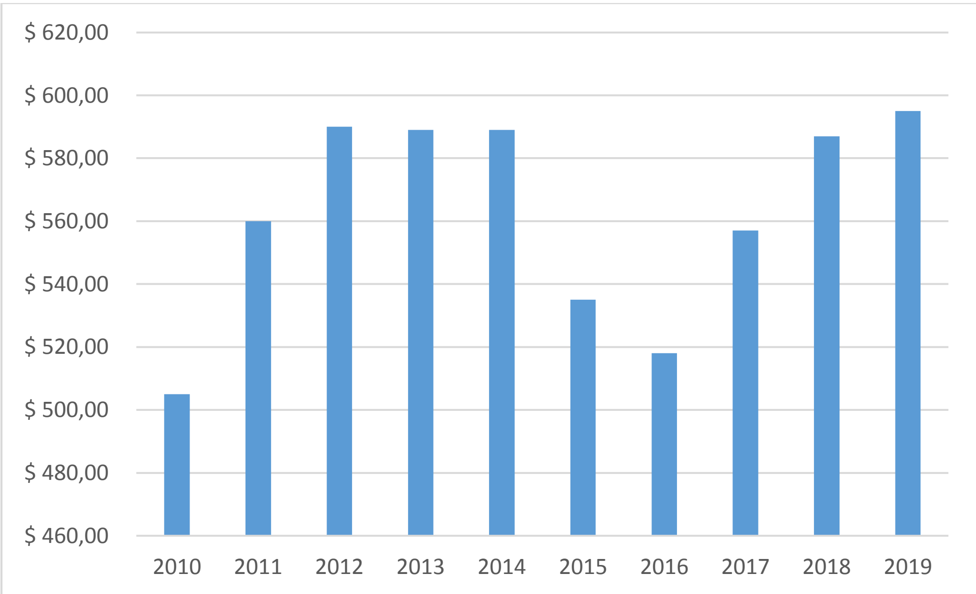


Fig. 3 Imports rate of Canada in 2010-2019, in billion dollars USA
*Source: created by the author based on [4]*

Canada specializes in many industries such as transport engineering (primarily automotive), woodworking, paper and printing industry, metalworking, food and chemical industry. These industries are the most profitable for the state.

The country is a powerful supplier of raw materials and semi-finished goods to the global market, exporting more than 80% of the extractive industry [2].

The bar chart shows that despite a slight fall in exports in 2015 and 2016, there has was a steady increase from 2017 to 2019.

Canada imports such goods as metals, clothing, plastics, shoes, food, soap, detergents, autos and equipment, fruits and vegetables. The bar chart below shows the dynamics in Canada's imports (fig. 3).

As is seen from the charts, Canada's imports are almost at the same level as exports, and there is tendency to their growth.

**Conclusion.** The research has shown that Canada's exports are quite impressive, in general, this country is able to satisfy the domestic demand for goods and services; however, there are still some goods that Canada needs to import. It should be noted that many countries need to import goods and services from Canada, such as maple syrup. About 80% of all maple syrup in the world is produced in the Canadian province of Quebec. Canadian exports of maple syrup are estimated at more than $145 million per year. Therefore, Canada has high economic indicators.

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## THUCYDIDES TRAP AS A NEW REALITY OF US-CHINESE RELATIONS

**Introduction.** History abounds with examples of things that seemed good ideas at the time, but turned out to be disastrous. In 2015, Graham Alison, a political scientist and professor at Harvard University, identified a scenario he called the Thucydides Trap.

**Review of recent publications.** The following scholars made a great contribution to the study of the concept of "Thucydides' trap" and to the continuation of the study of the possibility of war between the United States and China: Alison G., Reichman G., Feng Kai, Yunnan Zheng, and others.

**Objectives of the paper** is to identify the possibility of the United States and China falling into the "trap of Thucydides" and the deployment of military conflict between them.

**Result of research.** Thucydides' trap is a political metaphor named after a Greek historian and politician of the 5th century BC – Thucydides. He wrote the most famous report on the Peloponnesian War, in which he described the outbreak of almost 30 years of conflict that shook the Greek city-states. Sparta was the hegemony or dominant power of the Aegean Sea, but Athens grew so fast that Sparta was concerned. They believed that Athens would soon become a real threat to their power, so they attacked preventively. And this is a trap. Athens' ambitions and Sparta's fear of losing power dragged both into conflict, even when no one expected it. When Sparta invaded Athens, it forced other Greek city-states to choose a side, and a large-scale Greek war began that lasted for decades.

According to Graham Ellison's article, the Thucydides Trap is one of the biggest misconceptions in history. Nations are straining their growing influence, stronger countries see a threat to their power, and the result is war. Alison G. Harvard research team has identified sixteen cases over the past 500 years that reflect the example of Sparta and Athens: a growing power that threatens dominance. Of these sixteen cases, twelve of them led to war [1].

Based on the current trajectory, war between the United States and China in the coming decades is not just possible, but much more likely than is currently recognized. Moreover, the current underestimation and misunderstanding of the dangers inherent in US-China relations contribute significantly to these dangers. The risk associated with Thucydides' trap is that the usual way of working – and not just an unexpected, extraordinary event – can lead to large-scale conflicts.

But if anyone's predictions are to be heard, they are Lee Kuan Yew, China's leading observer in the world and mentor to Chinese leaders Deng Xiaoping. Before his death in March, the founder of Singapore set the chances of China's growth at several times the American rate over the next decade and beyond as "four chances in five". When Deng Xiaoping initiated China's rapid market entry in 1978, he announced a policy known as "concealment and inclination" Most of all, China abroad needed stability and access to markets.

According to the IMF, the trade confrontation between the United States and China, which has been going on since 2018, has a negative impact on global economic growth. As a result, the two superpowers have repeatedly imposed fines of tens of billions of dollars. According to Donald Trump, the President of the United States, American companies suffer losses from China's violation of the rules of fair competition and theft of intellectual property [2: 86].

While the world is busy fighting pandemic, phase of heightened military danger looms over the United States and China. The United States feels that it is losing influence, and China wants to regain its position. The Asia-Pacific region is on the brink of an important decade. Currently, two social models: pro-American and Chinese, are constantly competing with each other. The unstable balance maintained for global economic prosperity provides an opportunity for ongoing conflicts between the two sides. The coronavirus crisis is only exacerbating this trend, but it is not yet the beginning of a global struggle for hegemony. However, in the coming years, the processes in the Asia-Pacific region will affect the nature of international relations far beyond this part of the world. They will also affect Europe. In the current situation, nothing can be reliably predicted. They will also affect Europe. In the current situation, nothing can be predicted with confidence.

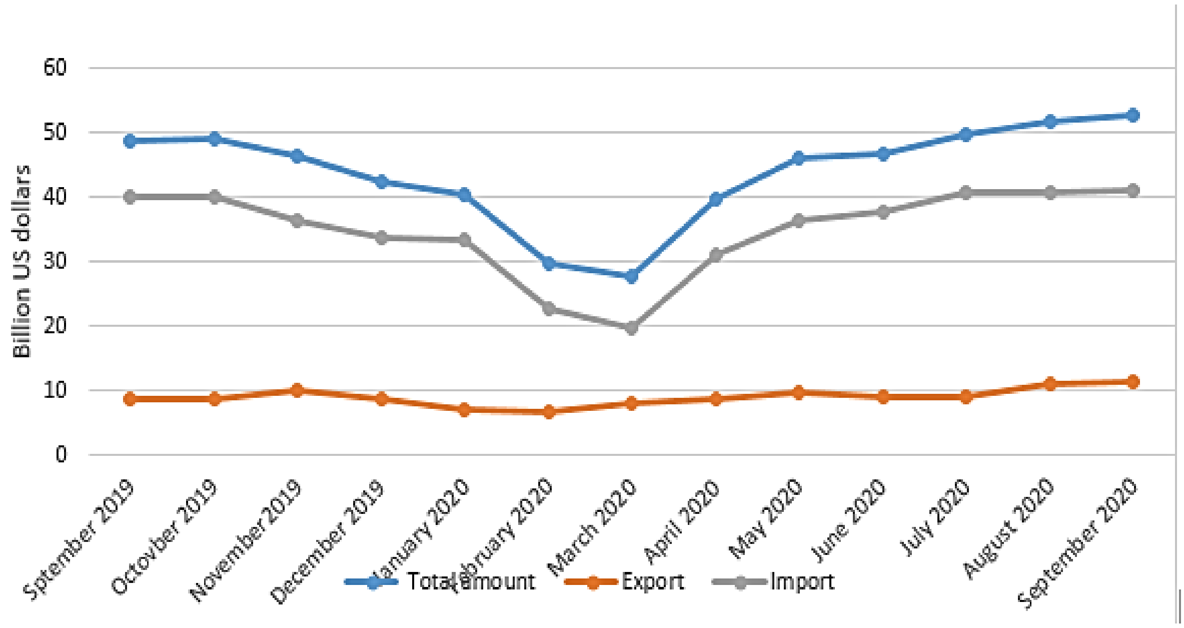


Fig.1 Total monthly indicators of US trade in goods (exports and imports) with China from September 2019 to September 2020

*Source: built by the author based on [4]*

However, the economic problems caused by the coronavirus can still limit the size of the United States and accelerate the reduction of its impact. But the fact that Chinese President Xi Jinping will emerge “victorious” from the crisis is by no means guaranteed [3: 416]. The trade conflict between the United States and China is increasingly affecting China’s economy. According to the Chinese customs office, in August 2020, Chinese exporters sold a total of 214.8 billion US dollars in foreign markets, which is 1 percent less than in August 2018. More detailed general monthly trade indicators between the United States and China (2019-2020) can be seen in Fig. 1.

In the United States, there is a heated debate over how best to meet China's ambitions, although experts have been debating for many years. The idea of striking military targets in China is very problematic due to the high risk of escalation. The same applies to the idea of countering possible Chinese aggression through a naval blockade. Recently, more and more supporters of the idea of creating a defensive line on the “first chain of islands” (from Japan through Taiwan and the Philippines to Borneo). However, it is still unclear how these discussions will affect the development of the armed forces in the coming decades.

**Conclusion.** At present, trade relations between the United States and China remain quite unstable. Most important issues remain unresolved, and the signing of a full agreement is postponed indefinitely, as the second round of talks has not yet begun. The re-election of the Trump administration in the next presidential election could be facilitated by a friendly agreement with China. The task is to prepare an agreement that can fully satisfy each other in a very short period of time, which is extremely difficult in modern conditions. A ceasefire is needed in Beijing, but a risky move is to sign an agreement with the administration, which could lose power in the near future, and the Chinese side is forced to behave restrainedly and not make loud statements. The United States and China are expected to sign an agreement in the near future, given the catastrophic confrontation between the two countries and the threat they pose [5].

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# COMMODITY POLICY OF THE ENTERPRISE

**Introduction.** Commodity policy plays a significant role in marketing and commercial activities of the enterprise during competition period in the market. It aims to determine the company's concrete steps to satisfy the needs of customers in goods and services.

**Review of the recent publications.** Commodity policy has been studied by the number of researchers, such as M. Porter, G. Harding, P. Walton, F. Kotler, A. Diane. They have been investigating the formation of modern product policy, the creation and development of the proposals, product attributes according to the requirements and wishes of future clients.

**Objectives of the paper** are to study the concept of commodity policy, to identify the factors that influence the successful business management, to analyze the main problems of commodity policy.

**Result of the research.** Entrepreneurship is considered as an independent, pro-active and systematic economic activity conducted at the own risk by the entrepreneurs for profit [2]. Each element of economy must be able to manage marketing, innovation, investment, personnel, financial and other policies. So, all the skills mentioned above affect the successful management of product policy of your own company. Commodity policy is an act related to the development and creation of a set of activities and plans to provide a competitive edge to the product into methods for preserving and initiating characteristics that determine its importance to the consumer and satisfy certain needs providing sufficient profits to the enterprise. The subject matter plays an immediate role in stabilizing the range of products, which determines its stability influenced by the various environmental factors, because the only effective product policy provides a sufficient level of customer service, turnover, favorable performance indicators and functioning of the enterprise [3: 8].

Product assortment formation involves:

• starting and managing of a range of goods or services;
• ensuring that the product can compete on any level;
• selection of best product segments for products;
• formation of measures for packaging, labeling and service of products.

Assortment optimization is the main process of product policy implementation.

The basis of the assortment policy:

• creation of types, subtypes, brands of product groups;
• ratio of modifications and basic models;
• finding out the ratio of the presence of goods on the market.

A commodity is what is put on the market to meet the needs of consumers and producers to acquire, use or consume material and intangible goods [1].

Every entrepreneur faces a number of challenges in creating a product policy in his production:

• Uncertainty about the products to be produced. In the number of goods, time of production and the its links;

• Identification of potential markets and consumer segments;

• Determining the amount of human and technological resources needed to produce the products;

• Understanding the capacity of the product to compete with such products in the market [4: 73].

**Conclusion.** Thus, commodity policy can be considered as the main factor for business success. Its managing provides easy understanding of your own product, smart solutions for solving problems and finding creative ideas for development, a free understanding of methods for optimizing its range.

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## DROPSHIPPING AS A MODERN BUSINESS MODEL

**Introduction.** In recent years, the Internet has become an integral part of human life and, as a result, e-commerce has been developing rapidly. There are many alternative ways of doing e-business, one of which is Dropshipping. The topic is relevant today, because the term itself is relatively new. Therefore, the concept of how the process itself proceeds from taking an order to delivering the goods to the buyer, can be a problem for the supplier or intermediary, and was not fully researched.

**Review of recent publications.** The study of the conducting Internet-commerce process on the business model "Dropshipping" has been in the focus of such domestic and foreign scientists as M.L. Kaluzhinsky, N.H. Astonovych, S. Kholensen, A.V. Tyrinov, M. Shevchuk, V. Fedorychak. It should be noted that this business model is quite complex and multidimensional, so without underestimating the contribution of leading scientists into the study of dropshipping, not all dropshipping aspects and issued have been researched and developed.

**Objectives of the paper** are to formulate the definition of "dropshipping", to demonstrate the dropshipping process from the moment the goods are received to the buyer, to analyze possible problems and weaknesses.

**Results of the research.** Dropshipping (eng. Dropshipping - direct delivery) - a trading scheme in which the producer's products are sold by an intermediary (dropshiper). Dropshipping is a type of trade, mainly through online stores, during which an intermediary (dropshipper) first finds a customer (buyer), receives an order for a specific product and prepayment. At the next stage, the intermediary re-orders the buyer order on the seller's website and pays for it by indicating the buyer as the recipient [1].

Dropshipping has its significant advantages over other types of e-commerce because it does not require storage space to store the goods, as well as does not require large financial outlay, of course you need to consider the down payment for the development of the trading platform and trial batch to study the relevance of goods and its quality. Also there is a need for computer or mobile device with constant access to the Internet to communicate with customers and suppliers. Dropshipping scheme consists of several stages as following:

Step 1. The intermediary finds the site of the goods supplier, the price of which is mostly lower than the prices in local markets, provided that the supplier sells his goods by mail.

Step 2. The intermediary orders a trial batch of goods and discusses the terms of cooperation (warranty, shipping conditions, etc.) with the supplier.

Step 3. The intermediary copies the description and image of the goods on the supplier's website or does it by his own, and then exhibits the supplier's goods on electronic trading platforms on his own behalf.

Step 4. Buyers buy the goods from an intermediary with shipment from the supplier. Moreover, the intermediary accepts only the order and transfers the payment to the supplier, leaving a part for the mediation services.

Step 5. The supplier sends the paid goods to the addresses provided to him by the intermediary, and decides on the warranty on the purchased goods [2].

The essence of dropshipping is that it cannot be considered as a type of trade, in fact it is a mediation service between the buyer and the supplier.

Like any business model, dropshipping has its weaknesses, which were described by A.V. Tyrinov [3]. For the dropshipper itself, these are: inability to control the quality, delivery of goods; dependence of the image on the reliability of the supplier; the risk of missing goods in stock; high competition and a relatively low rate of return.

For the supplier, the weaknesses are claimed in the absence of its own customer base, for the buyer - there is the purchase of goods at an inflated price, and the risk of non-receipt of goods for prepayment. Due to the distrust of the Ukrainians to sellers, and the desire to buy goods by cash on delivery, which is not provided by the business model, this method of e-commerce is currently not profitable and promising.

**Conclusion.** Dropshipping is a very convenient business model, unfortunately, in Ukraine it is not as well developed as in the USA or China, but it is quite promising. It has a number of its disadvantages and problems, and in order to receive great revenues from this field of activity, you need to have a large product range with a large customer base. Working in the field of dropshipping, you can acquire useful skills in the field of e-commerce, which in the future may be useful for opening your own online store.

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# TRANSFORMATION OF PROTECTIONISM POLICIES IN THE CONTEXT OF INTERNATIONAL ECONOMIC RELATIONS DEVELOPMENT

**Introduction**. With the active development of international economic relations, the policy of protectionism was transformed into a new policy that is attractive to many countries, and as a result, this economic policy is gaining popularity again, so it is important to understand the essence of its transformation and new trends.

**Review of recent publications.** The most significant achievements in the study of the peculiarities of protectionist policy were made by the following outstanding scientists-economists: B. Balassa, A. Hamilton, J. Zhalilo, P. Krugman, F. List, T. Melnik, J. S. Mill, A. Moncretien, B. Olin, M. Pebro, M. Porter, D. Ricardo, M. Serpukhov, A. Smith, W. Stafford, J. Stewart, E. Heckscher.

**Objectives of the paper.** The aim of the study is to identify trends in the development of protectionism policies in dynamics.

**Results of the research**. Protectionism is a system of measures based on the internal law of the state and international acts applied by the state to protect the national economy of the country from foreign competition, using tariff and non-tariff instruments [1].

In the last century, the countries of the socialist camp used a tough policy of protectionism and this led to the fact that in such countries there was no foreign competition, there was a shortage of certain groups of goods, as a result, this led to the collapse of such a tough policy of protection. The active development of the IER has led to the introduction of free trade policies in many countries. Therefore, the aggressive policy of protection has been replaced by a new, competitive policy of protectionism, more deliberate and prudent. New forms of protectionist policy have emerged, such as selective, sectoral, collective, hidden, and neo-protectionism.

Selective protectionist policies directed against certain countries or goods. An example is the US ban on Russian steel imports. The sectoral policy of protectionism protects certain sectors of the country's economy from the emergence of foreign competitors in the domestic market. Example: the EU embargo on American veal with growth hormones.

Collective protectionism is the unification of countries against states that are not members of this association. As an example, we can use the agreement between the United States, Canada, Japan and the EU on the mutual abolition of duties for trade in aircraft and their spare parts.

Hidden protectionism is the use by the state of institutional restrictions by methods of domestic economic policy without formally violating international obligations in relation to other countries. Often the basis of such a policy is to defend one's own geopolitical and socio-economic interests [2]. Example: Russia's attempts to use phytosanitary control tools to restrict the import of Ukrainian-made food products to its territory. Neo – protectionism is an advanced form of protectionism of past decades. There are administrative, financial, credit, technical and other barriers to neo-protectionism that significantly hinder the free movement of goods across state borders.

The most common type of protectionism today is new protectionism or, as it is also called, neo-protectionism. The policy of the new protectionism includes the following measures to protect domestic producers:

1) public procurement of goods of national producers;
2) subsidies to domestic companies;
3) safety and health regulations-strict inspection of imported goods, which is not passed by national producers;
4) quality standards;
5) bureaucracy;
6) monetary protection-implies that countries deliberately devalue their exchange rates in order to encourage exports or restrain imports.

This type of protectionism is the most popular in modern realities due to the fact that the policy of neo-protectionism does not impose a ban on the import of certain goods, does not prohibit the export of goods to other countries, this type of protectionism creates tough conditions for foreign competitors who want to import their goods into the country and supports domestic producers. This type of protectionism is the most loyal, which is why many countries use it. As a result of the introduction of neo-protectionism, the country receives more developed and competitive domestic producers, as well as only the best imported goods that have passed all strict checks.

In dynamics, the state policy of protectionism will be effective in two cases:

1. The presence of effective competition in the domestic market. Intense domestic competition can compensate the pressure of international competition. Domestic competition combined with a saturated domestic market allows to gain competitive advantages for entering foreign markets. Under such conditions, protectionism does not dull the incentives for innovation. For example, in Japan, due to fierce competition in the domestic market, such industries as the automotive industry, steel industry, and electrical industry have become the most competitive in the global market. Therefore, an effective antimonopoly policy of the state is important for obtaining a national advantage.

2. Protectionism should be limited in time. All industries protected by protective measures eventually experience the negative impact of full competition. For example, enterprises in Japan are informed about the period during which these restrictions will apply before receiving state protection [3].

**Conclusions.** With the development of international economic relations, the policy of protectionism has improved and has become a competitive policy of Free Trade. New directions and trends in the implementation of protectionist policies have expanded the range of countries that use domestic product protection policies. If earlier this policy was inherent only in undeveloped States, now new forms of protectionism are used by such countries as the United States, Japan, Canada, EU countries and others.

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## CONSEQUENCES OF BREXIT FOR THE UK AND THE FUTURE OF INTERNATIONAL COOPERATION

**Introduction.** In the context of political and economic growth and the rapid development of the European Union, Britain's application to withdraw from EU membership was a surprise not only for Europe and the world, but also for the United Kingdom itself. Therefore, the study of the reasons for Britain's withdrawal from the EU and identify ways of future cooperation with powerful and highly developed countries is relevant today, as Brexit reached its end, and became the first example of the country's withdrawal from the European Union.

**Review of recent publications**. The relations of the United Kingdom and the European Union are studied by the following foreign scholars: Paul David, Pascal Fontaine, Brendan Simms, David Gowland, Peter Wilding, Tom Edgington, Richard Partington, Stephen Blockmans, and others. The following domestic scientists studied the reasons for submitting the application for withdrawal, the problems faced by the country after the referendum and the ways of future cooperation: Yakovenko N., Grubinko A., Kovalev I., Bruslyk O., Geffernen M., etc.

**Objectives of the paper**. The purpose of the work is to study the process of Britain's withdrawal from the European Union, main causes of it and ways to overcome difficulties.

**Results of the research.** Joining European Economic Community in 1973 marked the beginning of a decade of profound structural changes in the country – monetarism, deregulation, liberalization, trade union reform, deindustrialisation – that are shaping its economy today, for better or for worse. Great Britain is a prosperous, relatively open and market-oriented economy, with a flexible labor market and is very successful in some highly valuable and productive sectors.

During the years of the country's membership in the European Union, it has faced completely different views on joint economic development with Europe. One of the main benefits of membership is access to a large European market. Britain exports more than 50% of its goods, so about 1 million jobs will be lost due to the exit. The country had a special status in the European Union, the reasons were that it never joined the Schengen area, it was not part of the European zone and was separated from other European countries, the United Kingdom's full autonomy from the EU in the field of internal affairs and justice and it’s desire to reduce the EU budget and create two budgets – one for all the countries and the other for those in the Schengen area. Great Britain has invested approximately 7.43 billion euros in the development of the poorest EU countries.

It was the second largest investment after Germany. Each country pays the same share of its national income to the EU budget, so the richer is the countries the higher is a fee and reverse. The European Union also pays approximately 75% of agricultural and customs duties. The EU spends money on a wide range of projects, but agriculture and the development of the European Union`s poorer countries get about 3/4 of the budget every year. The advantages of being a EU member for all these years is that the United Kingdom strengthened its economy, established itself as a highly developed rich country, received significant budget revenues, but at the same time began to lose its identity. Those who believe that the country was better in in the past, three times more than those who are sure that the best time is yet to come. Britain has the fourth most competitive economy in Europe after Germany, Switzerland and the Netherlands, but through Brexit the country has lost its appeal to international buyers and sellers of goods and services. It caused some doubts about the exit but at the same time made it happen as soon as possible [2].

The United Kingdom congress has approved the renegotiated Withdrawal Agreement, which allowed the UK to leave the EU on the 31st of January 2020. The hopes were that this would help to avoid the risk of a disorganized Brexit and could be a first step towards replacing business confidence and mending the investment malaise. However, there are some risks wether the term of 11 months woul be enough to make all the necessary transitions and arrange new agreements on the future relationship between United Kingdom and European Union, and make them acceptable for British entreprises. With both sides distracted by the coronavirus pandemic crisis, those agreements didn’t make any remarkable progress.

The pandemic has significantly affected the world economy, but among European countries, the most critical situation in in Britain. The mass layoffs of airline workers, the unseen since the global economic crisis of 2008-2009 recession, and the worsening situation with illegal migration are just some of the challenges British politicians and society have been facing these recent months.

Following the decision of the Great Britain`s nation in a referendum to leave the EU, and as a result to leave the Universal Market and the Customs Union, their priority was to achieve new opportunities and gain a new place in the world. At the same time, the UK tends to save jobs and develope a new economic partnership with its closest neighbors. Deep and comprehensive economic partnership between the UK and the EU will have clear benefits for both parties. The UK has the fifth largest economy in the world, and the EU is the largest market in the UK. Brexit affected millions of young UK workers abroad. British workers are no longer alowed to work in other EU countries on the previous terms. Germany alone will lose about 3 million skilled workers by 2030.

Due to the Brexit procedure in the financial center of the United Kingdom – London, economic growth has stopped: in 2018 it was 1.4%, and in 2019 it approached to zero.[1] The coronavirus-devastated economy of the UK shrank by 9.9% in 2020, the biggest annual decline so far. Investments in business were also reduced to 11%. The economy of Great Britain grew for 1.2% in December 2020 after falling in production for 2.3%  previous month, when the country had a partial lockdown and as a result 6.3% lower than in February before the pandemic. The Bank of England predicts that the economy will shrink for 4% in the first thremester of 2021 due to new pandemic mesures and Brexit. In January 2021, Amsterdam bypassed London and became the largest trading center in Europe. A necessary condition for the country's successful exit from the EU and gradual economic growth is the development of partnerships with highly developed countries and active participation in different international organizations. Partnerships with countries such as the United States, China, Ireland, Germany and others are important [3].

**Conclusion.** The opportunities for the country's development are in solving the issue of building a new role for the country on the international arena and stabilizing the UK economy for its further life outside the EU. Thus, the process and reasons for the country's accession to the EU, the problems faced by the country during and after the Union's withdrawal, as well as the possible consequences of Brexit and ways out of the crisis by developing cooperation with different countries.

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## THE IMPACT OF CORPORATE CULTURE ON COMPANY’S ACTIVITY

**Introduction**. In Ukraine, as in many other post-Soviet countries, the social and economic system is changing. For its more effective development, it is important to consider that the economic element is a person. Cultural factors have a significant influence on its activity. Therefore, the identification of the main factors of the corporate culture that affect the company is an important and relevant aspect of the chosen research topic [5].

**Review of the recent publications.** The research papers of J. Grayson, K. O'Dell, P. Drucker, V. Oucha and others are important contributions to the development of scientific research on corporate culture. The corporate culture issues have been in the focus of attention of domestic researchers A. Balyk, V. Yushnyuk, A. Komarova, A. Levchenko, I. Theron and others [3]. The impact of corporate culture on company’s activity remains an open question, as the external environment is rather fluid.

**Objective of the paper** is to generalized the researches on the use of corporate culture for efficient company management.

**Result of the research.** Modern conditions of market economy require the heads of enterprises to use new effective forms and methods of management of the collective. This approach will lead to a management system in which each employee will work as efficiently as possible, which in turn will ensure positive results for the enterprise [5]. To be effective, corporate culture must be consistent with the overall strategy of the organization.

There are four main approaches to addressing the incompatibility of strategy and culture in the organization: the first is to ignore the corporate culture, which is a major obstacle to the effective implementation of the chosen strategy. Second, the management system is built around the culture of the organization. This approach is based on the recognition of existing barriers created by the culture to achieve the desired strategy and the resolution of those barriers without major changes in the strategy itself. Third, corporate culture is changing to fit the chosen strategy. This is the most complex, time-consuming and resource-intensive approach. However, there are situations where it may be central to the long-term success of a company. Fourth – the strategy is changing in order to preserve the existing corporate culture [2].

Corporate culture influences company’s performance in two ways. The first is that culture and behavior are mutually influence to each other, the second is that culture influences not so much what people do as how they do it [1]. Becoming a member of an organization, each employee gradually learns its rules and norms. There is no doubt that the culture of an organization that continues to socialize and shape individuals bears a great responsibility for the future of its members [1].

Having an effective corporate culture is important for an organization. First, culture provides employees with a corporate identity, shapes the image of an organization in a collective. It is an important source of stability. This creates a sense of reliability of organization and involvement in the collective, social security. Second, expertise of values, norms and rules that have evolved within an organization and helps new employees to interpret what is happening within it and to define their behaviour accordingly. Third, culture, more than anything else, stimulates the self-awareness and high responsibility of the employee in carrying out the assigned tasks. The mechanisms by which corporate culture influences the work of an organization are that employees anticipate the development of a situation under values assess and structure their behavior and communication [4].

**Conclusion.** The main goal of corporate culture is to increase the workforce capacity, which in turn leads to increased staff competence. The end result is the growth of competence. It means the growth of profit and profitability of the enterprise [5]. That is why the corporate culture that determines the behavior of employees. The predictability, regularity and continuity of the organization is achieved through a high degree of formalization [4]. Thus, the correct use of corporate culture improves the company’s efficiency and leads to positive economic implications.

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## DIGITALIZATION POLICY AS ONE OF THE FACTORS OF ENTERPRISE COMPETITIVENESS IN UKRAINE

**Introduction.** Digitalization is one of the promising and progressive development of enterprises. This leads to the search for new approaches in the use and processing of data, a system of optimization for the efficient and competitive running of business. The relevance of the topic is a necessity to provide the enterprise with high-quality skills for further development. As enterprises move to innovation, all the processes will be optimized and innovated, so, the enterprise will significantly improve its competitiveness.

**Review of recent publications.** Analysis and use of digitalization has been studied by the numbers of such researchers as: J.-P. de Klerkom, J. Laux, O. Yu.Guseva, L. Ligonenko, M. Ustenko, M. Gurenko, I. Malik, and others.

**Objectives of the paper** are to study the process of digilalization as a factor of competitiveness in the business environment, to identify the factors that will influence the development of digitization.

**Results of the research.** The "Digitationalisation" by J.-P. de Klerk is about using digital technologies and data to generate profits, improve business, transform business processes and create the right environment for their implementation, which is based on the use of digital information [1]. The spread of information technologies in all areas of the modern social activity has led to the necessity of the enterprise transformation into the technologically digitalorientated system. The effectiveness of a new economic arrangement depends largely on technology, information and proper use.

J. Laux believes that the digital vortex represents the inevitable movement of industries towards a "digital hub" where business models, supply and value chains are as digitized as possible. The vortex force separates physical sources from digital sources and connects "compounds" that can be used together, creating new revolutions and blurring the boundaries between different industries [2].

M. Ustenko points out that digitatalization is a radical transformation, manifested in deep spreading of digital technologies into business processes, their optimization and increased productivity. The main feature of such transformations is a significant improvement in the efficiency of business processes, a reduction in the monetary and time costs of its supporting [5].

The scientist Guseva A.N. noted that the use of digitalization creates a number of competitive enterprise advantages in terms of operational processes, namely, increasing their transparency and ability to make a timely management decision, instantaneous exchange of information among competent staff, carrying out predicate marketing research.

In the analysis of data and scientific papers on digitalization, the following factors affecting the development of competitiveness through digital transformation in the business environment were identified:

- introduction of state-of-the-art equipment, programmes, applications, platforms and IT tools;
- digital design and modelling;
- mobile technologies and cross-channel communications;
- policy of innovations and introduction of innovations;

- highly skilled workers.

The development of the above mentioned factors will form the basis of the competitive enterprise advantages through the new and advantageous conditions, and new digital technologies will keep companies competitive in the market.

The digitalized Ukrainian JSC «Kyivstar» is the leader of Ukrainian telecom-market in development of digital business-processes and number of the latest services. The above-mentioned company has the need to run a company's business development on the basis of client satisfaction and to enhance the company capabilities through the introduction of digital solutions. Mobile communication JSC Kyivstar takes an active part in carrying out the digital-transformations in Ukraine and invests in the development of processes of digital changes. This company pays much attention to the problems of the digitalization of other sectors of the economy and actively cooperates with representatives of business and government. It has been proved that digitarization is necessary in building efficient processes of the company activities [3].

**Conclusions.** Digital development trends will provide the use of digital innovations and information innovations. It is digital innovation that will make it possible to adapt to change in order to become more efficient.

Thus, the introduction of digital transformation into the business environment is more than only technology. It is a whole system of measures to be observed. This process will make our country more competitive in the world market.

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## PROBLEMS OF UNEMPLOYMENT IN UKRAINE BEFORE AND DURING THE PANDEMIC

**Introduction**. The study of the unemployment problem in Ukraine is quite relevant today as it creates a number of problems both socially and economically, such as the reduction of purchasing power of the population, the loss of taxpayers for the budget and personnel for enterprises.

**Review of recent publications.** The problems of unemployment in Ukraine before and during the pandemic have been studied by domestic and foreign scientists, such as Michał Kozak, Gabriela Miranda, Geoff Upton, Ksenia Lytvynenko, William Thompson, Daryna Antoniuk. They drew attention to the impact of the coronavirus pandemic on the state of unemployment in Ukraine as well as other causes of unemployment.

**Objectives of the paper**. The purpose of the article is the description of the concept of unemployment, the reasons for it and the search for solutions of the unemployment problem in Ukraine.

**Results of the research.** Unemployment is a socio-economic phenomenon, when part of the economically active population cannot find employment for its labor force and becomes "superfluous". Today, according to the UN, about 800 million people, that is, every third able-bodied person in the world has no job at all or has seasonal or occasional earnings. The specificity of Ukrainian unemployment is determined by the fact that in contrast to countries with developed economies, with their overproduction of goods and limited market, in Ukraine there are no insurmountable obstacles for creating new jobs for the unemployed, because the capacity of the Ukrainian market for the production of goods and services is far from exhaustion [1]. During the quarantine period, the level of real unemployment in Ukraine has changed. So, according to the estimates of the Chamber of Commerce and Industry, during the first two months of the quarantine the number of unemployed grew by 500-700 thousand, and during the next two months – in October – another 500-600 thousand people were added. Today there are at least 2,5-2,8 million unemployed people in Ukraine. According to the estimates the rate of unemployment today is 13.7-15.4%. It is the highest indicator of the last 15 years. The number of vacancies registered with the state employment service has been 54,000 since the beginning of the quarantine. This is a third less than the year before [2]. The scientists believe that through the traditionally low level of organization, management of the economy and a significant part of the economic ‘shadow’ we have a situation in which crises cause a collapse of GDP and hyperinflation, but do not lead to such a catastrophic increase in the army of the unemployed.

The lockdown has led to a sharp decline in global economic growth. The most affected by COVID-19 is the labor market. According to the estimates of the International Labor Organization, in 2021 the number of hours worked will be reduced by a total of 10.5 per cent, which is equivalent to 305 million full-time jobs. The 1.6 billion people working in the grey economy, which accounts for almost half of the global workforce, will also be significantly affected. In the opinion of experts from the Center for Economic Policy Research the past pandemics and crises increased social inequality. The current crisis associated with the coronavirus pandemic is unlikely to be an exception and could possibly lead to an even greater deepening of inequality than the previous ones, because it has a much broader scope. By June 2021, 485.3 thousand Ukrainians will have had the status of the unemployed. This is 33% more than on the same date in 2020. [3]

*Table 1*

International Labor Organization employment statictics
*Source: created by the author based on: [1, 2, 3]*

| 2020 | Total population | Economically active population | Employed population | Unemployed population | Unemployment rate | Registered unemployed |
|---|---|---|---|---|---|---|
| I | 41830,6 | 17329,9 | 15781,3 | 1548,6 | 8,9% | 349,4 |
| II | 41762,1 | 16992,1 | 15362,0 | 1630,1 | 9,6% | 517,7 |
| III | 41703,3 | 16949,8 | 15306,8 | 1643,0 | 9,7% | 433,4 |

**Conclusion.** Today the problem of unemployment requires the development and implementation of social guarantees from both the state and regional authorities. The problem of unemployment is an issue requiring immediate solution and deep scientific analysis and development of practical recommendations on this basis, which can be used for the development and implementation of effective socio-economic policy aimed at ensuring productive employment of economically active population of the country and the reduction of unemployment to the minimum socially acceptable level.

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## PUBLIC SERVICE: CONCEPT, INTERNATIONAL EXPERIENCE

**Introduction.** Today, the Ukrainian population as a whole is dissatisfied with the work of the state apparatus and public servants in general, and shows strong dissatisfaction and frustration. In order to understand the root of the problem, it is necessary to dive in and consider the related issue of defining the concept and content of public service.

**Results of the research.** The multifaceted nature of the public service phenomenon has led to the emergence of various approaches, according to which its essence and components are determined. Their generalization and analysis are necessary given the urgent need to improve the organization of public service in modern Ukraine, which requires first to clarify the range of public service entities as objects of relevant public policy. In addition, the democratization of governing the state should be accompanied by a reassessment of the functions of the public service as an integrated institution of society, consisting of different groups of actors and operating on a complementary basis. Although the term "public service" was coined in the 1920s by a French professor L. Duguid, it is still considered quite new to domestic science and practice [1: 230].

The concept of "public service" is broader and includes public service and service in local governments. The main elements of the public service include service in political positions, administrative, specialized and public services, while the civil service combines administrative and specialized service without taking into account local governments. Civil service should be considered as an element of public service, taking into account its main purpose – to become a daily channel of communication between the state and the people, their interaction, as well as to be the leading force of society [2: 3].

Today, the term "civil service" has many definitions. The main methods underlying these definitions can be divided into two categories: 1) only government agencies; 2) entities that include numerous organizations that provide certain socially significant services to individuals [2: 12].

Thus, the Code of Administrative Procedure of Ukraine defines the term "public service" as "activity in state political positions, in state collegial bodies, professional activity of judges, prosecutors, military service, alternative (non-military) service, other civil service, patronage service in state bodies, service in the authorities of the Autonomous Republic of Crimea, local governments" (paragraph 4) [3: 6].

This definition needs to be clarified. In our opinion, it is controversial to classify alternative (non-military) service as public service. At the same time, the above definition expediently mentions activities in state political positions, professional activities of judges, prosecutors, military and other civil service, patronage service, service in the authorities of the Autonomous Republic of Crimea, local governments.

In foreign practice of public service ("public service"). This type of service is associated with services that the state provides to its population directly, or organizes the provision, finances or regulates. The term "public service" is defined by a social contract (usually expressed through democratic elections), according to which certain services must be available to all, regardless of income level [4].

In order to take a position in the civil service and get a job in governmental entities, it is necessary to go through a competitive (external, internal) or professional selection procedure. However, in contrast to Ukraine, in France the rank has nothing to do with a position, that is a civil servant is associated with their rank, rather than with the position [5: 15].

The German system of public service and access to it differs significantly from the French one. Mainly, the difference lies in training civil servants and the organization of selection procedure, which experts call "step-by-step" because before taking two state exams applicants have to successfully pass theoretical training, and internship in land or federal governmental entities. Public service positions in Germany are grouped into a "career", which is a group of positions from lower to higher, which require the same level of education and qualifications, but the responsibility and complexity of tasks at different levels require experience and professional skills. German officials have the three types of legal status, which differ in the level of legal protection and the scope of functional duties [6: 76].

These three types include:

1) preparatory service (which is little to no legally protected; the employee may be dismissed for committing a disciplinary offense; they do not hold any position, but undergo theoretical and practical training);

2) probationary service (begins with the appointment and lasts from one year (for ordinary employees) to three years (for high-level employees);

3) lifetime appointment (may be offered to employees who at the time of appointment are 27+ years old and who have successfully completed probationary service).

**Conclusion.** Summing up the research, and taking into account the views of scientists and foreign experience, it should be noted that public service is: the professional activity of a person; sphere of activity of organizations, institutions and enterprises; a certain social and legal institution, which includes governing bodies, research, design, educational and other institutions that provide a solution to a particular problem or the implementation of a particular function of the state and society; service in state political positions; professional activity of judges, prosecutors; Military Service; alternative service; diplomatic service; other civil service; patronage service; service in the authorities of the ARC and local governments. In this regard, a better definition of the public service should be developed and existing legislation amended. In addition, the law requires: to define positions that belong to the public service, and to establish the criteria by which these positions are determined. In particular, it is advisable to pay attention to political positions; to borrow the experience of France and to separate the rank from the position, consolidating that the civil servant is connected with the rank, instead of with a position.

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## III. PHILOLOGICAL SCIENCES

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# METAPHORICAL VOCABULARY IN THE NOVEL OF DARA KORNIY «THE DIARY OF MAVKA»

**Introduction**. In the article the functions of metaphorical vocabulary in the modern Ukrainian language have been researched; metaphors in Dara Korniy's novel «The Diary of Mavka» have been analyzed according to the semantic and stylistic criteria. Metaphor is one of the most productive tools of language enrichment, at the same time it is a means of conceptualizing reality and forming public views. Often, we do not even think that a particular expression or phrase is metaphorical, because their imagery is no longer observed. Metaphor is an integral part of any literary style, language, speech. It permeats our daily lives. The theory of metaphor foundations were laid in antiquity (the works by Aristotle, Cicero and oth.). In a broad cultural sense, this concept is used not only in linguistics, but also in philosophy, psychology, literary criticism. Even the oldest orator of ancient Rome, Cicero, noted: «There is no path more brilliant, which gives the language the most vivid images than metaphor» [1]. The most prominent thinkers — Aristotle, Rousseau, Hegel, Ernst Cassirer, Jose Antonio Ortega and many others studied the metaphor issues. Metaphor still attracts the attention of various sciences and studies, which define its essence differently. In linguistics, the study of metaphorization has become especially relevant (Nina Arutyunova, Yuri Karaulov, Veronica Teliia, Viktor Kharchenko, etc.).

**The objective of the research** under consideration is to trace the semantic and stylistic parameters of metaphorical vocabulary in the novel by Ukrainian writer Dara Korniy «The Diary of Mavka». Metaphor is an artistic means that consists in the figurative use of a word or expression based on analogy, similarity or comparison, as well as a word or expression used in this way [3: 687].

**Results of the research.** Researching metaphors scholars pay attention primarily to the aesthetics of the word and consider metaphor as a means of giving expressiveness, beauty and charm to an artistic language. In the framework of this paper about 300 metaphors observed in Dara Korniy's novel «The Diary of Mavka» have been analysed. They have been classified according to the semantic and stylistic criteria. The following types of metaphorical transfers can be distinguished by the semantic criterion in this piece of research: 1) one that emerged on the basis of similarity in form: *There are novels that you think about for a long time and tell* *friends in **a wave of openness**; And I will gather all **the pieces of my broken heart**, you will hold it together with your living palms, and we will recognize each other; You can live in the middle of the forest **in a hut on a chicken leg** – and be happy; Anger crept into my heart **like a snake**; I love how the wind in the sky amusingly drives the **cloud-horse** to the water of heaven; The sky, generously lit with **stars**, as if some rich man had specially woven that carpet today from **precious sequins-stones**, which gently and playfully sparkled; With its almost two meters in height, **he hung like a rock** above her;*

2) one that emerged on the basis of similarities in placement within space: ***History hung on the branch of a cherry** that is so frightened knocking on your window; **The new moon** timidly **showed its horns**, as if afraid to break them on the flat surface of the dark celestial water; European experience, our experience – and there will **be a middle ground**; **Love lay** like a dead bird and languished **in the earth**; And on the way far away at dawn I saw her off... – she smiled at **the corners of her lips**;*

3) one that emerged on the basis of similarity in color: *I looked into his eyes: there is **so much sky spilled**, sky and warmth; White curls over **the blue sky of the eyes**; It **lit firefly lights** for us, the moon paved the star trail; And the **sun**, here is the most serviceable, the mildest, not the sun at all, but only **a light bulb**, not even a hundred-volt one; The colorful **dress shimmered with a rainbow**;*

4) one that emerged on the basis of similarity in size, quantity: *And I will collect all **the splinters of my broken heart**, you close it together with your living palms, and we recognize each other (splinter as a unit, one of the components of the heart, something whole); ... because from the window of her office you can only see that it is **a piece of the sky**, and it is often like her mood;*

5) one that emerged on the basis of similarity in strength: ***My wings are strong**. Because I LOVE!; To him, to the embrace of music, to **his strong embrace**, ... said Mashka, taking **a cigarette** out of her pocket. They **were strong**, masculine, without a filter; Tight-fitting for her young **strong figure**, the robe seductively fitted the figure;*

6) one that emerged on the basis of similarity in the degree of value: *He endured, gritted his teeth and continued**, like a goldfish, to carry out all the whims** of his wife, who became more and more like an old woman at a broken trough;*

7) one that emerged on the basis of similarity in sound:*... Mavka in love looked into his eyes with the morning dew, caressed the eyelids with sunny fingers, the moonlight forehead, collecting drops of words in sentences, weaving them into the **melody of wind, snow, blizzard, rain**; Those blows did not harm her, on the contrary — they added determination and confidence, a kind of **dumb excitement** overwhelmed her being; Another Lukash listened to **the voice of love**, and from that a new story was born; And they also danced, creating their own melody, **the melody of a woman's dance**; Did she **"sing" to you about me** ?;*

8) one that emerged on the basis of similarity in function: ***The wind** lurked in the branches of centuries-old spruces, because he waited, because he **is a postman who brings** bad **news** from mavkas; ... collecting a drop of **words** in a sentence, **weaving them into the melody of wind, snow, blizzard, rain**; And meanwhile **the***

***man begins to move away from you, to slip out like a goldfish from the hands of a dreamer****; She is almost twice younger, she is twice as impudent****. She is a piranha****;* ***The word "good" added fuel to the fire****;*

9) one that emerged on the basis of similarity in the impression of the subject: *Hair, very short, until it was covered with frost from* ***the cold, which blew from his words****; Alexei fully understood the truth that all the folklore about* ***the demonic origin of mothers-in-law*** *is not exactly folklore;* ***Irynka-Veselinka****, as she was often called for her loud laughter, for some reason became irritable, constantly dissatisfied, turned into a gloomy, upset* ***Irynka-Khmarinka****; Your* ***dead heart*** *seemed* ***to come to life*** *a little when you looked in his direction; ... How difficult it is to carry* ***the burden of dead love.***

By stylistic coloring the following types have been singled out:

1. Dry (erased, dead) metaphors: *Horrified: faded jeans, blue T-shirt, dark sneakers,* ***hairstyle – horsetail****; «Dad and mom don't sleep for free» – this* ***bearded saying*** *of her first husband often lingered in her head, because it always illustrated reality; Yesterday's* ***gray mouse*** *with a sore look turned into the woman she had seen in her dreams – beautiful, confident, powerful; Mr. Semyon cheerfully summed up the European experience, our experience - and there will be* ***a middle ground****.* These metaphors have lost their imagery and now perform a nominative function. They are the direct names of the objects, actions, and qualities they denote.

2. Figurative common-language metaphors: *And* ***you are an open wound****, exhausted, sore from the fires that are now racing through the body, and soon everything will burn out and be covered with ice; I love* ***herbs*** *– those emerald-silk ones* ***that teach*** *me to cherish life; There are novels that you think about for a long time and tell your friends in* ***a wave of openness****.*

**Conclusion.** Metaphor as a lexical means is formed on the basis of using the word in a figurative sense by the similarity of objects or phenomena. It is used in various functional styles with different frequencies, and its expression in the artistic style is considered the most articulated. According to the semantic criterion, the metaphorical vocabulary used in the analyzed novel is divided into 9 semantic groups. These are the metaphors formed on the basis of similarity in shape, color, size or quantity, strength, degree of value, sound, function performed as well as the emotional impression that contributes to the object or impression itself. Dara Korniy uses both erased and figurative common-language metaphors, which express the imagery, expressiveness of the novel, and encourage the reader to fantasize.

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# COMPARISON OF INTONATION CONTOURS IN DIFFERENT SPEECH STYLES TEXTS

**Introduction.** The issue of using appropriate intonation for emotional expressions and decoding their meaning in oral discourse is currently viewed as one of the most relevant and pressing multifaceted problems of intonology [2: 10].

**The objective of the paper** is to highlight the integration of intonation structure components of selected texts in the design, expression, and realization/actualization of emotional speech. The purpose determines resolving the following tasks:

- analysis of intonation components integration that verbally realize different types of emotional expressions;

- analysis of intonation contours in texts of different speech styles.

**Review of recent publications**. The foundations of the scientific approach to the study of intonation were laid by L.V. Shcherba, the founder of Leningrad Phonological School as well as by V.O. Bogoroditskyi, a representative of Kazan Linguistic School. Initially, the scholars were interested in intonation as an acoustic means of sentence design, i.e. its syntactic aspect.

O.S. Akhmanova's Dictionary of Linguistic Terms «Словник лінгвістичних термінів» describes intonation as a complex set of prosodic elements, including melody, tempo, intensity, timbre, and logical emphasis, and which serves to express various syntactic meanings and categories at the sentence level, as well as expressive and emotional connotations [1: 180-181].

**Results of the research.** Texts of scientific, artistic, journalistic, and official-business styles were recorded for the research. With the help of the *Praat* program, the intonation contours of the recorded speech have been constructed and annotated (the number of syntagms and pauses, the duration of pauses, the speech rate have been determined).

The peculiarities of intonograms that manifest the variability of the main intonation types are used to a greater extent here. The types of intonation include:

1) neutral intonation – when from the beginning of the intonogram to its end there are slight fluctuations in pitch;

2) intonation of enumeration – each segment of the statement is separated by a slight decrease in height;

3) incomplete intonation – at the end of the sentence there is a clear increase in an intonation contour;

4) interrogative intonation – it is characterized by a sharp "jump" up the intonation contour;

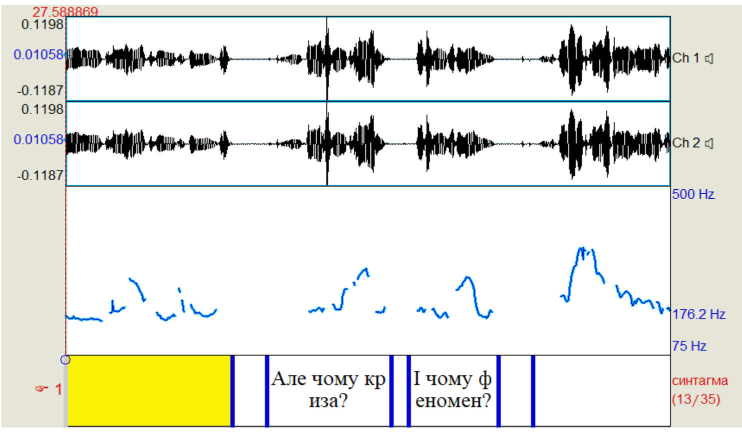
5) exclamatory intonation – the emphasis is on vowels, and then a significant and sudden drop in the intonation contour.

This is primarily due to the expression of emotions and the mental state of the person speaking. The assessment of the situation is sometimes expressed only with the help of intonation, without lexical and grammatical means, it is here that emphatic emphasis, also known as the separation of a certain segment of speech by an emotional accent, has its functional use.

Thus, the intonation contours of scientific and official-business styles of speech are almost identical in their results, as far as the text contains accurate information, which is not inherent in any emotional interspersing: exclamatory, incomplete, and interrogative intonations are absent. Instead, we observe a neutral and intonation of enumeration. The latter is characterized by fluctuations in the intonation contour, which are due to the intonation accents on each object of the list that can be observed on the intonograms of both styles.

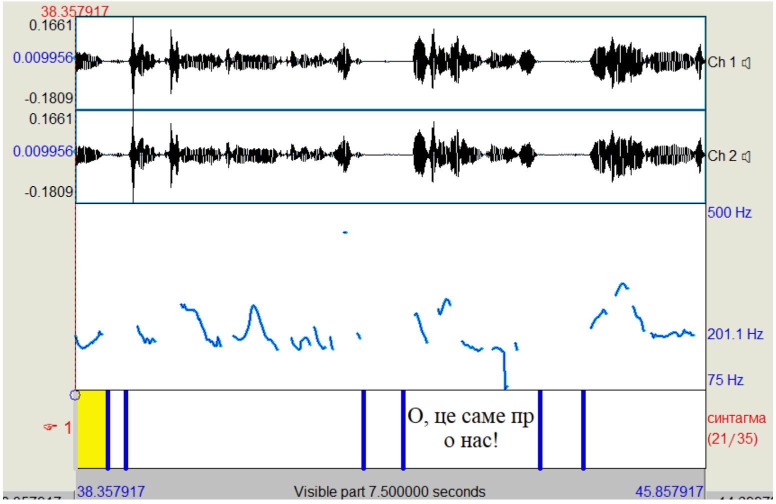

Pic. 1. TextGrid window and scientific style intonograms in *Praat*

Instead, in the journalistic style, we observe fluctuations in the intonation arc from low to high, which are characteristic of the female voice. The intonation during summarizing is determined by a noticeable increase in tone after the emphasis on the main word. When considering interrogative sentences, we observe an ascending-descending direction of change of the intonation arc, which contradicts the statements mentioned above. However, this situation can be justified by the presence of the interrogative word "why", which is emphasized, respectively, on it the scale reaches its peak and then declines.



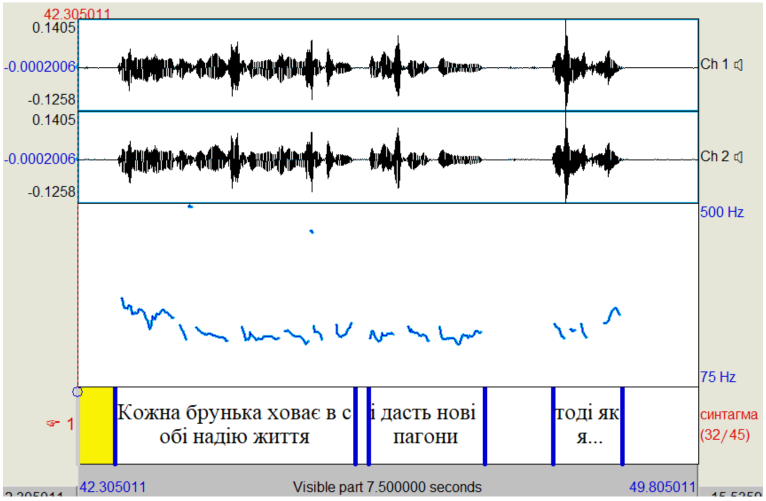

Pic. 2. TextGrid window and journalistic style intonograms in Praat

The interpretation of the exclamatory intonation is confirmed by the following example, wherein the sentence "Oh, this is about us!", The intonation emphasis is on the vowel [o], we see a jump of the intonation arc up, and a sharp decline down.




Pic. 3. TextGrid window and journalistic style intonograms in Praat

Finally, let us consider the intonation patterns of the speech *artistic* style. From the intonation contour, it is noticeable that the intonation curve oscillates moderately in the first part of the recording, thus reflecting the emotion conveyed in the text by the author. In ordinary communication, we encounter the intonation of words that have an emotional emphasis, i.e. emphase. We mean here strong emotional affective statements, in our case – a negative assessment, the alienation of the author.




Pic. 4. TextGrid window and artistic style intonograms in Praat

This is followed by a sentence with an incomplete intonation "While I ", and its characteristic burst of intonation contour at the end. It should be noted that the intonation of this artistic style text piece has several intonation features that are inherent in the intonation structure of spontaneous expressions, such as:

1) noticeable variability of the intonation arc;

2) limiting points of the fundamental tone intensity;

3) the place of syntagms with the maximum dynamics does not have a definite character.

**Conclusion.** As a result of the analysis the data collected the following characteristics have been revealed:

1) the main tone frequency of scientific and official-business styles manifest minimal differences;

2) the intonation of the interrogative sentence is not always ascending; in the case where there is a question word, the intonation emphasis is observed on it;

3) the tone range of scientific and official-business styles is smaller than the range of journalistic style pieces, the largest among all considered is artistic one;

4) the change in the frequency of the fundamental tone in the final part of the phrase is defined as a tonal characteristic after the stressed syllable – accent namely.

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## GENDER FEATURES OF INTONATION CONTOURS

**Introduction.** In modern linguistics, the anthropocentric approach to the study of linguistic phenomena directs researchers to establishing the models of language functions taking into account the human worldview in particular. In this approach, speech is a product of a person's view of the world through the prism of the evaluation category. The features identification of verbalizing roles, norms, and values that society assigns to men and women takes the predominant place in sociolinguistic research on the modernization of the evaluation category. The relevance of the study determines the emphasis of modern linguistics on the study of speech phenomena in terms of the interaction of language and society, where speech is a product of an individual's gender behavior. Experimental phonetic study of intonation contours in the gender aspect contributes to the understanding of the differences between the intonation of men's and women's speech contours.

**The objective of the paper** is to establish the differences between the intonation contours of women and men in modern dialogic speech.

**Results of the research.** On the first stage of the audit analysis, a sample of three male speech records and three female speech records was created. We made the annotations of recordings, the determination of the announcers' speech rate, and the average duration of pauses between phrases. Studies at this stage have shown that the average speech rate in women's speech is 296 syllables per minute (4.9 syllables per second), in men's speech this figure is 268 syllables per minute (4.4 syllables per second). The average duration of pauses in the speech of male announcers is 0.43 seconds, and in the recordings of female announcers – 0.42 seconds. The values of the speech rate and the duration of pauses in the men's and women's speech are close, so we can conclude that these indicators do not depend on the gender of the speaker in particular.

According to the results of auditory and acoustic analysis, the most characteristic features of the speakers' intonation contours depending on their gender group have been established.

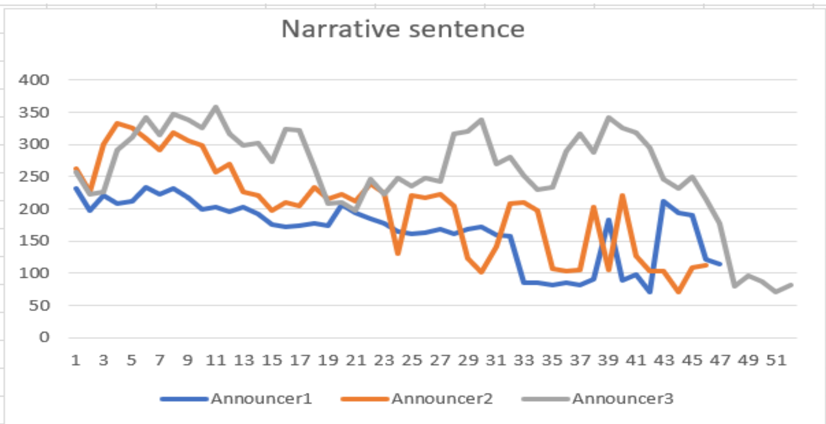


Fig. 1. Intonation contours in the narrative sentence of women's speech

In the narrative sentence, the intonation contour of the announcer (Fig. 1) is characterized by a descending intonation. Intonation contours are quite dynamic, have a wide frequency values range of the fundamental tone.

Male announcers in the reproduction of the narrative sentence (Fig. 2) have showed a tendency to ascending intonation. It should be noted that Announcer 3, whose intonation is descending, differs significantly in age from Announcer 1 and Announcer 2. The age of the Announcer 3 is 51 years, and the Announcer 1 and the

Announcer 2 are 22 years old. Thus, we can assume that the intonation of speech also depends on the age, which requires further detailed research.

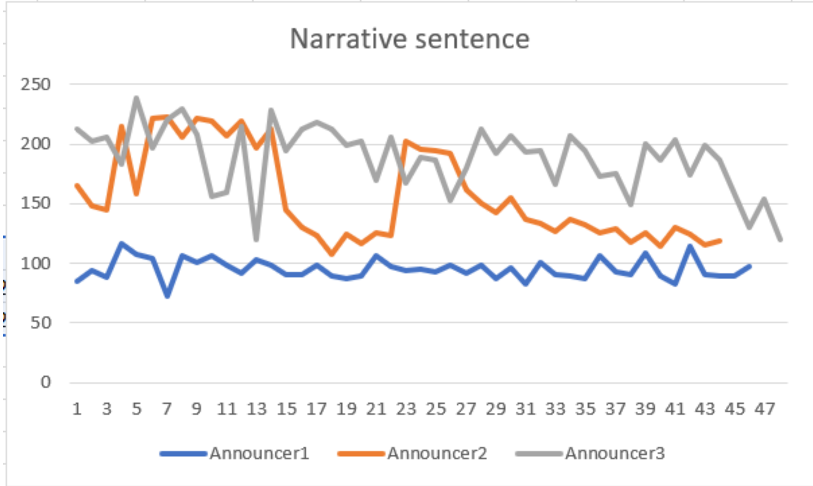


Fig. 2. Intonation contours in the narrative sentence of men's speech

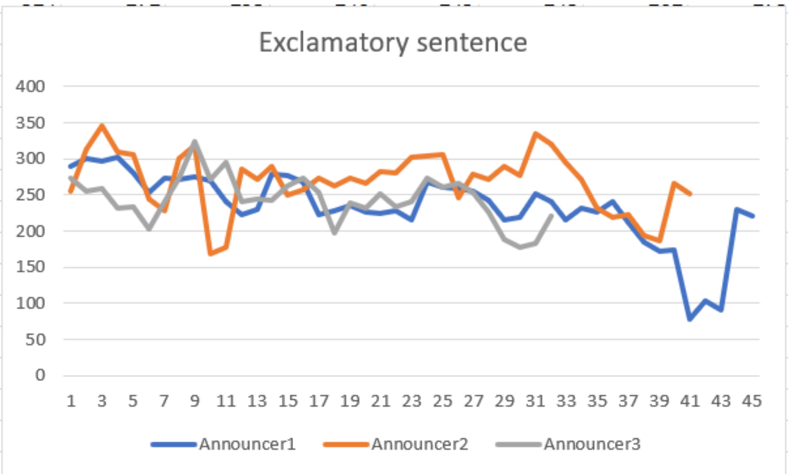


Fig. 3. Intonation contours in the exclamatory sentence of women's speech

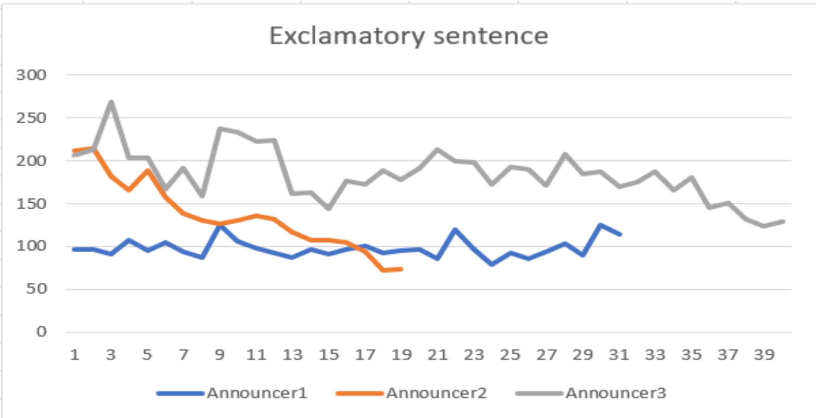


Fig. 4. Intonation contours in the exclamatory sentence of men's speech

The intonations of the exclamatory sentence in men’s and women’s speech (Fig. 3 and Fig. 4) are similar. The intonation is mostly ascending, but the Announcer’s 2 is declining. The speech of the female speakers in the interrogative sentence (Fig. 5) is characterized by ascending intonation, the speech of male speakers (Fig. 6) is characterized by the descending one. In all the cases, the main feature of women's speech intonation is a wide range of fundamental tone frequencies. In women’s speech, this figure ranges from 70 to 329 Hz, in men’s speech – from 73 to 260 Hz.

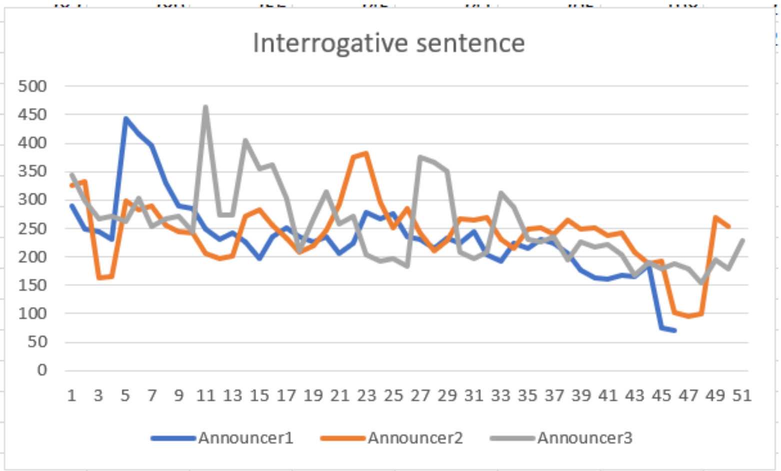


Fig. 5. Intonation contours in the interrogative sentence of women's speech

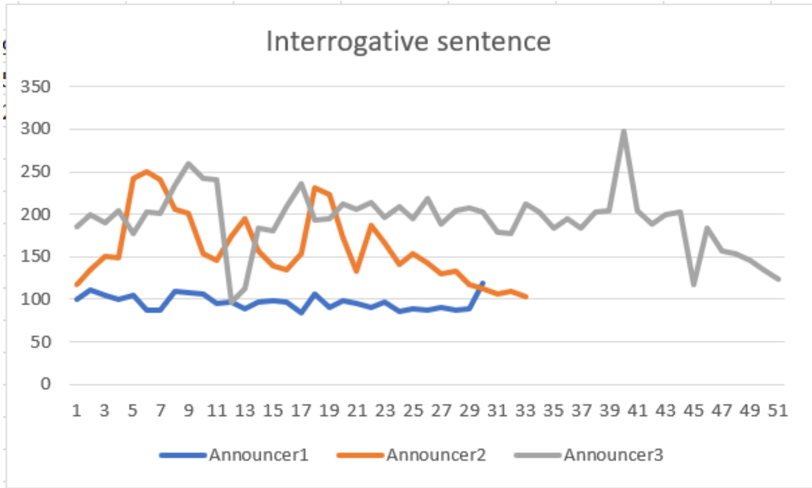


Fig. 6. Intonation contours in the interrogative sentence of men's speech

**Conclusion.** Our research has proved that the intonation contours of male and female speakers have both common and distinctive features. The pace of speech and the duration of pauses do not directly depend on the individual’s gender. Women have significant differences in the frequency of the fundamental tone, whereas in men’s speech, this figure is more stable and static.

Women provide narrative and interrogative sentences with a descending intonation whereas men’s speech is more inclined to ascending. In exclamatory sentences, speakers of both genders follow the ascending intonation.

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## CONTENT ANALYSIS OF THE "NATALI" MAGAZINE

**Introduction.** The mass media shape and change the image of the world by influencing the population. Journalists voice, form, shape public opinion by covering current events with emotional appeal. Women's magazines play an important role in the media.

**Review of the recent publications.** The concept of content analysis is not clearly defined yet. It creates a problem, thus, research based on different methodologies are generally incompatible.

**Objective of the paper** is to carry out a content analysis of Ukrainian women's magazine "Natali" covers.

**Result of the research.** Content analysis means the statistical processing of text into quantitative indicators.

The content analysis focuses on:

1) person on the cover;

2) text part (language, issues of numbers, and slogans);

3) color palette.

The issue of "person" is analyzed for gender parameters and professional affiliation. The results of the research show that:

1) only women were on the covers of the magazine in 2009. Men appeared on the covers of the magazine in 2019: Oleh Vynnyk in March and Serhii Babkin with his wife in the New Year's edition (women 84% / men 14%);

2) only models were on the covers of the magazine in 2009 (Natalia Tydir, Kateryna Rakovska, Olesia Kyrychenko, Inna Mykhalevych, Olga Kubrak, etc.). The covers in 2019 represent mostly singers (Nadiia Dorofeeva, Natalia Mohylevska, Olha Tsybulska, Anna Rozumovska, Serhii Babkin, Oleg Vynnyk), doctors (Tetiana Yeremeieva, Kateryna Kharchenko), ballet dancers (Khorycha (Yegory) Sheryry (Khrystyryna) actors (Snizhana Babkina) and models (Vladislava Yevtushenko).

Analysis of the text shows:

1) covers of the magazine in 2009: a) contain inscriptions only in Russian; b) overloaded with text (especially with announcements of competitions, rules of subscription for the whole year and advertising (*"The perfect gift for a beloved woman – the magazine"*)) c) sensational headlines (*"loyal playboy Leonid Ahutin"*);

2) the covers of the magazine in 2019 (the magazine is published in two languages, Ukrainian and Russian) contain inscriptions in Ukrainian, Russian, and

English (Nadiia Dorofeeva *"All you need is love", holiday makeup, Natali bloggers awards, "Glossy World"*).

Moreover, each edition has its slogan printed in capital letters to highlight the theme of each edition. Among the originals should be mentioned "Code of the Nation" (after it, the magazine began to print mostly in Ukrainian); "Eco logical" – the wordplay drew attention to the environmental problems.

Color analysis draws the following conclusions:

1) the covers of the magazine in 2009 have saturated colors: green, yellow, blue, pink, shades of red; the text mostly merges with the background and is difficult to read;

2) the covers of the magazine in 2019 are mostly light, moderately saturated; it's easy on the eyes, brief and stands out in the background.

**Conclusion.** Content analysis proved that in 2019 the magazine opened to reader more by printing more diverse figures on the cover. Recent covers do not contain sensational headlines. The priority is given to the leading information on the first page. Colors are less saturated and soft. Further comparative content analysis of Ukrainian women's magazines can be the next stage of the research.

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# ASTRONOMICAL LEXICON IN KORNII'S NOVEL "ZIRKA DLYA TEBE" [A STAR FOR YOU]

**Introduction.** The earliest written records of astronomical activity were recorded in the II-I millennium BC. BC in Babylon. The first astronomical monuments appeared in the Ukrainian lands only in the period of Trypillia culture (it is about VI millennium BC - the beginning of III millennium BC). Astronomy – the oldest science, the cause of which was the need to navigate in space and time. The astronomical lexicon plays an important role as part of the common lexical system.

**Review of recent publications.** In Ukrainian linguistics, astronomical terminology in terms of its formation, features of functioning and methods of creation was analyzed by O. Tril, I. Protsyk, L. Synyshyn, O. Andrusyshyn. The onomastic perspective of the research of the terminological problem is represented by the works of M. Torchynskyi.

**Objective of the paper** is to analyze astronomical lexicon as a lexical parameter of Kornii's novel "Зірка для тебе".

**Results of the research.** Thanks to the fruitful work of V. Khvoiko, settlements of the Trypillia culture were discovered on the territory of the eastern part of Galicia in Ukraine, in which the first attempts to study astronomical phenomena were later discovered. Thus, the oldest monuments on the territory of Ukraine were recorded during the time of Trypillia culture.

In the period from the I century AD. By the fifth century, the astronomical lexicon had reached a special development in ancient Greece.

The recorded astronomical lexicon in chronicles, treatises, historical sources of the X – XV centuries became the basis for the formation of astronomy as an independent science [5: 158]. The formation of theoretical astronomy took place in the second half of the XV century when Kyiv became the center of science. For example, the Gustin Chronicle of the 16th century contains information about the introduction of a new calendar. The XV – XVI centuries created the preconditions for widespread penetration into the science of empirical data.

During the XVII – XVIII centuries there was no less intensive development of astronomical science, and hence its terminology. During that period, many discoveries were made, including the Orion Nebula, Andromeda, Saturn's ring, the formation of the law of gravity, the determination of planetary masses, the invention of the telescope, reflectors, etc. In astronomy terminology, we distinguish three thematic groups: the terms of spherical astronomy, the terms of astrology and the names of the planets [6: 154].

The development of the astronomical terminology system at the end of the XIX – in the first half of the XX century is characterized by the appearance of the first Ukrainian explorations in astronomy. For the first ten years of the XXI century. astronomy has made a powerful systematic step in the knowledge of the universe [7: 53]. The current state of astronomical terminology is marked by the appearance of the Ukrainian encyclopedic edition in 2003. In 2009, based on space observations of the American satellite Terra, the most detailed map of the Earth was compiled in the Earth Observing System, EOS.

Let us consider astronomical lexicon as a parameter of Dary Kornii’s novel “The Star for You”. The thematic organization of the astronomical lexicon of Darya

Korniy's novel "Star for You" was carried out based on I. Lapteva's classification. Thus, the thematic groups of the novel are the following:

1. Astrometric lexicon (denotes the geometric and kinematic characteristics of individual celestial bodies and their complexes, as well as the universe as a whole): *the phase of the Moon (2), parsecs (3), parallaxes, geocentric and topocentric coordinates;*

2. Terms of celestial mechanics (denoting motion in the systems of celestial bodies): orbit (7), perturbation, rotation of the Earth (4);

3. Terminology of stellar astronomy (denoting the structure, origin and development of the stellar system of our Galaxy): *dwarf star, supernova;*

4. Cosmogonic terms (denote the physical origin of space): *space, the universe (5), Einstein's theory of relativity, the sky (92).*

**Conclusion.** The results of the study specify astronomic vocabulary and contribute to the studies of astronomical terminology by offering a classification of astronomical terminology based on I.Laptieva's framework.

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## COLOUR IDIOMS USED IN ENGLISH BUSINESS DISCOURSE

**Introduction.** There is no denying the fact that idioms can be found in different languages and cultures, as they help speakers to express feelings and emotions not directly, but in a metaphorical way, which makes the language and speech more vivid and expressive.

Colour idioms are widespread in all the aspects of the English language including English business and business discourse. Study of colour idioms and idiomatic expressions as a language unit that provides the richest national peculiarities of target language culture is considered to be important in order to adequately understand target language speakers. This is especially topical for the business discourse and communication. The paper investigates the frequency and variety of idioms and idiomatic expressions used in business discourse of the English language.

**Review of recent publication.** The topic under consideration remains hot because of lack of findings in rendering the colour idioms in English business discourse. Colour idioms have always attracted the attention of linguists. In their works, both western scientists such as F. Bargiela-Chiappini [1], C. Cacciari and

P. Tabossi [3], N. Chomsky [4], Ch. Fernando [5], S. Granger and F. Meunier [7], A. Makkai [9] as well as Russian and Ukrainian scientists among whom are N.N. Amosova [13], V. L. Arkhangelskij [14] and O. O. Selivanova [15] paid attention to this issue.

**Objective of the paper**. The aim of the paper is to study the features of English-language color idioms used in business discourse, by conducting content analysis of articles from popular online media resources. Furthermore, through the investigation were used such dictionaries as Oxford Dictionary of Current Idiomatic English, Collins Cobuild Dictionary of Phrasal Verbs.

**Results of research.** When learning business English, it is important to clearly understand that knowledge of business vocabulary is not the main purpose of learning. Much more important is the practical mastery of business communication skills in different situations. Therefore, the definition and characterization of the peculiarities of the functioning of idioms, particularly colour idioms, in the statements of business discourse is especially relevant. Colour idioms actively function in oral business communication along with the materials of specialized business media. Bargiela-Chiappini [1: 3] describes business discourse as a process of talk and writing between individuals whose main work activities and interests are in the domain of business and who come together for the purpose of doing business. According to Fernando Chitra [5: 22] the discourse of business communication usually is viewed as deprived of emotional coloration. However, Adam Makkai [9] emphasized the central role of idioms within English business discourse and have influence on language potential and its culture.

Colour idioms and idiomatic expressions are actively utilized in magazine articles related to business and, therefore, are used by businesspeople. Table 1 shows the most frequently used colour idioms taken from such popular online magazines related to business, such as The Economist, Bloomberg Businessweek, Harvard Business Review and Forbes. We also provide their meanings according to Oxford Dictionary of Current Idiomatic English, Collins Cobuild Dictionary of Phrasal Verbs.

*Table 1*

*Analysis of the colour idioms from the articles of the rubric "Business"*
*Source: created by the authors based on [10], [11], [2], [6], [8], [12]*

| Colour | Example | Meaning |
|---|---|---|
| Black | 1. Black economy<br>2. Be in the black<br>3. Black spot<br>4. Blackball someone<br>5. In someone's black book<br>6. Black market<br>7. Blackmail someone | 1.The part of a country's economic activity which in unrecorded by its government.<br>2.Turning a profit; not in debt.<br>3.A place that is notorious for something, especially a high crime or accident rate.<br>4.To reject a candidate for membership in a private organization, by secret ballot. |

| | | |
|---|---|---|
| | 8. In black and white<br>9. Blacklist | 5.To be out of favour with someone<br>6.The business of buying or selling illegal or banned goods, currencies, or substances.<br>7.To coerce someone to take a certain action by threatening to expose something about them.<br>8.Formally, on paper and in writing.<br>9.To put someone on a blacklist, that is, a list of names of people, groups, or organizations who are to be banned, censured, or are under suspicion. |
| Red | 1. Be in the red<br>2. Red tape<br>3. Red herring<br>4. Red flag<br>5. Catch someone red-handed<br>6. Red letter day | 1. Spending and owing more money than is being earned.<br>2. Official, bureaucratic rules or methods that are typically overly strict, convoluted, or tedious.<br>3. Something irrelevant that diverts attention away from the main problem or issue.<br>4. A sign or signal indicating potential, incipient, or imminent danger or trouble.<br>5. To see, and perhaps apprehend, someone as they are doing something (often something nefarious).<br>6. A very important or significant day or event. |
| White | 1. White-collar worker<br>2. Raise a white flag<br>3. Whitemail<br>4. White elephant | 1.Describing a professional or position whose work responsibilities do not include manual labor.<br>2.To indicate one's surrender, defeat, or submission.<br>3.The threat of revealing a person's good deeds for purposes of ruining the person's reputation.<br>4.An expensive item that is troublesome or useless. |
| Golden | 1.Golden parachute<br>2.Golden handshake<br>3.Golden opportunity | 1. A large severance package given to an executive who is forced to leave a company due to a corporate merger or takeover.<br>2. A large severance package given to an executive who leaves a company due to termination, corporate restructuring, or |

| | | |
|---|---|---|
| | | retirement.<br>3. An outstanding, perhaps even ideal, chance to do something. |
| Green | 1. Green marketing<br>2. Green light<br>3. Green politics | 1. The practice of developing and advertising products based on their real or perceived environmental sustainability.<br>2. To grant permission to go forward with something or to receive permission to do so.<br>3. A political party whose policies are based on concern for the environment. |
| Grey | 1. Grey area<br>2. Grey power<br>3. Grey matter<br>4. Grey knight | 1. A concept or topic that is not clearly defined or that exists somewhere between two extreme positions.<br>2. The political, financial, or social influence of elderly people.<br>3. Intelligence.<br>4. A person or company making a possibly hostile counter offer for a company already facing a hostile takeover bid. |
| Blue | 1. Blue sky thinking<br>2. Blue-collar worker<br>3. Blue in the face<br>4. Blue-sky law<br>5. Blue chips company<br>6. Blue ribbon | 1. Thinking that is not limited to commonly accepted norms or beliefs.<br>2. Characteristic of the working class, especially manual laborers.<br>3. Showing signs of exhaustion or strain.<br>4. A law providing for the regulation of the sale of securities (such as stock).<br>5. Shares of stock for a large, respectable company (which would be considered a low risk to invest in).<br>6. A prize for first place. In contests, the person or thing that wins first place is often awarded a blue ribbon. |
| Yellow | 1. Yellow-dog contract<br>2. Yellow sheets | 1. An employment contract in which a worker disavows membership in and agrees not to join a labor union in order to get a job.<br>2. A criminal record. |
| Pink | 1. Pink-collar worker<br>2. Pink slip | 1. Of or in the service industry, which most typically employs women.<br>2. To lose one's job because there is not enough work |

As we can see, the most frequent collocation of black colour is related to troubles or challenges in the business area. Red colour is very vividly represented by collocations with bad relationships with co-workers. Blue colour is associated with the highest quality and low risk. Grey is mostly used to express intelligent attitude between business associates. White colour is connected with anger and fear. While talking about green colour, the first association is related to the concern for the environment, then to balance and good luck. Golden and yellow convey possession and wealth. Pink symbolizes health and femininity.

Analyzing the idioms of the periodical business publications for 2020, we can conclude that, despite the fact that business style requires official style of language, colour idioms perform their functional role in business discourse.

The table represents the variety of colour idioms in English business discourse. The study found that colour idioms from the business publications are an integral part of the vocabulary and are used to denote the characteristics of individuals, relationships and processes.

Colour idioms in business discourse can be generally classified into the transparent (*black market*) or semi-transparent (*pink-collar worker*) categories, while some of them are completely opaque (*white elephant*).

In order to clearly show which colours are most used in business, we made a chart based on the Table 1. Figure 1 shows:

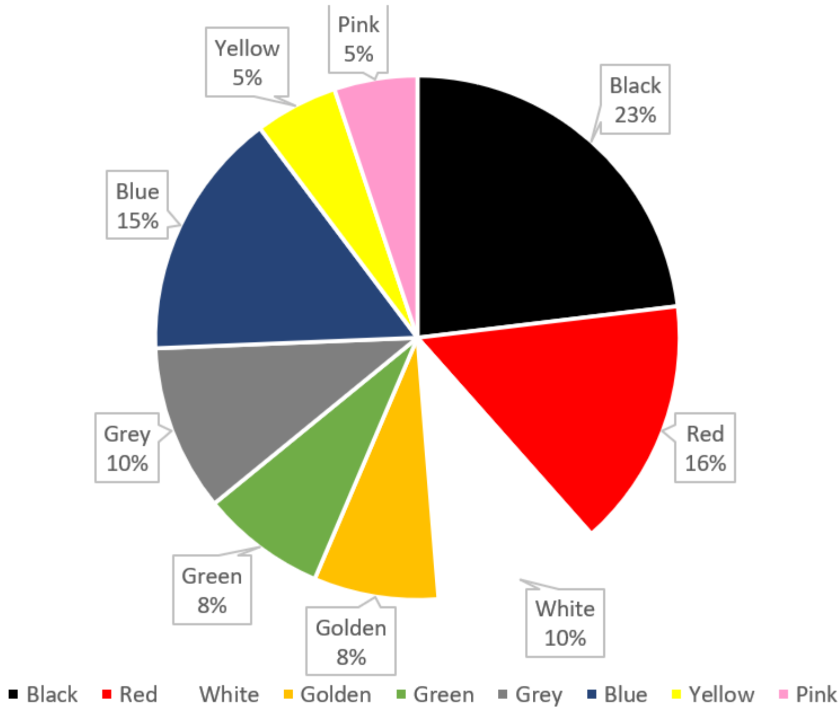


Fig. 1 The percentage of color idioms used in English business discourse
*Source: created by the authors based on [12], [13], [14], [15]*

As we can see in Figure 1, the most productive color is black (23%), followed by red (16%), blue (15%), white and grey (10%). Such colors as pink, yellow, golden and green are less commonly used among all others.

**Conclusion.** The correct usage of idioms, in both formal and informal communication, probably represents the highest level of business language. When we speaking native language, we are not aware most of times how often idiomatic expressions are used in every day business communication. Therefore, idioms play an important role in English, especially in an English business. Although scholars are still debating the definition and classification of idioms, it is clear that the frequent use of colour idioms in business discourse indicates their importance in terms of basic vocabulary and, therefore, in the process of learning the business language as a whole. Given the small number of studied articles, the results need further research and justification, as the scope of business discourse is much broader and requires additional research.

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## IDIOMS IN BUSINESS COMMUNICATION AND THEIR TRANSLATION FROM ENGLISH INTO UKRAINIAN

**Introduction.** Nowadays, many idioms are used in business discourse. Without knowing idiomatic expressions, one may find it difficult to follow a conversation of any kind, especially when it comes to making deals. For businesses of different sizes, cultural diversity can be a big factor for the company's productivity and performance especially if employees are not able to communicate properly with each other. According to L. Bukingham "idioms are widely recognized to be a stumbling block in the acquisition of a foreign language; it is often maintained that their 'arbitrary', language-specific nature makes them difficult for learners to understand and acquire, and resistant to translation" [3]. Thus, the issue under consideration is hot and relevant.

**Review of recent publications.** The question of the use of idioms in business communication was dealt with by such scientists and scholars as Akimoto M., Brinton L. [2], Bukingham L. [3], H. Kuzenko [4], C. Leah [5] and others.

The main **objective of the paper** is to analyze idiomatic expressions the are most frequently used in business communication and to suggest their faithful translation into Ukraiaian.

**Result of the research.** An inherent feature of idiomatic expressions is their metaphorical nature. For example, the phrase *in the driver's seat* literally translates as being in the driver's seat (*сидіти на місці водія/за кермом*). However, this is a idioms that has the meaning *of controlling the situation from the first person*. Another example is the idiom *no-brainer*. Literally, this phrase translates as *a man without brains*, but this indeed it means *something very simple, which does not even need to think about*.

The biggest challenge for translators is to identify the degree of transparency of the figurative meaning and render idiomatic expressions faithfully. According to

C. Leah [5], by the degree of the idiomacity that an idiom carries, idioms can be divided into:

1) transparent idioms that are not difficult to understand and translate as they are very close in meaning to that of the literal one; for example, in negotiations *sweeten the deal* means *add something to an offer during a negotiation* and can be translated into Ukrainian as *підсолодити пілюлю*;

2) semi-transparent idioms that carry a metaphorical sense, the meaning of the components help a little in understanding the entire meaning, for instance, *break the ice = relieve the tension* (*зламати лід/кригу = зняти напругу*);

3) semi-opaque idioms that can be separated into two parts: one bearing the literal meaning, while the other holding the figurative sense, for example, *the big picture = the situation as a whole* (*повна картина*);

4) opaque idioms, which are the most difficult category of idioms as “the meaning of the idiom is never that of the sum of the literal meanings of its parts” [5]. E.g. *a long shot = a venture or guess that has only the slightest chance of succeeding or being accurate* (*великий ризик*).

To accurately recognize and understand the meaning of idioms, one need to know well not only the language but also the culture of the people in whose language the idioms is used. In order to reach faithful translation of idiomatic expressions, the methods suggested by H. Kuzenko [4] can be used:

- by choosing absolute/complete equivalents (*to take the bull by the horns – взяти бика за роги*);
- by choosing near equivalents (*to make a long story short – сказати коротко*);
- by choosing genuine idiomatic analogies (*bear a dead horse – товкти воду в ступі*);
- by choosing approximate analogies (*get on like a house on fire – швидко знайти спільну мову*);
- by describing idiomatic and set expressions (*yes man – людина, що з усіма згоджується, тільки підтакує (підтакувач)*)

Table 1 below provides more examples of business communication idioms, their literal and faithful translation into Ukrainian. Obvious is the fact that the literal and faithful translation hardly ever coincide.

*Table 1*

*Examples of literal and faithful translation of idioms used in business communication*

*Source: created by the authors based on [1]*

| **Idiom** | **Literal translation into Ukrainian** | **Faithful translation into Ukrainian** |
|---|---|---|
| *be on the same page* | бути на одній сторінці | бути на одній хвилі |
| *see eye to eye* | бачити око до ока | досягти згоди |
| *give and take* | давати і брати | взаємні поступки |

| | | |
|---|---|---|
| *go back-and-forth* | ходити назад і вперед | балансувати (в перемовинах) |
| *be in the same boat* | бути в такому/тому самому човні | 1) бути в тому самому човні;<br>2) бути в однаковому становищі |
| *think outside the box* | думати поза коробкою | думати нестандартно |
| *word of mouth* | слово з рота | сарафанне радіо |
| *draw a line in the sand* | намалювати лінію на піску | підійти до межі; поставити ультиматум |
| *keep/stay in touch* | триматися/залишатися в зв'язку/контакті | залишатися на зв'язку; підтримувати контакт |
| *an offer one can't refuse* | пропозиція, від якої не можна відмовитись | пропозиція, від якої не можна відмовитись (= дуже приваблива пропозиція) |
| *get down to business* | приступити до бізнесу | перейти до справи; почати серйозно діяти |

**Conclusion. S**ummarizing the above, we can conclude that the issue of applying an appropriate translation method in rendering business communication idioms is crucial for business translators. It is expedient to avoid long descriptions in the target language. The study does not cover all idiomatic expressions used in business communication, and further research into proper translation techniques utilized in translating them into Ukrainian opens new perspectives, thus being of great value for both comparative linguistics and translation science.

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## TRANSLATING ENGLISH ECONOMIC PREFIXAL TERMS INTO UKRAINIAN

**Introduction.** Due to the constant development of the modern Ukrainian language there have been appeared a lot of new economic terms. The problem of translating terms from English into Ukrainian remains one of the most topical one in translation studies. The challenge for term translation lies in the fact that term components in the source and the target language often do not coincide. Therefore, the study of the translation of economic English prefixal terms is becoming increasingly important.

**Review of recent publications.** The problems of rendering the meaning of terms in translation have been studied by scientists L. Chernovaty [2], V. Karaban [4], V. Koptilov, A. Nikolenko, O. Muraviova and others. However, due to the continuous influx of new terminological lexis, this issue calls for a further thorough research.

**Objectives of the paper.** The study aims at analyzing the ways of translating English economic terms, in particular prefixal terms.

**Results of research**. The linguistic material of the research comprised more than 100 English economic terms formed with prefixes. Economic words were selected from the Internet sources such as A Glossary of Macroeconomic Terms, A Glossary of Economics Terms, A Glossary of Microeconomic Terms, from recent issues of The Guardian. The process of attaching affixes to lexical unit bases is called morphological derivation. The basic types of derivation are: “prefixation”, “suffixation” and “mixed cases of prefixation and affixation” [1: 28]. The translation of terms in general, and prefixal terms in particular, should be oriented at the target language (TL), and comply with the norms of the TL, which in our case is Ukrainian.

According to James J. Hurford, “there are many words in English which look as if they begin with a familiar prefix, but in which it is not clear what meaning to attach either to the prefix or to the remainder of the word, in order to arrive at the meaning of the whole word” [3]. Thus, prefixes can sometimes create new words with the opposite meaning to the words they attached to.

The pie chart below shows the percentage of prefixes that are most often utilized when creating economic derivatives (fig. 1).

As we can see in Figure 1, the most productive prefixes are as follows:

1) *co-* in compound words means synergy (12%);

2) *re-* used to form new words which means back and again (11%);

3) *over-* shows: above what is indicated by the base; more than what is indicated by the base (11%);

4) *dis-* shows the stopping or removing of a condition (9%);

5) *self-* in complex terms it matters *«самостійний», «автоматичний»* (9%);

6) *multi-* used to show that something has many different parts, uses, effects etc (8%);

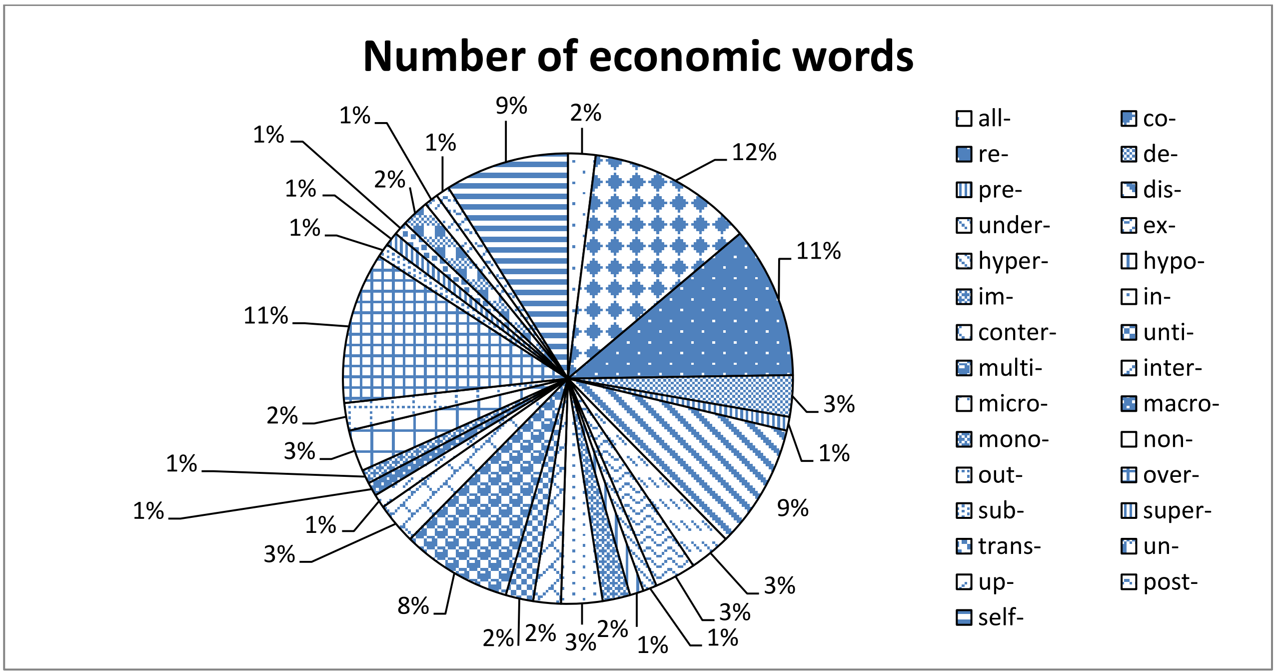


Fig. 1 The percentage of prefixes used in economic terms

*Source: created by the authors based on a-d*

A translator must always bear in mind that the correct translation of prefix terms largely depends on the correct definition of the meaning that the prefix has and knowledge of the general meaning of terms with a particular prefix. Table 1 shows the percent of prefixes in economic terms and dependence of their meaning on the chosen prefix.

The table represents the variety of translation methods used to make the translated term comply with the norms of the Ukrainian language.

Other productive prefixes utilized in economic terminology, include: hyper- (hyperinflation - гіперінфляція etc.); hypo- (hypothecation – кредитна застава etc.); in- (indirect - податок, inflation - інфляція, infrastructure - інфраструктура) and so on. Less productive prefixes are macro- (macroeconomics - макроекономіка) і micro- (microeconomics - мікроекономіка).

*Table 1*

*Methods of translation of economic terms with most frequently used prefixes*

*Source: created by the authors based on a-d*

| **Prefix** | **Examples of English economic terms** | **Translation into Ukrainian** | **Method of translation** |
|---|---|---|---|
| *co-* | co-director;<br><br>co-opt, cooperate;<br><br>co-found, co-own, coproduce | співдиректор;<br><br>кооптувати, кооперуватися;<br><br>спільно заснувати, спільно володіти, спільно виробляти | a term with: *спів-*<br><br>a term with prefix *ко-*<br><br>a two-word term that contains the word *«спільний»* |
| *re-* | reinvest, reimport, reexport;<br><br>resale, reprocess;<br><br>reproduce | реінвестувати, реімпорт, реекспорт;<br><br>перепродаж, переробляти;<br><br>відтворювати | a term with prefix *ре-*<br><br>a term with prefix *пере-*<br><br>a term with prefix *від-* |
| *over-* | overdevelop, over-produce;<br><br>overestimate;<br><br>oversale | надмірно розвивати, надмірно виробляти;<br><br>переоцінювати;<br><br>підвищений продаж | a two-word term that contains the word *«надмірно»*<br><br>a term with prefix *пере-*<br><br>a two-word term that contains the word *«підвищений»* |
| *dis-* | discrimination, disproportion;<br><br>disparity;<br><br>disconnect;<br><br>disinvest | дискримінація, диспропорція;<br><br>невідповідність;<br><br>роз’єднати;<br><br>скорочувати капіталовкладення | a term with prefix *дис-*<br><br>a term with prefix *не-*<br><br>a term with prefix *роз-*<br><br>a two-word term that contains the word *«скорочувати»* |
| *self-* | self-government, self- | самоврядування, | a term with prefix |

| | | | |
|---|---|---|---|
| | employment;<br><br>self-employed | самозайнятість;<br><br>дрібний підприємець, людина, що працює на себе | *само*-<br><br>descriptive translation |
| *multi*- | multicompany;<br><br>multimarket<br><br>multipackaging, multiacess | велика корпорація, з інтересами в багатьох галузях;<br>такий, що пов’язаний з різними ринками збуту;<br><br>групове упакування, колективний доступ | descriptive translation<br><br>a two-word term that contains words *«груповий», «колективний»* |

Derivational type with the prefix *inter*- is used to denote the expansion of the market for the use and provision of services *(intermediation - посередництво, interrelationship - взаємовідносини, international - міжнародний)*.

Less productive are the derivational type with the prefixes *super- (supermarket - супермаркет etc.); contra- (contraband – контрабанда etc.); counter- (counteroffer – зустрічна пропозиція); mono- (monopoly – монополія etc.); out- (outpayment – зовнішній платіж etc.)*. Often a complex translation is used that contains words that match the specified prefix.

**Conclusions.** In this paper was argued that the prefix is a part of a word that can be joined to the beginning of another word, called the “root”, to give it a different meaning. To create economic words the most often used prefixes are*: co-, re-, over-, dis-, self-, multi-;* less frequently used: *all*- (2%), *under*- (3%), *ex*- (3%), *mono*- (2%), *non*- (3%), *sub*- (2%), *super*- (3%), *pre-*, *post-*, *up-,macro-*, *micro*- (1% each). The terms and methods that the English economic system applies to create them is very diverse. Therefore, the study of ways to create economic English terms, in particular by adding prefixes shows how their effective application affects the creation and using of economic terms in modern language.

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# TRANSLATING SIMPLE ECONOMIC TERMS FROM ENGLISH INTO UKRAINIAN

**Introduction.** Translation of simple economic terms serves as a basis for further search and analysis of the necessary information. This is one of the most difficult types of translation, as the result depends on its authenticity and correctness. Economic translation requires the knowledge and skills of a researcher. The person who is engaged in such translations, first of all should be the professional, should know features of this branch of translation, have the increased responsibility, be able to concentrate on the smallest details.

**Review of recent publications.** Given the relevance of the study, many foreign and domestic scientists have devoted their work to this issue, among them it is worth noting such as: Chernovatyi L. [1], Karaban V. [2], Miroshnikova K.V. [3], Nakonechna H. [4], whose developments have made a significant contribution to solving the problem of translation of terms.

**The objective of the paper.** Analysis and research of ways to translate simple English economic terms. The empirical material of the research comprised 110 English simple economic terms selected from the Internet sources.

**Results of research.** The question of the specifics of terms and the problems of their translation has always occupied a special place in comparative linguistics. If the task of translation is to ensure the equivalence of original and translated texts, then when translating special texts it is the simple terms that should be given special attention: after all, they determine the information content of special text, being a kind of keys encoding special information. Thus, it is with regard to the terms that the most acute question arises about the possibility of achieving equivalence in the presence of differences in code units.

A characteristic feature of the economic style of translation is its informativeness, logic, accuracy, objectivity, clarity. Some texts that belong to this style may have these characteristics to a greater or lesser extent, but all such texts are characterized by special vocabulary and terms [1].

The term "term" is considered in accordance with the functional approach and is defined as any full-fledged part of speech that carries certain terminological information, participates in systemic relations and is part of a word-forming nest formed on the basis of general terminological meaning.

The word term came to us from ancient times. According to the Online Etymology Dictionary, the word "term" comes from Latin "terminus" and meant "end, boundary line" [5].

Simple economic terms consist of the base only and do not have prefixes or suffixes (e.g. bond). They are an integral and very important part of economic terminology, which can cause some difficulties in translation, as they have a large number of meanings. For a clear understanding, 110 simple economic terms were studied for analysis. Such as *agent, balance, bond, bid, budget, buy, capital, cash, coin, credit, deal, debit, debt*, and many others.

Economic terms are a special type of language units of English, Greek or Latin origin and are often transcoded depending on the root that the basis of the terminological phrase of the original language. Thus, "economic terminology is distinguished by its internationality, because its intensive development due to globalization has been facilitated by advanced economies [2].

Translation is a very complex process, during which many factors must be taken into account– the genre and style of the original, the competence of the translator, the time frame allocated for the project and much more . Written translation of simple economic terms is completely different from any other type of translation. It usually takes time, clear research, choosing the best option, using a dictionary and of course advice from a specialist. Like any other translation, the main task of a translator is to convey the meaning and melodiousness of the original text. In addition, one needs to be very careful and properly weigh all the stylistic features [3].

Due to certain discrepancies between the terms of the original language and the language of translation, the translation is done even when there are no equivalents in the TL. Nakonechna H. [4] defines two stages in the process of translating a simple term: 1) to clarify the meaning of the term in context; 2) to translate the meaning into the native language.

Before translating, the term must be recognized in the text, distinguished from elements of general vocabulary. Difficulties can arise mainly due to homonymy.

English simple terms do not cause such significant translation difficulties compared to complex terms and phrases. Much fewer interlingual transformations are used to translate simple terms.

The main method of translating English simple economic terms into Ukrainian is translation using the lexical equivalent, the transfer of a constant lexical correspondence that exactly coincides with the meaning of the word. Terms that have equivalents in the native language play an important role in translation. They serve as reference points in the text, depend on the disclosure of the meaning of other words, and provide an opportunity to clarify the nature of the text. Replacing terms with words close in meaning is not allowed [1].

Equivalent units are divided into one-equivalent (those with only one translation counterpart) such as *money, economy, market, coin*, *credit*, *crisis* and multi-equivalent, those with two or more translation counterparts such as, *cost, current, dues, duty, effect.* Ambiguous simple terms have several ways of translation according to the number of their meanings. The equivalent of an ambiguous word is called a variant equivalent, which conveys the meaning of the word of the source language, and serves as the translational equivalent of a lexical-semantic variant of a polysemous term.

One of the simplest methods of translating a term is the method of transcoding, letter-by-letter or phonemic transmission of the original lexical unit using the alphabet of the language of translation. When transcoding by, one should not forget about “false friends of the translator”, in transcoding which gross distortions of content occurs [5].

Especially often the transcoding of English simple economic terms occurs when the term in the language of translation consists of international terminological elements of Latin or ancient Greek origin. However, before using this method of translation, the translator must make sure that the translation language does not have a translation equivalent of the translated term, otherwise transcoding in the translation language may result in synonymous terms, which violates the clarity and coherence of a particular terminology: *embargo – ембарго, припинення, заборона.*

Also, translation of simple English terms is possible by describing the meaning. Compared to transcoding, descriptive translation has the advantage that it achieves greater transparency of the content of the term. Descriptive technique is used in the translation of the latest author's terms-neologisms, which are usually given in quotation marks. There is often a combination of transcoding with the following explanation or description [2].

The lexical and semantic methods of translation used in the translation of simple terms include: concretization and generalization.

Concretization is the replacement of a source language word with a broader subject-logical meaning with a translation language word with a narrower meaning.

This method of translation is more often used when translating terms with a broad, vague meaning: *«This was a fundamental challenge because the claims have been the driving force behind government principal work». [The New York Times, 2017] – «Це вже претендувало на фундаментальну критику, адже зазначені положення становили стрижень цієї основної праці уряду»* .

Generalization – the replacement of a unit of the source language, which has a narrower meaning by a unit of translation language with a broader meaning [5: 176]. For example: «*The first factories were driven by water». [The New York Times, 2017] – «Перші фабрики працювали на воді»*.

The following pie chart (Fig. 1) shows that descriptive translation was the most common (38%) method used to obtain economically equivalent terms, followed by transcoding (29%), getting a vocabulary match (14%), and concretization (7%). generalizations (6%) and lexical equivalent (6%).

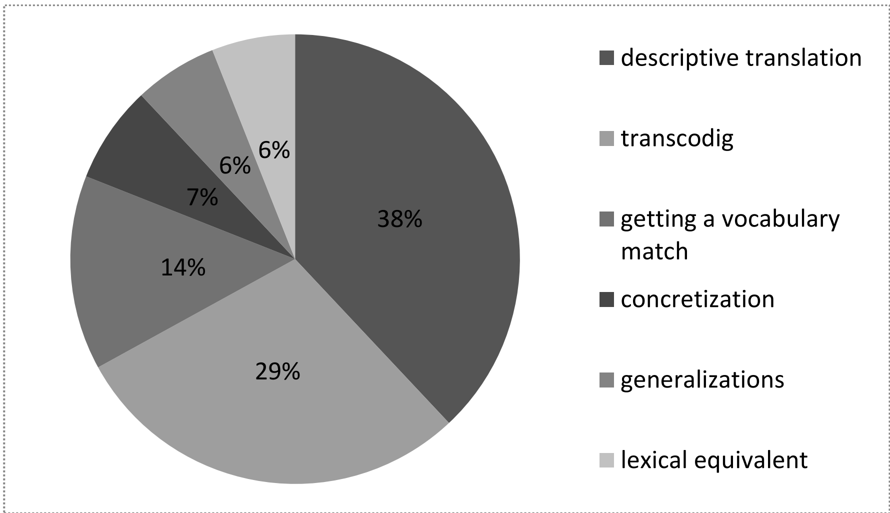


Fig. 1 Frequency of using translation methods in translating economic terms
*Source: created by the authors*

Particular attention should be paid to the translation of terms formed by some active prefixes and suffixes. From the point of view of this question, the translator needs to know the meaning of affixes active in term formation.

**Conclusion.** The translation of simple economic terms requires from the translator high responsibility, diligence in the choice of translation methods and accuracy in details. Undoubtedly, economic translation involves knowledge of the subject of translation and its features, knowledge of economic terminology, the specifics of the economic style of presentation and the ability to accurately convey the content of the document. Thus, the problem of economic translation is, first of all, the translator's ignorance in the field of scientific infrastructure, his lack of scientific terms and, as a consequence, his incompetence to find an equivalent in the language of translation. Therefore, a translator working in a particular field must carefully study the ways of reproducing terminology, as well as the linguistic features of the source language.

In our opinion, it is expedient to continue studying the peculiarities of the translation of simple English terms into Ukrainian, in particular in the comparative aspect. After all, adequate translation of professional terminology against the background of further scientific study of translation methods acquires special significance in the context of the successful formation of the domestic terminological system in accordance with international standards.

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## COMPARATIVE CHARACTERISTICS OF UKRAINIAN AND ENGLISH PHRASEOLOGICAL UNITS

**Introduction.** Phraseological units are stable, emotionally charged phrases that, unlike ordinary word combinations, are not created in speech, but are reproduced in it as indivisible units with a solid figurative meaning. They are one of the most effective ways of forming speech and are used for brevity or for a vivid emotional assessment of what is described. They are individual for each language and reflect the unique mentality of the nation, it is history and customs, as they were formed in relation to the surrounding realities and features of people's perception. Currently, phraseological units are a big problem for translators, as it requires finding the most accurate equivalent depending on the context.

**Review of recent publications**. This topic has been little studied so far. The article by V. Gulyas [2] on the reproduction of Ukrainian phraseological units in the English translation is devoted to it, while other researchers (Yu. Shnip, T. Bondar, T. Polishchuk, O. Martyniuk) consider only units with separate lexical components. The problem of translation of phraseological units in general was considered by S. Vlahov and S. Florin, I. Korunets, V. Komissarov, O. Gerasimova, J. Kostin. This topic is much more widely studied in Russian lexicology. In particular, the works of the following researchers are freely available: A. Kunin, K. Rasikhovna, I. Gorbulich, M. Artashevna and others. The linguist A. Kunin created the "Great Anglo-Russian Phrasebook" [3]. As it is known, Ukrainian and Russian phraseology have many commonalities.

**The purpose of the study** is to establish the similarities and differences between the phraseological units of the English and Ukrainian languages.

**Results of the research.** During the selection and analysis of the material, we found out that there are phraseological units that have the same meaning in both Ukrainian and English languages and might be literally translated. Such coincidences can be explained by the fact that many Ukrainian and English phraseological units have common primary sources: The Bible, literary works of famous writers, quotes, and statements of historical figures [6]. It is also worth remembering that both analyzed languages belong to the Indo-European language family, that means they have common origins.

In particular, the analysis revealed similarities in the structure, imagery, and stylistic coloring of the following units: *бути на сьомому небі* – to be in seventh heaven; *вовк-одинак* – alone wolf; *грати з вогнем* – to play with fire; *жити як кіт з собакою* – a cat and dog existence; *залізні нерви* – iron nerves; *зворотня сторона медалі* – the reverse side of the coin; *міцний горішок* – a hard nut to crack; *немає диму без вогню* – there is no smoke without fire; *нічого нового під сонцем* – nothing new under the sun; *озброєний до зубів* – armed to the teeth; *палити мости* – to burn bridges; *порушити мовчання* – to break silence; *скелет у шафі* – a skeleton in the closet; *слухати своє серце* – to listen to one's heart; *справа честі* – affair of honour; *шукати голку в сіні* – to look for a needle in a haystack; *що лікар прописав* – just what the doctor ordered.

This and some more phraseological units are simply understood by native speakers of both languages and do not cause difficulties in translation.

However, we also identified phraseological units that have a different structure in the Ukrainian and English languages, despite the coincidence of semantic properties. We divided them into two groups:

1.Those, which differ in images, but retain the same general structure.

2.Those, which use completely different images and means of expression, having almost nothing in common, but convey the meaning of each other in translation.

The first group includes such phraseological units from those analyzed: вбити двох зайців одним ударом (to kill two *hares* with one hit) – to kill two *birds* with one stone; купити кота в мішку (buy a *cat* in a poke) – buy a *pig* in a poke; не вартий виїденого яйця (not worth an *eaten egg*) – not worth a *bean*; німий як риба (dumb as a *fish*) – dumb as an *oyster*; спокійний як двері (as calm as a *door*) – as cool as a *cucumber*; худий як тріска (thin as a *sliver*) – thin as a *rake*; як дві краплі води (as two *water drops*) – as two *peas*. Such cases are an interesting phenomenon. They show the similarity of thinking of the two nations and at the same time emphasize the difference in their mode of life.

The second group includes the following examples: *битися як риба об лід (*to bustle like a fish on the ice) – to pull the devil by the tail; *біля розбитого корита* (near a broken trough) – back at the bottom of the ladder; *бути не в своїй тарілці* (to be not in your plate) – a round peg in a square hole; *зірок з неба не хапає* (he doesn't grab stars from the sky) – he won’t set the world on fire; *ложка дьогтю в* *бочці меду* (a spoon of tar in a barrel of honey) – fly in the ointment; *л'є як з відра* (raining as out of the bucket) – raining cats and dogs; *ось де собака заритий* (that's where the dog is buried) – the heart of the matter; *сісти в калюжу* (to sit in a puddle) – to be left with egg on one's face; *сон сивої кобили* (a dream of a hoary horse) – hot air; *тримати руку на пульсі* (to keep the hand on the pulse) – to keep your eye on a ball; *як двічі взяти по два* (as what is two by two) – as sure as eggs is eggs; *як рак на горі засвище* (when crayfish whistles) – when pigs fly.

It is worth being careful and choosing analogs depending on the specific context while translating such kind of units. The translator should use dictionaries of phraseological units and contextual translators, which are constantly updated enriching with more and more new units [6].

In addition, both in Ukrainian and in English there are phraseological units that have no analogues and, accordingly, cause the greatest difficulty in translation. An example of this may be an English expression "*hit the airwaves*", which applies when someone suddenly appeared on radio or television to tell something [6]. One more example is "*great guns*", which might be used speaking about any rapid action [4]. In Ukrainian "*як у вічі не вскочить*" (as won't jump in the eyes), "*ходити у ярмі*" (to walk under the yoke), "*муляти очі*" (to press the eyes), and others [1]. Such units should be translated in a descriptive way, relying on context, not form.

**Conclusion.** Phraseology clearly reflects worldview of people. The study of this phenomenon is a necessary link in mastering the language and improving the culture of speech. It is also intended to help in the translation of fiction and journalistic literature, for which the use of phraseological units is a frequent occurrence. As we found out, some phraseological units in the Ukrainian and English languages are similar, while other cases can cause difficulties in translation of varying degrees: from changing the image in the expression to the complete replacing the phrase with a common one for the target language.

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## LANGUAGE TOOLS FOR EXPRESSING SYMPATHY

**Introduction.** People have different feelings during their life. Mainly they do not pay attention to the forms in which people can and should express their feelings and emotions. In this area there is one of the most unique techniques, namely language expression.

**Review of recent publications.** Language and emotions are two concurrent parallel systems in use, in the relation between which one system (emotions) impacts the performance of the other (language). Both of them share their functionality in the communicative process between people. Scholars believe that expression of emotions is an important part of people’s communication. Sympathy should be expressed and shown along with anger, understanding and support [3].

**Objectives of the paper.** The paper aims at analyzing some linguistic means of expressing sympathy, in particular lexical units of the phrases and sentences.

In order to verbally express our emotions, it is important to develop an emotional vocabulary. The more specific a person is when they are verbally communicating their emotions, the less ambiguous these emotions will be for the person decoding our message. As an individual expands own emotional vocabulary, they are able to convey the intensity of the emotion they are feeling whether it is mild, moderate, or intense. At the same time, the lexical-semantic field of concepts for the definition of sympathy is currently little studied. Therefore, it is important to investigate the conceptual category of "sympathy".

**Results of research.** Language was created for better understanding and the ratio of objects of reality with a specific name. Sympathy can be expressed by many means, but, undoubtedly, words are the commonest way. When people express feelings, they communicate their emotions. Expressing feelings is a difficult part of verbal interaction, because there are many social norms about how, why, when, where, and to whom a speaker expresses emotions. Norms for emotional expression based on nationality and other cultural identities and characteristics such as age and gender also vary. In terms of age, young children are typically freer to express positive and negative emotions in public.

Despite the fact that expressing feelings is more complicated than other forms of expression, emotion sharing is an important part of how we create social bonds and empathize with others, and it can be improved [1]. Today, the word "sympathy" is interpreted in two ways in dictionaries. The first is "sympathy-love" and the second is "sympathy-compassion". We consider specifically the linguistic expressions of sympathy-love. Thus, it should be noted that the latter are both "sympathy-love" and "sympathy-friendship".

If we choose the lexical expression of sympathy-friendship, it is inextricably linked with such words as fondness, liking, inclination, admiration, fancy, affection, sympathy, fellow-feeling, tenderness, heart, benevolence, attachment, passion, devotion, fervor, enthusiasm, rapture, infatuation, adoration, idolatry, etc. Sympathy is a harbinger of good friendships, so it is necessary to consider the vocabulary of "sympathy-friendship". For example, *amity, brotherhood, fraternity, sodality, confraternity, sisterhood, cordiality, fellow-feeling, response, camaraderie, affection, favoritism, acquaintance, familiarity, intimacy, intercourse, fellowship.* Those were lexical units that people can use when talk about their sympathy. The last considerable part is some phrases which are tools to express our sympathy to object. They are divided into several groups:

1) A lot of adjectives, epithets in a form of compliments. Many people demonstrate their sympathy by telling pleasing words or phrases such as “*you are beautiful/smart/stylish/interesting/open-minded*”, “*you are different from other girls/boys*” etc.

2) Polite offers, commonly used in a form of questions. Men, who feel a sympathy, always will suggest to do something, to go somewhere together. For instance, “*we should hang out more often*”, “*we should go for a coffee somewhere”, “let's study/walk together”, “can I buy you a drink*?” etc.

3) Showing interest in your personality and tastes. Usually people do not care about others. All human beings have their own life. However, the sympathy can make them ask questions and get new information about the object in order to comprehend if this person is suitable to them. Here are some simple questions: “*what are your hobbies?”, “do you come here often?”, “what music are you into?*” etc.

4) Willingness to help and support you powerfully. We all are ready to help, if we are in resource. At the same time there are people that seem to be always next to us and ready to give a helping hand. They always ask “*how are you doing?”* or “*is everything alright*?” or propose some kind of help, even if we did not ask.

**Conclusion.** Language is powerful in the means of expressing identities through labels used by and on people, affects credibility based on how people support others' ideas, serves as a means of control, and performs actions when spoken by certain people in certain contexts. Nowadays, there are a lot of linguistic means to express one's sympathy to someone, which can be not only for a lover, but for a friend, too. In this article some of them are analyzed. Language expression is ought to be significant if a person wants to show their feelings. It is important to know these tools for correct using. Interpersonally, verbal communication is key to bringing people together and maintaining relationships, especially when people expose something really unique as sympathy.

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# TRANSLATION STRATEGIES IN THE RENDITION OF THE SONNET "THE HUMAN SEASONS" BY KEATS AND THE "SONNET V" BY SHAKESPEARE

**Introduction.** The paper deals with the lingual-stylistic analysis of the sonnets by Keats and Shakespeare, "The Human Seasons" and "Sonnet V" respectively. The sonnets of both poets attract the readers with their similar topic of "human essence"; the usage of figurative language and the awesome beauty of their soundness. Due to these facts, the current work makes attempts to analyze the closest to the original translations of the mentioned sonnets. Literary work is a special world where special rules of perception and understanding of it exist. Sometimes it is very difficult to understand what a poet wanted to say in his work, so analysis is helpful. The main task of translation is the creation of the translation that, in terms of its functional characteristics, is capable to render the original text. Translation of poetic forms is the most difficult type of translation, since the translator must convey all the thoughts and emotions of the author in verse. Conversion and a large number of short words in English can cause difficulties in translation of poems from English into Russian. The purpose of turning to the chosen poems can be explained by the similarity of the topics covered in them.

**Review of recent publications**. The issue of translation was investigated by the following scientists: Pankova T.N., Arnold I.V., Shveitser A.D. And the focus of the works of Sharakshane A. was on Shakespeare's works.

**Objectives of the paper.** Literary works of Shakespeare "Sonnet V" and Keats "the Human seasons" are presented in this article as hymns of human beings and submissiveness of human fate and senescence. Both authors expressed the human mortality in their own manners and created a real cult of nature, beauty and harmonious enjoyment of life. Keats work is written much more joyfully and Shakespeare writes wise and restrained.

**Results of research.** John Keats, the brilliant representative of the epoch of romanticism, is considered to be the blossom of the English poetry. His works are difficult to perceive, they cannot be interpreted unambiguously. Keats is a bright figure in the history of English romanticism. The poet's creative activity lasted for slightly over five years. Tuberculosis ended Keats' life in his twenty-sixth when he was just embarking on his own path in poetry. However, now his name is rightfully placed on a par with the names of the greatest poets of England like Shakespeare, Milton, and Wordsworth. Keats was born in London, from 1811 to 1815 he studied to be a doctor, but after receiving his diploma, he gave up his medical career and devoted himself exclusively to poetry. Sonnets occupy a special place in Keats' relatively small volume of creative heritage. During his short life, he wrote sixty-seven sonnets and contributed to the revival of this poetic genre in English lyric poetry of the Romantic era. Keats introduced the romantic spirit of Hellenism and a deep vision of the beauty and harmony of life into British poetry. Keats poems are filled with many feelings, intelligence, and depth.

The brilliance of Shakespeare is undoubtful; his poetic form was composed in iambic pentameter that meant the verse was usually unrhymed and consisted of ten syllables to a line, spoken with a stress on every second syllable. The main feature of the "Sonnet V" as a poetic form is that it has a definite, strict structure. The first quatrain reflects the main theme of the poem, representing some kind of definite statement. The second quatrain is a refutation or doubt about the statement expressed in the first. Thus, the topic gets its own development. Tercet is an explanation of the contradiction in the second quatrain, and outlines a certain resolution. The last lines reflect the conclusion about the whole work, its essence. "The structure of the sonnet also suggests an emotional break. In the classical sonnet, it falls on the transition from quatrains to tercets. But in Shakespeare's sonnet it is reflected in the eighth or thirteenth line." [1]. There are several types of sonnets, depending on the structure of the work: English (Shakespearean), French and Italian. The sonnet contains 14 lines in total: two quatrains (quatrains) and two three verses (tercets). And there are definite schemes of rhymes:

1. French sonnet: *abbaabbaccdeed* (or *ccdede*).
2. Italian sonnet: *ababababcdcdcd* (or *cdecde*).
3. English (Shakespearian) sonnet: *ababcdcdefefgg*.

Shakespeare's sonnet has a feature that singles it out from anyone else. It consists of the intense drama in each of the sonnets. One can observe a certain conflict, which, as a rule, finds its solution or a certain resolution in the last two lines, as a result of which the last two lines usually make up a complete, well-aimed thought, often turning into a series of catchphrases and aphorisms [2].

Here are the authors' sonnets.

| **John Keats. The Human Seasons** | **W. Shakespeare. Sonnet V** |
|---|---|
| Four Seasons fill the measure of the year;<br>There are four seasons in the mind of man:<br>He has his lusty Spring, when fancy clear<br>Takes in all beauty with an easy span: | Those hours, that with gentle work did frame<br>The lovely gaze where every eye doth dwell<br>Will play the tyrants to the very same<br>And that unfair which fairly doth excel; |
| He has his Summer, when luxuriously<br>Spring's honied cud of youthful thought he loves<br>To ruminate, and by such dreaming high<br>Is nearest unto heaven: quiet coves | For never-resting time leads summer on<br>To hideous winter, and confounds him there;<br>Sap checked with frost, and lusty leaves quite gone,<br>Beauty o'er-snowed and bareness everywhere: |
| His soul has in its Autumn, when his wings<br>He furleth close; contented so to look<br>On mists in idleness - to let fair things<br>Pass by unheeded as a threshold brook. | Then were not summer's distillation left,<br>A liquid prisoner pent in walls of glass,<br>Beauty's effect with beauty were bereft,<br>Nor it, nor no remembrance what it was: |

| | |
|---|---|
| He has his Winter too of pale misfeature,<br>Or else he would forego his mortal nature. | But flowers distilled, though they with winter meet,<br>Leese but their show; their substance still lives sweet. |

Linguistic analysis is carried out based on the means of expressiveness that the author uses in his work. In order to carry out this analysis, it was necessary to get acquainted with the works on the stylistics of the following authors: I.V. Arnold, V.V. Gurevich, T.A. Znamenskaya [3; 4; 5].

John Keats presents the different stages of life rendered as the four seasons of the year: *“Four seasons’ fill the measure of the year; / There are four seasons in the mind of a man:”* The first stage is the birth and the childhood days, it is featured by innocence, physical stamina and vitality, tremendous urge for the outdoors and a tremendous eagerness for fun and play: *“lusty spring”* during which anything seems possible and he observes everything beautiful in his life, which the poet refers to as *“all beauty.”* The poet personifies spring with an *“easy span”.* The second stage of human life is summer – youth that is marked by the end of childhood innocence, it lacks the same lust and ease of spring, but *“honied cud of youthful thought.”* A person gains a sense of *“dreaming high”.* The Middle age, autumn, is characterized by beginning of dryness and slow deterioration of leaves of trees and plants. Everything around begins to fade away and begins to look shabby. It suggests a sinking into one’s own thoughts and being on *“mists in idleness.”* The last stage, winter, is marked by extreme cold – *“forego his mortal nature”.* Keats paints a romantic vision of what it means to live by juxtaposing the four seasons or each stage of human life. The author uses mainly metaphoric epithets: *the measure of the year; honied cud of youthful thought.*

We present the two full versions of translations of the Keats sonnet. Marshak’s version is conveyed more relaxed and softened than in the original. Sukharev’s one is close with its syntactic conformity to Keats’s sonnet structure.

| **С. Я. Маршак.** | **С. Л. Сухарев** |
|---|---|
| 1. Четыре разных времени в году.<br>2. Четыре их и у тебя, душа.<br>3. Весной мы пьём беспечно, на ходу<br>4. Прекрасное из полного ковша. | Четыре времени сменяет год,<br>Четыре времени в душе людей,<br>Легко мечта уносится в полёт,<br>Впивая красоту Весной своей. |
| 5. Смакуя летом этот вешний мёд,<br>6. Душа летает, крылья распустив.<br>7. А осенью от бурь и непогод<br>8. Она в укромный прячется залив. | На склоне Лета счастья выше нет<br>В медовой жвачке памятных минут<br>Приблизиться блаженством юных лет<br>К небесному. Есть у души приют |
| 9. Теперь она довольствуется тем,<br>10. Что сквозь туман глядит на ход вещей.<br>11. Пусть жизнь идёт неслышная совсем,<br>12. Как у порога льющийся ручей. | В туманах поздней Осени, когда<br>Прекрасное проходит вдалеке<br>И ускользает мимо, как вода<br>В бегущем у порога ручейке. |

| | |
|---|---|
| 13. Потом зима. Безлика и мертва.<br>14.Что делать! Жизнь людская такова. | Душа мертвеет бледною Зимой -<br>И ей не преступить закон земной. |

Most authors who turned to translate Keats's poem "The Human Seasons" (Marshak, Tchaikovsky and Finkel) managed to maintain the semantic content of the original. We hope there is not a need in the whole versions of these translators, one can easily find and compare them. We think that Finkel's version in some points is much closer to the source version. For example, the passage *"For never-resting time leads summer on to hideous winter"* in Marshak's translation is conveyed milder and relaxed than in the original: *"Уводит лето в сумрак зимних дней"*, whereas in Finkel's translation we read the neutral: *"На смену лету дикость злой зимы"*. Tchaikovsky tried to keep the roughness and conveyed the author's contemptuous attitude towards winter *"Гонит лето к убожеству уродливой зимы"*. Marshak smoothed things over and tried to soften, but this moves him a little away from the original. Tchaikovsky, on the contrary, conveyed all the spite of winter; Finkel is more blandly and gently introduces the lines, although there are moments that were accurately conveyed by two other translators, but perhaps adhering to the middle, his version is better suited.

Facing to the Shakespearian "Sonnet V", we find it necessary to give the linear translation by A. Sharakshane:

*"Те часы, которые своей тонкой работой создали*
*прелестный образ, на котором останавливаются все взгляды,*
*поведут себя как тираны по отношению к нему же*
*и лишат красоты то, что _все_ превосходит красотой,*
*поскольку неутомимое время ведет лето*
*к отвратительной зиме и там губит его:*
*соки _будут_ скованы морозом, а пышная листва исчезнет,*
*красота _будет_ занесена снегом и всюду _будет_ голо.*
*Тогда, если эссенция лета не была сохранена,*
*жидким узником, заточенным в стеклянных стенах,*
*вместе с красотой будет утрачена ее _животворная_ сила,*
*не станет ни _красоты_, ни памяти о том, какова она была.*
*Но если из цветов выделена эссенция, то, хотя их*
*постигает зима,*
*они теряют только свой вид, а их сладостная сущность*
*по-прежнему живет."* [2].

The sonnet under review by Shakespeare has a lot of versions of translation.

It is the transience of time, that changes everything around, but only the beauty of the soul is constant:*"Свой прежний блеск утратили цветы, Но сохранили душу красоты. "(Marshak)*. These two last lines are differently translated by the following authors:

*1. Но, извлеченный из цветов, зимою*
*ранит он хоть на вид - их суть собою. (Tchaikovskii)*

*2. Но нежный цвет, в экстракт на зиму превращенный,*
*теряет внешность лишь, не запах благовонный. (Gerbel)*
*3. Сок извлечен, - и есть предел утрате:*
*Хоть нет цветов, - есть жизнь в их аромате.* (Holodkovskii)
*4.Но то, что было бренной красотой,*
*Вберет нетленный искристый настой.* (Aleksandrovskii)
*5. Зимой цветок теряет лишь наряд,*
*Но сохраняет душу - аромат.* (Finkel)
6.*Пускай зимой цветы придут в упадок,*
*Но аромат их будет свеж и сладок.* (Stepanov)
*7.И пусть зимой цветы теряют вид,*
*Сей эликсир их душу сохранит.* (Arkhiptsev)
*8. Цветы погибли, встретившись с зимой,*
*А сущность их сохранена живой.* (Kuznetsova)
*9.Утратив форму, лето не вернуть,*
*Но в запах сладкий перельется суть.* (Trukhtanov)
*10. В цветах, с зимой встречаясь, гибнет радость,*
*Тая в безмолвии души бессмертной сладость.* (Yakushina)
*11.Но жив, когда зимою блекнет сад,*
*Из розы извлеченный аромат.* (Fradkin)

Translations of Shakespeare's sonnets in Russia can be divided into three time periods: the pre-revolutionary period (N. Gerbel, S. Ilyin, M. Tchaikovsky, A. Kremlev), Soviet times (B.L. Pasternak, S.Ya. Marshak), and modern translations 1990-2000 (S. Stepanova, I. Fradkina, A. Finkel).

The linguistic analysis of sonnets shows that W. Shakespeare uses in his sonnets such stylistic means as metaphors, epithets, comparisons, metonymy, as well as words of the sublime style. In addition, the texts of his sonnets are full of outdated word forms and archaic constructions. The main themes of his sonnets are the themes of friendship and love. However, in some of his sonnets, one can also find a reference to the social problems of that time, as well as to the image of an ordinary person. The said features of Shakespeare's style can be observed in the "Sonnet V", e.g.:

*"Those hours, that with gentle work did frame"* – personified metaphor. *"The lovely gaze* (metaphor based on epithet*) where* ***e**very **e**ye **d**oth **d**well"* (double alliterations based on epithets). *"For never-resting time* (metaphor based on compound epithet) *leads* (personification) *summer on".* …. "*and **l**usty **l**eaves quite gone"* (personification based on simple epithet and alliteration at the same time).

**Conclusion.** Thus, we can summarize that comparative historical analyzes of the translations of sonnets by Shakespeare and Keats show that the strategy of the translators of the pre-revolutionary period is distinguished by **the preservation of the greatest individuality and expressiveness in translation.** The strategy of translating sonnets of the Soviet era is more focused on **the perception of the recipient, and therefore, less expressiveness is preserved and some deviation from the author's system of images and stylistic structure** is allowed. The modern strategy for translating sonnets is in many ways similar to the strategy of the Soviet era, in connection with which **there is a similarity in the system of images, as well as a loss of expressiveness in comparison with the translations of the pre-revolutionary period.**

In addition, the analysis allows us to conclude that the translations of W. Shakespeare's sonnets belong to the recreational types of translations of poetic texts, since the size and the main idea of the original are fully preserved in the translations. "The poets of the Renaissance, including W. Shakespeare, sought not to create something thematically new, but to describe what everyone has known for a long time, but in a new way, so that what was described earlier sounded in new colors, without causing any comparison." [6]. The most spread stylistic mean is personification [7]. In the process of translation of a poetic work, it is impossible to preserve all the semantic elements, since this leads to changes in form, which in turn lead to the loss of content and aesthetic value. The first necessity in rendition is to recreate the rhythmic structure as the basis of poetic meaning. Content is not necessarily sacrificed to convey a form, but it must fit within that form. The translator has to constantly solve the problem of balance regarding preservation of the form and content of the work [8].

And coming back to the sonnets of Keats and Shakespeare, we must underline that the main strategies in translation of the sonnets under review are the closeness of stylistic images of the poems; literary connections in sonnets and system of rhyming.

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## DERIVATION IN MARKETING TERMINOLOGY

**Introduction**. In modern English, there are several types of word formation, each of which is important and has its own specific features. Different types of word formation provide opportunities for a quality understanding of English terms and characterize the features of language culture. Marketing terminology is highly dynamic part of business discourse, with new terms emerging due to the developments in this field. Thus, studying the ways the marketing terms are formed is topical and relevant.

**Review of recent publications.** Over the past few years, fundamental studies have been published. Of particular interest is work by Gutyryak O. I. [2]. The subject of her research is the interaction of semantic and morphological-syntactic levels lexical units in English marketing terminology. Moreover, aspects of English terminology have been studied by scholars such as, Lotka O.M., Duda O.I., Panko T.I. [3], Kudelko Z.B., Konstantinova O.V. and others. However, the topic under consideration remains hot because marketing terminology is currently being developed and in most cases is considered in general.

**Objectives of the paper.** The paper aims at examining the features of prefixal, suffixal, and prefixal-suffixal ways of forming marketing terms.

**Results of the research.** The linguistic material of the research comprised 200 English economic terms formed with prefixes.

There are morphological and non-morphological means of word-formation. Morphological methods include suffix, prefix, prefix-suffix, and non-suffix. The concept of morphological word formation covers all ways of affixal word formation, basic composition, word formation, and abbreviation. Affixation means word-formation according to a certain word-forming model, with the help of word-forming affixes. According to Panko T.I., morphological way of word formation is one of the significant sources of English business and marketing terminology [3] .

The distribution of marketing terms by lexical, word-forming and graphic length indicates that in this area there are optimization processes. Structurally simpler and shorter terms are convenient for use, there are more possibilities for combining two or three morphemes [2].

Different combinations of morphemes in a simple or complex word are carried out within a certain word-forming type, which is assigned a certain word-forming meaning inherent in the class of words: nouns, adjectives, verbs, adverbs.

A derivative is a derived word, in the formation of which the creative base interacts with the derivational affix to form a new lexical unit according to lexical and morphological criteria. Affixation involves the addition of prefixes, suffixes, endings to a kind of foundation, namely – to the root. The common name of all these particles is affixes [2].

The prefix is a morpheme that precedes the root, with its appearance the word changes its lexical meaning and some grammatical characteristics [1]. For example, words can be formed with the following prefixes:

- un- (*unprofitable, unprepared*);
- dis- (*distributor, discounter*);
- non- (*nontariff, nonmarket*);
- multi- (*multivalued, multipack*);
- in- (*invoice, increase*).

The suffix is a morpheme that is placed after the root and changes the properties of a word, both lexical and grammatical. Suffixes are involved in the formation of practically all parts of speech, they form nouns, verbs, adjectives, and adverbs [1].

The word-forming suffixes predominating in marketing terms are as follows:

- -er, -or, for nouns (*advertiser, competitor*);
- -ion for nouns (*reclamation, distribution, marketization*);
- -ment for nouns (*advertisement, assortment, endorsement*);
- -ty for nouns (*commodity, diversity*);
- -ism, -ist for nouns (*consumerism, consumerist*);
- -ate, -en for verbs (*deliberate, shorten*);
- -al, -ar for adjectives (*defrayal, popular*);

- -ly for adverbs (*publicly, freely*) and others.

The prefix-suffix word-formation method is an example of a combination of a suffix and a prefix in one word. For example, *unacceptable, underdevelopment, devalorization, expropriation, innovation*. The pie chart below shows the frequency of occurrence of the aforementioned ways of word-building in terms of marketing terminology (fig. 1).

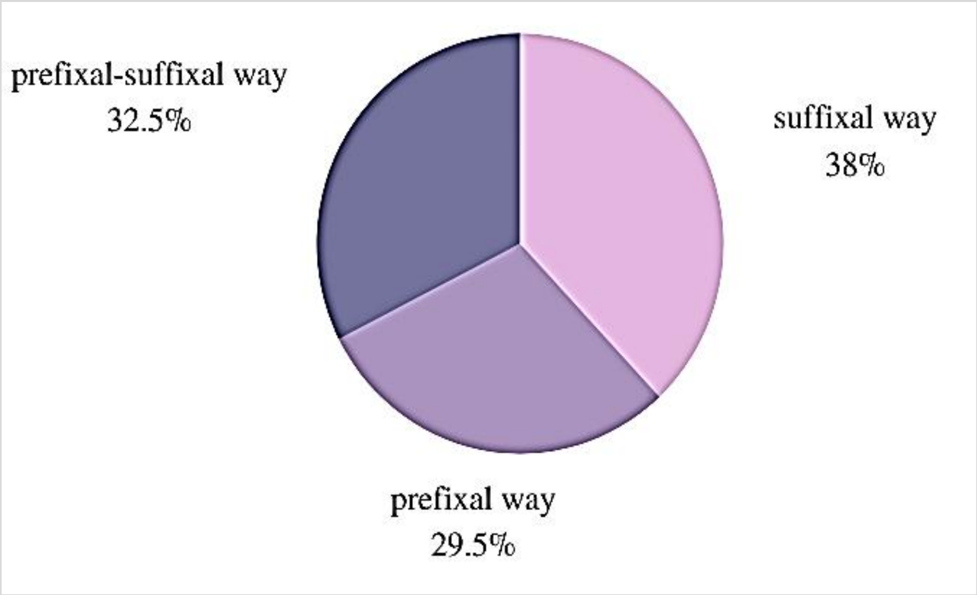


Fig. 1 The frequency of occurrence of affixes in marketing terminology
*Source: created by the author based on [3]*

As is seen, most marketing terms are formed by suffixes (38%). The share of prefixal-suffixal terms is a bit lower (32.5%) and prefixal marketing terms account for 29.5%.

**Conclusion.** The study showed that most terms are formed by affixation, which is of the suffix, prefix, and prefix-suffix type. The most common way of word-formation for selected marketing terms is the suffix type. Further research into distribution of prefixes and suffixed utilized to make derivatives in marketing terminological system is highly promising.

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## THE CATEGORY OF FAKE IN PRESENT-DAY LINGUISTIC STUDIES

**Introduction.** The category of fake has always been used on purpose as a tool for manipulating the collective and individual consciousness of the society members in order to create a false mental worldview. Undoubtedly, the effectiveness of the universal linguistic and philosophical opposition *truth – untruth (lie/false)* has been observed at all stages of human civilization development and in all spheres of human activity. In particular life contexts one may deal with such verbal manifestations of the fake category as *misinformation, insinuation, slander, deception, fabrication*, etc., that are able to verbalize the category under consideration at all levels of the language system, objectifying it in different types of discourse throughout the knowledge system.

**The objective of the paper** is to provide a general view on the category of fake in present-day linguistic studies in terms of the so-called linguistics of lying as the newly introduced independent linguistic field that aims at analyzing various language phenomena, processes, units, formulae, models, etc. via the verbal realization of untruth/falsehood in a number of discourse types both at the levels of language and speech.

**Review of recent publications**. In different chronological periods, the category of fake was studied mainly within the dichotomous opposition *"truth :: untruth"* in the focus of its ontological essence with a projection on verbal and nonverbal communicative expression. A number of falsehood/lies type classifications have been proposed by F. Aquinas, Av. Augustine, R. Chisholm, V. Znakov, H. Pocheptsov,

S. Petropavlovskyi, K. Melitan, O. Lipman, W. Stern and other linguists and philosophers. They are based on different principles and criteria (namely *ontological, value, semasiological and onomasiological, functional*, etc.) and are often controversial due to their actual mutual replacement and intertwining and, as a consequence, the impossibility of reducing them to a single hierarchical scheme. The *category of improbability* as well has been thoroughly investigated by such domestic (Ukrainian) scholars as A. Chernenko, F. Batsevych, T. Kosmeda, O. Morozova, T. Osipova, and oth. The issue of fake category verbalization has been discussed in the research works by Russian and European linguists, among them J. Adler, D. Baron, A. Lenets, N. Tolstoy, H. Weinrich, J. Meibauer, and oth.

**Results of the research.** When discussing the category under consideration it is worth mentioning that in 2017, the editorial board of the British publishing house *Harper Collins*, which issues *the Collins English Dictionary*, identified the language unit that won *the Word of the Year* nomination. It is the phrase *"fake news"* (meaning *"false news")* that appeared to be the winner. Its usage frequency with members of the English-speaking community increased by 365% from 2016 to 2017 [11]. It is remarkable that the majority of experts tend to attribute this to the specifics of the speech behavior of the then US President Donald Trump.

Preferring a comprehensive, integrated approach to *lies/untruth/falsehood issues* research, linguists emphasize the importance of considering the nature of the relationship between such concepts as (1) lies and words; (2) lies and concepts; (3) lies and sentences; (4) lies and text; (5) lies and discourse, which makes it possible to distinguish the linguistics of lies/lying/false as an independent linguistic field. In modern linguistics one traces only the formation of its conceptual and terminological apparatus, namely metalanguage.

T. Kosmeda in her studies dedicated to this issue, within the context of the philosophical law of dialectical opposition, emphasizes the verbal realization of such oppositions as *probability - improbability, possibility - impossibility, truthfulness - untruthfulness,* based on the axiological universal dichotomy of *truth - falsehood.* The scholar emphasizes that the category of improbability as a linguistic and philosophical category and one of the elements of the binary opposition *"probability - improbability"* includes the ability of the human mind to verbalize *truth, half-truth, untruth (lies)* through a system of language, forms and models [2]. T. Kosmeda declares the formation of an independent section *linguistics of lies*, or *mentiology*, which nominates *ornamental mentiology* and aims at clarifying the system of artistic (figurative) means or figures that serve to verbalize the *mythological, untrue, unreal, fictional, fantastic,* and, therefore, help the linguistic-philosophical category of improbability get verbalized, i.e. the discourse of untruth and lies is modeled. According to T. Kosmeda's conception, scholars can observe the possibility of introducing the term *onomastic mentiology* into linguistics, which will focus upon the linguistic means of verbalizing lies in onomastics [2; 3].

O. Morozova is one of the first Ukrainian linguists to have focused on studying *linguistics of lies* certain aspects, characterizing the verbal manifestation of fake and falsehood in the cognitive-discursive paradigm and applying the format of an integrative approach considering statistical and dynamic modes of lying phenomenon in general as well as the structure and content of the *FALSE concept* in particular [8]. The researcher has singled out and described the unit of discursive realization of *false/untruth*, nominating it as the *discourse of lies/false/untruth*. O. Morozova has analyzed the specifics of the internal form of the English verbal units manifesting the phenomenon of *lies/false/untruth* in language and speech, interpreting the cognitive and communicative content of false statements.

The phenomenon of lies is undoubtedly multifaceted and is studied in various linguistic fields, covering the following areas: (1) communicative parameters and dimensions (communication conditions, communicative purpose, communicative strategies and tactics, communicative role, etc.); (2) the psychological state of the addresser and the addressee of the false statement; (3) the degree of influence of false information transmitted by the communicator; (4) sociolinguistic features (the influence of social factors on the design of lies in speech); (5) genre specifics of texts; (6) semiotic laws and regulations; (7) national and cultural specifics of understanding and measuring lies.

A. Lenets emphasizes that aspects of the lies phenomenon objectification in linguistics should be systematized on the principle of correlation with the functions that correspond to each of the studied parameters of the fake category, for example: (a) the metalanguage function of lies is viewed in the plane of linguistic philosophy; (b) reference – involving the tools of linguoconceptology and linguoculturology; (c) emotional – in the parametric dimensions of psycholinguistics and linguocognitology; (d) phatic – via the prism of sociolinguistics [4; 5; 6].

**Conclusion.** Considering the prospects of further research in the plane of linguistics of lying/untruth/false, one should emphasize that although over the past few millennia the understanding of the ontological nature of the fake category in the humanities has not changed, yet at the present stage of linguistics it has gained significant experience which became possible due to applying the tools of communicative, cognitive, political, legal, socio- and gender linguistics as well as linguosemiotics, linguophilosophy and other relevant linguistic fields. Therefore, the accumulation and consolidation of such a multifaceted experience will allow to develop new concepts of interpreting the untruth/false/lies phenomenon within the *category of fake* in different angles, aspects, parameters: for example, via linguistics of humor, linguistics of propaganda, linguistics of advertising and oth. taking into account gender, age, professional and nationally marked parameters of the study of linguistic personality themselves – the agent of speech action, who verbally objectivizes falsehood.

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# BULLYING AS A SOCIAL PHENOMENON

**Introduction**. Bullying is something, that most of the victims of such phenomenon will not talk about, as it is a painful experience for them and they are afraid of being exposed. In recent years, there was a lot of different news about bullying, and all of them with various conditions and consequences. So, educational institutions in some countries provide various systems against bullying.

**Review of recent publications.** This phenomenon is widespread among society, so there are many researchers. Among them is the research work by I.Zycha, R.Ortega-Ruiza, and R. Del Reyb "Scientific research on bullying and cyberbullying: Where have we been and where are we going" [8]; "Introduction to the special issue on bullying: A social influence perspective" written by J.B.Simon [9]. The former`s main objective was to focus the attention of society on issues, which are caused by bullying, while the latter`s main objective was to describe the relationship between social influences and attitudes and/or behaviors of various participants of the bullying situation. Every year there are large-scale sociological researches by UNICEF, etc.

**Objectives of the paper**. The main objectives of the research are to investigate the main factors of this phenomenon, to identify prevention strategies, and to increase awareness among society.

**Results of the research.** The researchers mention that the phenomenon of bullying has a multidimensional character. However, there are three main factors: young people, the hush of the local community, the passivity of the adults [1]. Originally bullying was used to be termed as "mobbing" by Olweus in 1972. Individuals take part in bullying situations in a variety of roles, such as a bully, a victim, a witness, and other roles that can be classified by active, passive, or perceived presence. Also from one situation to the next individual tends to be dynamic in roles, which he takes on [2].

There are various factors of bullying, but they can be combined into four groups: personal, family, environmental and social. Personal factors are the physical or psychological characteristics of the person. As for family factors, there is hyperopia over the child, domestic violence, lack of close relationship between parents and child, etc. Environmental factors are a lack of control by the teaching staff over children's behavior, ignoring the problem at the level of the educational institution.

And the last one is social factors, which are gender stereotypes, social and economic inequality, etc. [3]. The factors above testify that bullying is systematically analyzed in the current world.

According to the research, which was based on federal statistics in the USA, about 20% of students aged 12-18 experienced bullying nationwide. Students of 12–18 ages, who reported being bullied, said they thought those who bullied them: could influence other students' perception of them (56%); had a more social influence (50%); were physically stronger or higher (40%); had more money (31%). Also, the research estimated that cyberbullying mostly occurs among students ages 12-18 who reported being bullied at school during the school year. 15 % were bullied online or by text. Furthermore, 14.9% of high school students were electronically bullied during 12 months before the survey [4]. These statistics show us that a significant part of teenagers and youth are in danger of being bullied.

According to UNICEF research made in Ukraine about 90% of respondents confirmed the facts of bullying. In about half of all cases, children bully their classmates because of their appearance. Two-fifths of Ukrainian children keep everything to themselves because they are embarrassed to talk about being attacked by their classmates. The vast majority of bullying incidents (69%) were performed face to face. Only about 20% of them were bullied online. About 36% of victims didn`t report bullying and about 40% of victims said they were ashamed [7]. Such figures tell us that bullying is widespread in educational institutions and this phenomenon is still accepted to keep silent.

Bullying has various negative effects. For instance, students who experience bullying are at increased risk for depression, anxiety, sleep difficulties, lower academic achievement, and dropping out of school. Moreover, students who are both targets of bullying and engage in bullying behavior are at greater risk for both mental health and behavior problems than students who only bully or are only bullied. Besides, bullied students indicate that bullying hurts how they feel about themselves (27%), their relationships with friends and family (19%), their school work (19%), and physical health (14%). Additionally, youth who self-blame and conclude they deserved to be bullied are more likely to face negative outcomes, such as depression, prolonged victimization, and maladjustment. Also, tweens who were cyberbullied shared that it negatively impacted their feelings about themselves (69.1%), their friendships (31.9%), their physical health (13.1%), and their schoolwork (6.5%) [5]. According to the information, which was mentioned above, it is clear to say that bullying has a destructive power and the wheel of violence keeps being closed.

There are individuals, who experienced bullying and keeps passing on harassment, but also people, who break down the wheel of violence in different ways. Also, I would like to mention, society has already developed some ways to put an end to harassment and cyberbullying among their local communities and throughout the country. For instance, there are some local groups of virtual security guards, which help victims with the consequences of bullying, write reports to police about offenders, and if they can they try to restrict online facilities of the offender in their local group, such as a ban of writing for a while. Although some countries have such unofficial groups, there are some countries with government online security systems or/and cyber police.

Parents, school staff, and other caring adults should prevent bullying. There are several ways of preventing it. First of all, help kids understand bullying. Kids who know what bullying is can better identify it. They need to know ways to safely stand up to bullying and how to get help. Secondly, keep the lines of communication open.

The researcher tells that spending 15 minutes a day talking can reassure kids that they can talk to their parents if they have a problem. Talking about bullying directly is an important step in understanding how the issue might be affecting kids. Thirdly, encourage kids to do what they love. Help kids take part in activities, interests, and hobbies they like. These activities give kids a chance to have fun and meet others with the same interests. They can build confidence and friendships that help protect kids from bullying. And last but not least, model how to treat others with kindness and respect. Kids learn from adults' actions. By treating others with kindness and respect, adults show the kids in their lives that there is no place for bullying [6].

**Conclusion**. To sum up, bullying is a social phenomenon, which has an impact on all participants of bullying in a negative way. The rates of such phenomenon can be reduced by the efforts of both adults and kids. Also, we need to focus on the instruments, which are already developed and have success, but not to make them the new causes of bullying.

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## PROBLEM OF SUICIDE

**Introduction.** Suicide has always aroused interest, compassion, and, as a result, the desire to understand the roots and origins of this phenomenon. This is a phenomenon with multidisciplinary nature. This topic is not popular in society because of the moral sides of it, people are afraid. But that problem is still here, and we must talk, research more about it. We must help people to prevent more deaths and make them feel comfortable in their life. The research describes suicides from a sociological point of view.

**Objectives of the paper.** The objectives of the paper are: to create a picture of what's happening in the sphere, to analyze differences between different categories of people, to look at different factors of suicide, to describe the main problems we have now, to raise and disseminate the theme in society. Suicide is the act of intentionally causing one's death, often carried out in desperation, attributed to mental illnesses [1]. Suicide is one of the manifestations of auto-aggressive behavior [2]. For the first time, Emile Durkheim investigated the problem of suicides from a scientific point of view. The sociologist pointed out that persons who have a more powerful grid of social connections are less prone to suicides than persons who are poorly associated with the lives of groups [3]. Personal motivation for suicides varies between different crises.

**Results of the research.** At the time of summing up, 102 people were accepted in the survey, including 49% of men and 51% of women. Main age categories: under 16 years (23.8%) and 17-25 years old (72.3%). From the results of the survey, we can create an overall picture among people with suicidal thoughts. Among them, there are more men by 9.6%. On average, the frequency of stress situations is estimated at 3.6 out of 5. Only 38.7% of them are socially active. 64.5% have constant trouble sleeping. In general, according to the results of the survey, we have the following situation. The rate of frequency of stressful situations is average and equal to 2.93 out of 5. According to the research, this contributes to depressive sentiment in the population. Only 17.6% of respondents have healthy sleep. Stable sleep problems are seen in 40.2%. In addition to the suicide risks, it also describes one of the effects of frequent stress. Half of the respondents are socially active. The other half is at risk. It is worth noting that social activity can also be affected by moral exhaustion due to stress. Part of the survey was devoted to analyzing the opinions of the population as to my topic.

Society's attitude to suicide affects the risk of committing suicide. Pressure from others can be decisive. Among the respondents, 22.5% condemn suicides. They are not ready to perceive such people. 37.3% could not answer. We can say that they did not think about this problem at all. 63.4% believe that a person has the right to commit suicide. They argue their choice by the fact that each person owns his life and can end it himself. The other part denies. They believe that everyone is responsible not only for themselves but also for their loved ones. As a result of the plight of society, more than half of the respondents met potential suicides. And 3.9% themselves tried to end their lives by suicide. It shows how important the problem is. We must stop glossing over it to improve the state of the population.

**Conclusion.** The overall picture of the research shows, that people now are in a risky situation. Different factors push us to a depressing state and increase the number of potential suicides. People should be more informed about this topic. We can’t pressure on those, who need help. Only if we can understand them, we can help. So, let’s talk about it! The problem of suicide is very deep and serious. We must do everything we can to stop it!

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# GENDER STEREOTYPES IN MODERN SOCIETY

**Introduction**. A gender stereotype is a generalized view or preconception about attributes or characteristics, or the roles that are or ought to be possessed by, or performed by women and men. A gender stereotype is harmful when it limits women's and men's capacity to develop their abilities, pursue their professional careers, and make choices about their lives [1]. Many of the gender stereotypes we know today were not always present in the past; they are relatively new trends in human society. This is because social expectations of each gender change over time, and often develop differently in cultures around the world [2].

**Review of recent publications.** In a study for the journal article "Beliefs about Gender", Katherine Coffman (assistant professor of business administration) and her colleagues asked participants to answer multiple-choice trivia questions in several categories that women are perceived to have a better handle on, like the Kardashians, Disney movies, cooking, art and literature, and verbal skills. Then they were quizzed in categories considered favorable for men, such as business, math, videogames, cars, and sports. "Gender stereotypes determine people's beliefs about themselves and others," Coffman says. "If I take a woman who has the same ability in two different categories—verbal and math—just the fact that there's an average male advantage in math shapes her belief that her math ability is lower." [3].

In the book "The unmade bed" by Stephen Marche, she highlights an interesting area that is often neglected: how gender bias affects boys. One of the major impediments to boys receiving a fair education is the perceived need to "tame" them—a trend that Marche strongly feels should be discouraged. Research reveals that boys are often physical learners, which is an alternative learning style to the traditional "chalk and talk" method where students are expected to sit quietly and listen to the teacher [6].

**Objectives of the paper**: to study the gender stereotypes and roles in the life of Ukrainian students and also the difference of the extent of the problem between the older and younger generations.

**Results of the research.** Gender stereotypes shape self-perception, attitudes to relationships and influence participation in the world of work. In a student environment, they can affect a young person's classroom experience, academic performance, subject choice, and well-being.

The assumptions we make about boys and girls may be conscious or unconscious and can result in students being treated differently or offered different opportunities based on their gender [4: 2].

The main reason for this is the gender stereotypes of older generations. They usually impose traditional stereotypes about behavior, appearance, occupation, and the future. In their opinion, girls have to be beautiful, sophisticated, modest, quiet, also they should get married early and have a baby.

Accordingly, girls don`t have a proper education, because their teachers don`t consider it necessary. As for boys, they always should be strong, emotionless, impartial, and support a family on their own. Also, boys must never show their feelings and cry, because sensitivity is always about women. In general, there are four basic kinds of gender stereotypes:

- Personality traits — For example, women are often expected to be accommodating and emotional, while men are usually expected to be self-confident and aggressive.
- Domestic behaviors — For example, some people expect that women will take care of the children, cook, and clean the home, while men take care of finances, fix the car, and do the home repairs.
- Occupations — Some people are quick to assume that teachers and nurses are women and that pilots, doctors, and engineers are men.
- Physical appearance — For example, women are expected to be thin and graceful, while men are expected to be tall and muscular. Men and women are also expected to dress and groom in ways that are stereotypical to their gender (men wearing pants and short hairstyles, women wearing dresses and make-up.

Fortunately, the younger generation has become more liberal and tolerant. The research showed that most young people consider that men and women must have equal rights:

- 57 % of the respondents understand that International Women's Day is the day of women`s struggle for their rights;
- 100 % of the respondents disagree with the claim that men must join the army;
- 60 % of the respondents disagree with the claim that the rape victims are responsible for this;
- 73 % of the respondents disagree with the claim that men must never show their feelings and cry;
- 80 % of the respondents consider that men and women equally deal with a senior position;
- 90 % of the respondents consider that both parents must raise the child.

**Conclusion.** Gender equality is not only a fundamental human right but a necessary foundation for a peaceful, prosperous and sustainable world. There has been progressing over the last decades: more girls are going to school, fewer girls are forced into early marriage, more women are sitting in parliament and holding leadership positions, and laws are being reformed to advance gender equality [5]. Indeed, studies showed that more and more young people don`t share old stereotypes and they support the idea of gender neutrality. In the modern world, the real equality of women and men is the key to our economic and social success. And not only at the European or national level, but also at the level of the region, city, and community.

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## USAGE OF MATHEMATICS IN OTHER SCIENCES

**Introduction.** Mathematics is the science of quantitative relationships and spatial forms of the real world. It includes such disciplines as arithmetic, algebra, geometry, trigonometry, higher mathematics (analytic geometry, linear algebra, calculus, differential, and integral calculus, etc.). Each of them studies quantitative relations and spatial forms of the world in a special aspect and acts by their methods. Mathematics is one of the most important sciences. Today there are no spheres of human life where mathematics is not needed. Not a single discovery can be done without it, not a single invention works, not a single enterprise or state functions, therefore, the range of everything where mathematics is needed is quite wide.

**Review of recent publications.** The topic of using mathematics in other sciences was popularized by the following scientists: Dr. Margaret Wright of Bell Labs and Prof. Alexandre Chorin of the University of California-Berkeley volunteered to address the need for this interplay between the mathematical sciences and other sciences and engineering in a report to the Division of Mathematical Sciences. Jeremias Benjamin Richter devoted his dissertation to the using of mathematics in chemistry. Also, there is the interesting paper “The role of mathematics in our lives” by Commissarov M. L.

**The objective of the paper** is to show the use of mathematics in other sciences and our daily life and to study sciences (professions) where mathematics is indispensable.

**Result of the research.** Mathematics is widely used in the industry. Mathematical models, graphs are very often used in industry and, in particular, in the preparation of certain reports. Construction is indispensable without mathematics - builders need to calculate how much material needs to be spent on the construction of an object, what length should the object be. Every worker needs mathematical knowledge. Basic formulas and rules of geometry are used in construction calculations: formulas for calculating the areas of the most important geometric shapes. The volumes of the most important solid shapes are pyramid, cone, ball. You need to understand how much is it technologically possible before embodying a project. The all the details must be calculated.

In jurisprudence, as in mathematics, the same methods of reasoning are used. The purpose is to reveal the truth. Any lawyer, like a mathematician, must be able to reason logically and be able to apply inductive and deductive methods. Therefore, the future lawyer forms his professional thinking while studying mathematics. Statistics plays an important role in law practice because you can make reliable conclusions and correctly process information.

The first systematic research on mathematical models in biology belongs to A.D. Lotke (1910-1920). His models haven`t lost their value even now. The founder of the modern mathematical theory of biological populations is an Italian mathematician Vito Volterra, who developed the mathematical theory of biological communities with the apparatus of differential and integrodifferential equations. Some connections between biology and mathematics have become commonplace. This applies primarily to genetics and the study of population dynamics [1].

Mathematics is also used in medicine. Mathematics is an extremely powerful and flexible tool for the study of the world around us. Any scientific discipline has its methodology based on the performance of the specific experiments. Then this information is recorded and processed as numbers. And since the processing of numerical information is a mathematician task, that’s a connection between math and medicine [2].

Both biomedical scientists and mathematicians speak of “models”. For a biomedical scientist, a model is a living system that mimics some aspects of a more complex biological system, e.g. a disease. But cancer cells extracted from a patient and grown in vitro are no longer the same cancer that was originally in the patient. Nutrients and signals received from the bloodstream are not the same as those in the culture medium. Biomedical researchers use patients` cancer cells to study their possible vulnerabilities. Mathematical models describe real systems by abstraction and mathematical formalism. They enable extrapolation beyond the situations originally analyzed, allowing for quantitative predictions, inference of mechanisms, falsification of underlying biological hypotheses, and quantitative descriptions of relationships between different components of a system. They cannot replace experimental results but may complement experimentation by providing a broader picture. This in turn may prompt novel findings for some cancer-related problems.

Therefore, a combination of approaches using both types of models has the potential to provide more robust findings in cancer research. A search in the Web of Science database for “mathematical model” and “cancer” in 2018 returned 66 000 hits. That number includes papers using statistical models, which are relevant but not the kind of tools that applied mathematicians use to gain insight on problems. A narrower search for “differential equation” (one of applied mathematics` preferred modeling tools) and “cancer” gave 1518 results [3].

The task of physics is to identify and understand the relationships between observable quantities. Let’s back to the 18th century. The Italian scientist A. Volta said: “What can be done good, especially in physics, if you do not reduce everything to measure and degree? " Without mathematics, you cannot describe the physical picture of the world. The physical problems are solved by using math. So, for example, to solve the flat problems of hydrodynamics we use the theory of complex numbers. The vector calculus is used in all areas for the physics of vectors.

**Conclusion.** In summary, all modern life would be impossible without knowledge of mathematics. We wouldn't have good houses because builders haven`t been able to measure, count, and construct. Our clothes would be very uncomfortable, as they need to be well cut, and for this to be measured accurately. There would be no railways, no ships, no planes… There would be no radio, television, cinema, telephone, and thousands of other things that make up a part of our civilization. So, we need mathematics everywhere, and there is no area of life without mathematics.

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## PREVENTION OF THE DEVELOPMENT OF THE SIDE EFFECTS DURING USING DEXAMETHASONE ( EXPERIMENTAL STUDY)

**Introduction.** World Health Organization (WHO) Director-General Tedros Adan Ghebreyesus has named dexamethasone as the only effective drug for severe cases of COVID-19. Already in June 2020, Gebreyesus called for an increase in the production of dexamethasone for the treatment of severe patients. On 2 September 2020, WHO issued an interim guideline for the use of dexamethasone based on evidence from seven clinical trials. The document contains two recommendations: WHO strongly recommends oral or intramuscular administration of corticosteroids (dexamethasone) for the treatment of patients with severe and critical COVID-19; the regimen and duration of the course is carried out once a day for 7-10 days at a dose of 6 mg [1].

But dexamethasone is often used experimentally by physicians and biologists to simulate steroidal diabetes. Along with the stimulation of glyconeogenesis in the liver, dexamethasone inhibits glucose oxidation, enhances the breakdown of proteins, and inhibits their synthesis. With an increased release of amino acids from tissues and their entry into the liver, the process of transamination and deamination of amino acids, which are used for gluconeogenesis, is significantly accelerated. The combination of these effects leads to the development of hyperglycemia and other manifestations of the so-called steroidal diabetes mellitus [2: 538].

There is a need to anticipate and prevent the negative effects of dexamethasone in the proposed dose on the structure of the main target organs. As a publicly available, inexpensive, and almost harmless remedy, we chose a decoction of blueberry leaves (Vaccinium myrtillus) [3: 316].

**The aim** of the paper is to study the organ protective effect of a decoction of blueberry leaves at the experimental use of dexamethasone at the recommended WHO therapeutic dose for the treatment of patients with COVID-19.

**Materials and methods**. Experimental studies were performed at thirty white male outbred laboratory rats (with an initial weight of 200 g) kept on the standard diet of the vivarium of Vinnytsia Pirogov Memorial National Medical University, which were divided into three groups: intact, animals injected intramuscularly with dexamethasone 36 mg (which corresponds to a dose of 6 mg for humans) for 10 days [1] and rats, which on the background of the introduction of dexamethasone injected a decoction of blueberry leaves - Vaccinium myrtillus (1:5 1 ml per 100 g of mass intragastrically) also for 10 days. Rats were kept under standard vivarium conditions at 12-hour day lighting, air temperature - 20-25°C, air humidity - 50-55%. All manipulations with animals were carried out according to the positions of "European Convention for the Protection of Vertebrate Animals used for experimental and scientific purposes "(Strasbourg, 1986) [4] and the regulation IV National Congress on Bioethics (Kyiv, 2010) [5]. Histological examinations were performed according to the generally accepted method.

**Results of the research**. The animals were slaughtered under light ether anesthesia. For morphological studies, the right lateral lobe of the liver was constantly taken. Experimental administration of dexamethasone resulted in a preserved lobular structure observed in the liver tissue, but in the centrolobular zone there were areas where the radial location of the liver plates was disturbed, sinusoidal capillaries were significantly dilated.

Hepatocytes in such areas were often nuclear-free, optically vacuolated. In hepatocytes with preserved nuclei, their edema and hyperchromia were noted. Some cells had a swollen cytoplasm with a large number of optically empty vacuoles. In the centrolobular zone, there were also isolated foci of hepatocyte necrosis with infiltration of a large number of lymphocytes. Thrombi were observed in dilated lumens of sinusoidal capillaries and central veins. Endothelial cells of sinusoidal capillaries were inhomogeneously stained. Dystrophy and necrosis of hepatocytes were noted in the periportal zone. Dystrophy was fatty degeneration of hepatocytes (Fig.1(a), 1(b)).

Prophylactic administration of blueberry decoction contributed to the fact that the negative changes were significantly offset. Microscopic light-optical examination of the liver tissue of rats of the group with the prevention of aggressive effects of dexamethasone showed a slight violation of the structure of the liver plates, a slight expansion of the space of sinusoidal capillaries, a decrease in the number of macrophages, lymphocytes. Hepatocytes had a homogeneous cytoplasm, only some had optically empty vacuoles (Fig.1(c))

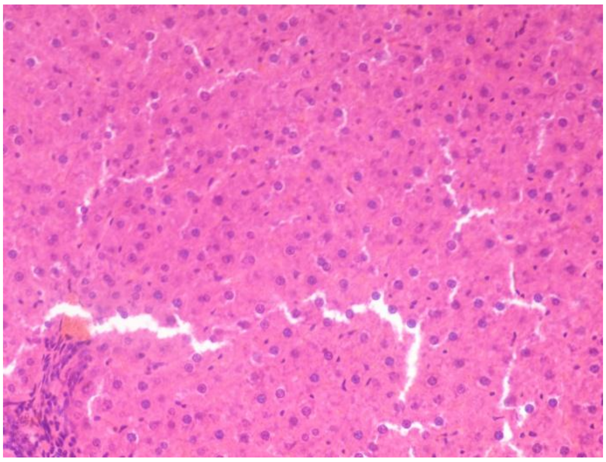

Fig.1(a) Histological examination of the liver tissue of the rat of the intact group. x200

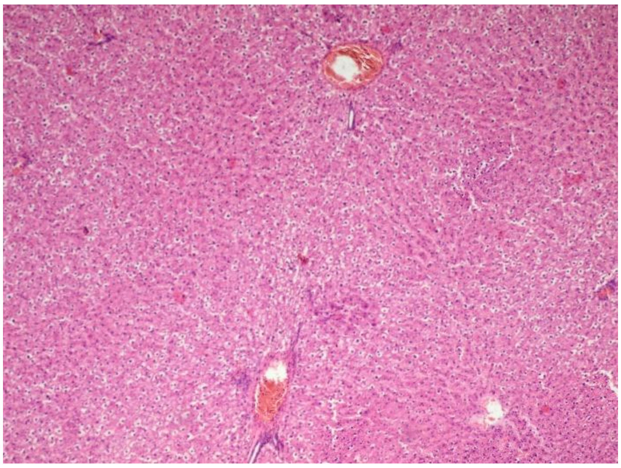

Fig. 1(b) Histological examination of the liver tissue of dexamethasone group. x200

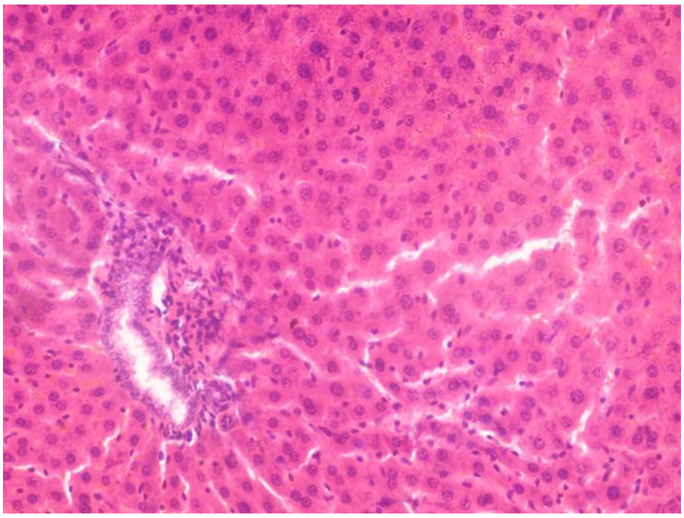

Fig.1(c). Histological examination of the liver tissue of dexamethasone group, prevention. x100

**Conclusions**. Intramuscular administration of dexamethasone at a dose of 36 mg/daily for 10 days (according to WHO recommendations for patients with COVID -19) causes severe dystrophic changes in the liver. At the same time taking a prophylactic agent – a decoction of blueberry leaves in a dose of 1:5 per 100g has a pronounced organ protective effect.

We consider it expedient to further study the effect of dexamethasone in the proposed dose on the morphology and physiology of the most important organs and organ systems and means of prevention of side effects of this drug.

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## BRAIN STIMULATION THERAPIES

**Introduction.** Mental disorders are one of the most difficult medical problems affecting people around the world. These changes can directly or indirectly affect a person's lifestyle in society, his ability to work, the ability to perform daily tasks, and adequately perceive events around him. Brain stimulation therapy plays an important role in the diagnosis and treatment of mental defects.

Brain stimulation therapy aims at activation or inhibition of the brain activity directly by electricity. The electricity itself can be supplied by electrodes that are implanted in the brain or non-invasively through electrodes placed on the scalp [1]. Although these therapies are used less frequently than drug treatment; they treat mental disorders that are not treated with medication and other treatments.

**Review of recent publication.** Review and analysis of scientific publications and articles, books, Internet resources, the use of the Internet to obtain structured knowledge.

**The objectives of the paper** are to investigate and study several methods of brain stimulation in the treatment of mental disorders; to consider, analyze and summarize information about methods of brain stimulation that are widely used and methods that are new and experimental.

**Results of the research.** Many methods of brain stimulation are used to diagnose and treat mental disorders:

1. Electroconvulsive therapy (ECT).
2. Stimulation of the vagus nerve (ANS).
3. Repeated transcranial magnetic stimulation (rTMS) [1].
4. Magnetic convulsive therapy (MST).
5. Deep brain stimulation (DBS), etc.

ECT is used only when the patient's illness has not improved after using other treatments (such as antidepressants or psychotherapy) [1]. ECT is used to treat psychosis, agitation, and aggression in people with dementia that are difficult to treat and where the disease affects the quality of life. ECT is also used to treat severe chronic depression, which does not improve with medication and other treatments, a state of intense euphoria, hyperactivity, which occurs as part of bipolar disorder. During the procedure, the electrodes are placed on the head at certain points that transmit an electric current that lasts less than 1 minute.

The ANS stimulation works through a device that is implanted under the skin [1]. A device called a pulse generator is surgically implanted in the upper left side of the chest. Connected to the pulse generator is an electrical lead wire, which is connected from the generator to the left vagus nerve. From the generator to the vagus nerve, 30-second electrical pulses are sent every 5 minutes. In turn, the vagus nerve transports these signals to the brain [2].

Using a brain scan, the researchers found that the device affects areas of the brain that regulate a person's emotions and mood [5]. MST is used as an alternative to ECT to find a successful treatment for depression, psychosis with fewer side effects. In MST, pulses of a high-intensity magnetic field are passed through a magnetic coil [3]. Stimulation is limited to a specific area of the brain, and accordingly has minimal effect on neighboring brain tissue.

**Conclusion.** Brain stimulation therapy has been shown to be effective in treating depression and treatment-resistant depression (TRD). The role of transcranial triple-brain stimulation in TRD has not yet been fully elucidated. However, new research suggests that this may be an effective adjunctive treatment.

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## ROBOTIC SURGERY AS ONE OF THE MOST INTERESTING AREAS OF DIGITAL HEALTH

**Introduction.** Medicine around the world is closely linked to modern technologies that are designed to increase the efficiency of medical care and make medicine more personalized. One of the most interesting areas of Digital Health is robotic surgery [1]. It is one of five the most successful technological areas that modernize medicine and the health care system. In the late 90`s a universal, robotic, surgical system [1] with remote control – a da Vinci surgical system- was created.

**Objectives of the paper.** To study and analyze the features, importance, and possibility of using the da Vinci surgical system in treating different surgical diseases.

**Review of recent publications.** Robotic surgery is now performed with the use of the da Vinci surgical system. It`s a unique set of technologies that include specialized "arms" for holding instruments and a camera, as well as a magnified screen and a console [1]. Robotic surgery, or robot-assisted surgery, gives the surgeon possibility to perform many types of complex procedures with more exactness, plasticity, and control than are feasible with standard techniques [2; 4].

However, robots don`t accomplish surgery. The doctor achieves surgery with da Vinci by using instruments in which the surgeon controls the arms while seated at a computer console near the operating table [5]. The console gives the surgeon a high-definition, magnified, 3-D view of the surgical site [2]. Advantages are that using robotic surgery, doctors can perform graceful and complex procedures, safety against possible hepatitis and HIV infection [2]. Robotic surgery assumes risks, some of which may be similar to those of traditional open surgery, such as a little danger of infection and other problems [2]. Robotic surgery gives to make minimally invasive surgery possible [2].

To operate manipulating the Robotic system, a doctor makes tiny incisions in the body and installs instruments and a high-definition three-dimensional camera, and skin incisions are not needed at all [2]. During a Robotic-assisted procedure, the doctor applies expert controls to control the instruments, and the instruments interpret your surgeon`s activities into accurate movements inside the body [2]. The surgeon is informing the robot what to do. The robot recognizes the injury for greater precision than the human hand on its own. The robotic system responds to the surgeon`s accurate hand and finger movements [2]. Many different surgical diseases have been successfully treated using Robotic-assisted surgery, such as colorectal, general, gynecologic, heart, transoral, thoracic, and urologic surgery and endometriosis [3].

**Conclusion.** The robotic perspective to surgery is less invasive and quick. They are often connected with improved clinical results, such as less recovery time and reduced pain. Robotic surgery continues to progress and improve to have functions and a wide range of capabilities that are more independent in the future.

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## THE FOURTH GENERATION OF HUMAN RIGHTS: GENERAL THEORETICAL ASPECT

**Introduction**. Today, humanity is at a qualitatively new stage of evolutionary development. The scientific and technological revolution of the late XX – early XXI centuries, accompanied by incredible discoveries in medicine, biology, genetics, the rapid development of information and communication technologies and the popularization of digital space have led to significant changes in human consciousness and a new generation of people called "generation Z". This led to the modernization of social relations, including legal ones. So, issues related to the use of the Internet, virtual reality, euthanasia, sex change, organ transplantation, artificial insemination, cloning, etc. have become increasingly popular. The need for regulation of new social phenomena gave rise to the fourth generation of human rights (next – FGHR).

Today in scientific circles there is an argument about the feasibility of research and further consolidation of the modern generation, however, it should be mentioned that opportune regulation of human rights, bringing them into line with modernity is one of the most important aspects of improving the legal systems of all countries, contributes to the harmonious existence of society at all.

**Review of recent publications**. It should be noted that the following scientists have devoted their scientific works to the issue of research of the general theoretical aspect of FGHR: O.O. Barabash, S.B. Buletska, A.B. Vengerova, Y.A. Dmitrieva, M.V. Koval, O.G. Kushnirenko, A.P. Semitko, M.P. Tyrina, D.M. Shebanitz, etc.

However, taking into the account the young nature of the modern generation of rights, its study raises a number of new questions for scholars regarding its concept, characteristics, classification and feasibility of regulation. This necessitates further study of FGHR.

**Objectives of the paper** is to analyze the general theoretical aspect of the fourth generation of human rights (concepts, essence, characteristics, meaning and approaches to classification).

**Results of research**. The traditional classification of human rights, developed by the french scholar Karel Vasac, consists of three generations: the first consists of civil and political rights, the second – socio-economic and cultural rights, the third – collective rights, or the rights of "solidarity". Such a division is a fundamental base for human rights defenders, and the rights themselves are a key object of legal protection [1: 214]. However, considering the processes taking place in the world today, it is difficult to disagree with N.B. Mushak, who believes that the concept of human rights is dynamic and therefore constantly evolving [2: 298].

O. Tereshkun warns that "anyone who has ever thought about the problems of the future of human nature, the consequences of genetic manipulation, understands what dangerous risks can be brought to humanity by uncontrolled science and technology [3: 129]. This means that the research, recognition, acceptance and further realization of the rights of the fourth generation is not just a whim of the XXI century or fashionable trends, and the need to establish legal control over new social phenomena. The lack of proper regulation can lead to an imbalance in the entire legal system.

It should be noted that in the scientific literature there is no exact definition of FGHR. However, the analysis of its characteristics allows us to interpret the modern generation as generated by the evolution of social processes, especially the results of the scientific and technological explosion of the late XX - early XXI century, a range of human rights, including the right to sex change, organ transplantation, cloning, same-sex marriage, artificial fertilization, euthanasia, a child-free family and independent of government interference in religious, moral, and the right to virtual reality and access to the Internet [3: 129].

As for the classification of the modern generation, the opinions of scientists are divided into three camps: one to the fourth generation proposes to assign only somatic rights, the second – only informational, and the third – both somatic and informational. Proponents of the first approach to FGHR includes the right to die, the human right to its organs, reproductive rights (positive – artificial insemination, and negative – abortion, sterilization), the right to change sex, the right to clone the whole body and individual organs, transplantation, euthanasia [4: 15-18]. They are also defined as "the protection of human rights in the field of bioethics" or "the protection of human beings from the threats posed by experiments in the field of genetic inheritance." M.P. Tyrina offers as the fourth generation of rights to distinguish biological rights – those that are determined by the biological structure of the human body, its biological needs [5: 730-731].

Another position is taken by scientists who call FGHR information rights and link them with the informatization, technology and development of virtual reality in general, in particular I Diorditsa [6], Y. Dmitriev [1]. Information law as a branch of law is defined as a set of rights directly related to the development of information and communication technologies and the formation of the information society [7: 156], which is relevant in the modern development of legal doctrine, and information rights as a measure of possible behavior in the information sphere; as state-guaranteed human capabilities to meet their needs in obtaining, using, disseminating, protecting and protecting the amount of information necessary for life [6: 117].

However, scientists such as D. Shebanitz [8], M. Koval [3], D. Krylova [9] do not agree that these two groups of rights should be separated and propose to refer to the fourth generation as the right to sex change, organ transplantation, cloning, same-sex marriage, artificial insemination, euthanasia, a child-free family and independent of state interference in religious and moral matters, as well as the right to virtual reality and access to Internet, to include in the list of FGHR and somatic, and information rights. This concept is the most appropriate, because both groups of rights correspond to the essence of the modern generation. In addition, this classification is most often used in the scientific literature.

An independent group of scientists consists of foreign scientists, who refer to the fourth generation of rights related to genetic engineering and space exploration (for example, the Romanian researcher A. Cornescu) [10: 20-21].

Therefore, among the list of fourth generation rights, two groups of rights were formed: somatic and informational. However, such a division is conditional, as FGHR is in its infancy and therefore their list may be expanded. In addition, it is quite difficult to talk about a specific number of rights that belong to the modern generation, because there is no regulation.

**Conclusion**. Consequently, the main problem of FGHR today is the lack of scientific validity and lack of legal enshrinement, which causes a collapse in the perception and proper interpretation of the essence of this phenomenon.

Taking into the account all mentioned above it follows that FGHR – is generated by the evolution of social processes, especially the results of the scientific and technological explosion of the late XX – early XXI century, a range of human rights, including somatic and information rights, which are dynamic in nature (prone to constant modernization) and require immediate attention of the legislator for a more accurate interpretation.

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## EFFECT OF OXIDATIVE ACTION OF POTASSIUM HEXACYANOPHERATE (III) ON HEMOGLOBIN

**Introduction**. Hemoglobins are structurally related proteins in the erythrocytes of vertebrates. They perform two important biological functions: they transfer O2 from the lungs to peripheral tissues and CO2 and protons from peripheral tissues to the respiratory organs for further excretion from the body [1: 55]. The interaction of hemoglobin (Hb) with the oxygen molecule is a complex process that includes changing the spin state of the iron ion, increasing the size of the porphyrin cycle nucleus, changing the tertiary structure of the corresponding subunit, rearranging the quaternary structure of the whole Hb molecule. Under certain conditions, equilibrium oxygen binding can switch to an irreversible autooxidation reaction to methemoglobin (metHb). This process is the main source of oxygen free radicals in the erythrocyte, namely superoxide radicals ($O_2^{-}\cdot$) [2: 42-48].

Despite the fact that hemoglobin has been studied quite well, there are still many unresolved issues related to its functioning. Some of them are of interest for general and theoretical biology; others are relevant for practical medicine. The first group includes the study of molecular mechanisms of signal transmission from hemoglobin to other components of the cell, which is closely related to the study of mechanisms of erythrocyte adaptation, damage and resistance, the second – the development of erythrocyte stabilization methods and the use of data on various functional forms of hemoglobin [3: 3-23].

**Review of recent publications**. The mechanism of hemoglobin autooxidation is well studied. It is shown that the rate of autooxidation of Hb under the action of potassium hexacyanoferrate (III) depends on the state of hemoglobin. It is known that organic phosphates (ATR, bisphosphoglycerate, but not AMR), stabilizing the T-conformation of the protein molecule, increased the rate of oxidation of Hb by ferricyanide, while the modification of sulfhydryl groups Cys-93 - probably reduced by suppressing the electron transfer of ferricyanide molecule. The resistance of oxyhemoglobin (oxyHb) to the action of chemical oxidants reflects the reactivity of heme, which may be associated with a particular conformation of the protein molecule, the availability of heme pockets to the solvent [2: 42-48].

The peripheral blood of almost healthy donors of the same sex and approximately the same age was used in the experiments. Erythrocytes were washed three times by centrifugation with Na-phosphate buffer (0.015 mol, pH 7.4) containing 0.15 mol NaCl. Plasma-washed and packed erythrocytes were resuspended in the same buffer containing different glucose. The amount of glucose was administered according to the number of packed erythrocytes in the suspension. The cells were incubated for 5 hours at 20 ° C. After certain time intervals, the sample was washed by centrifugation with Na-phosphate buffer (pH 7.4) and subjected to lysis. The hemolysate was used to determine the rate of autooxidation of hemoglobin in the sample. The rate of autooxidation was determined by automatically recording the change in optical density of the sample at 540 nm after adding potassium ferricyanide to the hemoglobin sample. According to the obtained kinetic dependences, the reaction rate constant was determined [4].

Based on information about the functioning of Hb, we can say that hemoglobin is able to accumulate information about the state of erythrocytes and blood plasma, functioning as a signaling molecule. Signal-regulatory functions of Hb are determined by its conformational transitions associated with the cycle of oxygenation-deoxygenation, as well as changes in the valence state of iron. Therefore, the additional functions of hemoglobin are clearly manifested in conditions of hypoxia and / or oxidative stress, when there is a conformational R-T transition, and the proportion of its oxidized non-physiological forms increases [3: 3-23].

**The objective of the paper** is to use the Hb autooxidation reaction under the action of potassium hexacyanoferrate (III) as a rapid test to determine the state of the cytoplasmic and membrane-bound fraction of hemoglobin in human erythrocytes, the level of its oxidative modification.

**Results of the research.** The presence of an external oxidizing environment and glucose changes the tendency of hemoglobin to auto-oxidation.

**Conclusion.** The data obtained in this work indicate that the rate of oxidation of hemoglobin by erythrocytes by ferricyanide can be used as an indicator of the propensity of hemoglobin to autooxidation. The rate constant of hemoglobin oxidation by ferricyanide can be used as a stand-alone test for hemoglobin.

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## DEVELOPMENT OF THE PROGRAM “DEPARTMENT”

**Introduction.** The process of solving any complex problem can be divided into three interrelated global stages, which are shown in figure 1 [1].

First, as we see, we must build a model of our system, or in other words, formalize the problem.

Once the model is built, the stage of developing the solution algorithm begins, and then we have the stage of writing the program. The algorithm allows you to implement the model on a computer, and the program in the modern sense is interpreted, of course, much wider than just the program implementation of the described algorithm. It is a complex software package consisting of many related components (such as a software kernel, database, graphical interface, etc.), and is developed according to the accepted standards, especially when it comes to a commercial product.

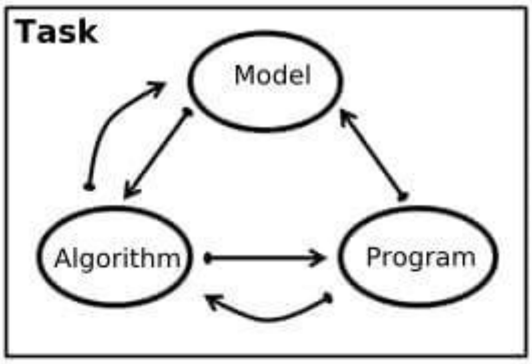

Fig.1 Interrelated global stages

These stages are interconnected (which is clearly shown in Picture 1): in the process of direct development of a computer program, there is often a need to correct the algorithm, mostly in two directions: either increasing its effectiveness due to the more detailed analysis of input data (from an abstract general algorithm to a particular problem), or simply correction of the algorithm, if the testing has detected logical errors, "bottlenecks", characteristic examples of disruption of the correct operation of the program (counterexample), etc.

**Review of recent publications.** In the publication by Yu.V. Beregovikh, B.A. Vasiliev, N.A. Volodin, solution of the problem with the possibility of applying the genetic algorithm is examined [2]. The authors S. V. Bevz, Ph.D., Assoc. Prof.; V.V. Voitko, Ph.D., Assoc. Prof.; S. M. Burbelo; A. M. Shobotenko consider the method of solving the problem using web technologies, in particular CCS and HTML [3]. This article is dedicated to the algorithm for the formation of class schedules using subjective preferences.

**Objectives of the paper.** The described scheme will be fully used by the authors for the development of the information system "Department", containing useful tools for administering the work of the department according to the norms and regulations adopted at Vasyl’ Stus Donetsk National University.

The information system, which is planned to be developed in the future, should comply with the national standards [5]. The software package created for the implementation of the above-mentioned system, will meet all the accepted industry standards and norms of the national education system of Ukraine.

**Results of the research.** It should be noted that software systems with the similar functional exist and have some demand. In particular, a commercial software application “BIT.VUZ. Accounting of teachers’ workload” from 1C company is worth our attention [5]. The main functions of this IT solution are the following:

- import of curriculum,
- planning of workload of the departments in automatic and manual modes,
- distribution of the planned load of the department for each teacher,

- flexible adjustment of load calculation parameters according to the requirements of the higher education institution,
- automatic calculation of the planned auditory load of the department,
- automatic accounting of the actual workload on departments and teachers according to the schedule of classes,
- automated accounting of the actual workload on departments and teachers,
- use of arbitrary formulas for calculating the load and comparing the planned load of each teacher with the actual performance.

The application has two subsystems: department load planning and teacher load planning. The functions of the latter one are the following: maintaining the personnel history of teachers both manually in terms of positions, rates and types of cooperation, and automatically using the integration with the personnel base, the distribution of the planned workload of the department among teachers, the formation of reports on the planned workload of teachers, the formation of an actual workload of teachers in automatic mode according to the schedule of classes taking into account replacement registers and in automated mode, the formation of reports on the actual workload of teachers, with the possibility of comparison of planned and actual implementation.

There are Ukrainian analogues, such as a software package "Dean's Office", an automated management system for higher education institutions, which is designed to organize and support the educational process in higher education institutions of Ukraine of I-IV accreditation levels [7]. It should be noted that the mentioned program is paid, and it is an information system at the faculty level with a large number of opportunities and functions that are not typical for the work of the department.

Despite the existing analogues, the development of own software application is an urgent task. The created product will have an open license, and can be brought to the desired result by each specific user, based on specific needs.

The system developed by the authors will have a similar functionality with the existing solution [6] but optimized for the national legislation of Ukraine and will take into account the peculiarities of electronic document flow adopted at the Faculty of Information and Applied Technologies and Vasyl' Stus Donetsk National University as a whole. A large number of useful services both for the Head and employees of the Department, which theoretically cannot be in third-party solutions, since they take into account the concrete business needs of the Department specific to the given structural unit, are planned to be added to the system.

**Conclusion.** The main feature of the planned program implementation will be that the designated software product is under development, at the stage of the model in the simplest form from a technological point of view. It is essential as the realities of education are such that operators who work with the system at the department level do not always have the technical skills needed for the effective work with a complex distributed system. Thus, the efficiency of the overall work will fall. Simplicity is also important in terms of the rate and cheapness of development, as well as flexibility of operation.

The peculiarity of the system implementation is the idea of processing incoming documents in the form of spreadsheets, which fully corresponds to the specifics of electronic document flow at Vasyl' Stus Donetsk National University.

The software part of the system will be implemented using the Python 3.x programming language.

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## INTERPOL ACTIVITIES TO COORDINATE COOPERATION TO FIGHT CYBER CRIME

**Introduction.** In today’s world, information technology has spread to all areas of society, providing access to a large amount of information that becomes a weapon in the hands of criminals. Therefore, high-tech crime occupies a special place among socially dangerous acts and is one of the threats to the global security of mankind.

Thus, Yu. Maksymenko notes that the formation of the information society has both undoubted positive and certain negative consequences. On the one hand, the transfer of large amounts of information has accelerated, its processing and implementation have accelerated. On the other hand, the spread of illegal collection and use of information, unauthorized access to information resources, illegal copying of information in electronic systems, theft of information from libraries, archives, banks and databases, violation of information processing technologies, launch of viruses, destruction are serious concerns and modification of data in information systems, interception of information in technical channels of its source, manipulation of public and individual consciousness, etc. The transformation of society into information has changed the status of information. Today, it can be both a means of security and a threat and danger [1].

In developed countries, the economic losses from the progression of cybercrime are measured in very significant amounts. For example, according to Interpol, the losses of European economies from cybercriminals amount to 750 billion euros annually. According to LACNIC, which analyzes Internet activity, US cybercrime losses range from $20 billion to $140 billion, or about 1% of the country’s GDP, and in Latin America, cybercrime losses are $1.1 billion [2].

According to Interpol, the rate of increase in crime on the global computer network is the highest compared to other types of crime, including drug and arms trafficking [3].

Therefore, the urgency of this problem is due to the fact that high-tech crime requires a concerted international effort to combat it. Thus, the importance of Interpol's activity as a universal international organization that coordinates the cooperation of states on this issue is growing.

**Review of recent publications.** Some aspects of the development and formation of information relations, the implementation of the fight against cybercrime were considered by leading domestic scientists M. Budakov, V. Butuzov, M. Galamboy, R. Kalyuzhnym, V. Kovalenko, Ya. Kondratiev, B. Kormich, Yu. Maksymenko, A. Marushchak, G. Novitsky and foreign experts A. Robert, K. Osakwe, T. Blentan, D. Banisar and others. The issue of Interpol's activities in the field of high technologies was researched by N. Moroz.

**Objectives of the paper.** The purpose of this study is to determine the role of Interpol in coordinating international cooperation against the spread of cybercrime and search for methods to prevent cybercrime.

**Results of the research.** Today in Ukraine there are certain laws and regulations of various levels that regulate the cybersecurity of the state. We can distinguish the Law "On the State Service for Special Communications and Information Protection of Ukraine" as of 23.02.2006, the Law "On Information" as of 02.10.1992, the Law "On State Secrets" as of 21.01.1994, the Law "On Information Protection in Information and Telecommunication Systems" as of 05.07.1994, and the Law "On Fundamentals of National Security of Ukraine" as of 19.06.2003. It is also worth noting that currently there are two strategic documents: the National Security Strategy of Ukraine and the Doctrine of Information Security of Ukraine.

An organization such as Interpol deals with international security issues. In Ukraine, the Cabinet of Ministers issued a resolution "On the National Central Bureau of Interpol".

The International Criminal Police Organization (Interpol) is an international organization that searches for a certain person and ensures the exchange of information between the police departments of different countries in the fight crimes [4]. Cybercrime is also one of its sphere of activity. Interpol offers states support in the investigation of cybercrime, works on the development of new innovative technologies and develops actionable intelligence to prevent and counter cybercrimes.

This organization makes a direct and important contribution to establishing international cooperation in the fight against high-tech crime. Interpol takes a variety of steps to support States Parties in the fight against cybercrime, as well as providing support to investigations, as well as providing technical assistance, guidance on best investigative practices and training. INTERPOL has a Global Group of Experts on Cybercrime, which includes experts in various areas of the fight against high-tech crime. According to the Interpol Global Complex for Innovation (IGCI), the organization coordinates transnational investigations and operations against cybercrime (for example, such as Unmask (2012), Strikeback (2014), Aces (2015), Simbabotnet (2015), Singapore (2017)).

The CyberFusionCentre (CFC) brings together law enforcement and IT professionals to provide intelligence. In addition, INTERPOL has a digital forensics laboratory and separate working groups on cybercrime [5]. In his work, S. Schjolberg said that an important step in establishing cooperation in the fighting cybercrime was the holding of the 1979 Paris Conference and the First International Conference of Interpol on Cybercrime [6].

To coordinate cooperation in the fight against cybercrime, Interpol can apply various activities which we will consider. First, it is important for the General Assembly to adopt regulations relating to cybercrimes. Such acts include various resolutions, which are set out on the official website of Interpol.

Secondly, the organization's activities are manifested in the creation of units within the structure of Interpol, which are responsible for the implementation of cooperation in the field of high technology. The Interpol Innovation Centre is headquartered in Singapore and aims to research, develop and implement the latest approaches to combating international crime. It consists of scientists, analysts, law enforcement and technology professionals. Interpol also has the ability to coordinate transnational cybercrime investigations and operations, both locally and remotely. In addition to this unit, there is a Cyber Fusion Centre (CFC), which consists mainly of analysts. It publishes reports to warn countries of new or imminent cyber threats [7].

Third, the most important is the creation, organization, implementation of joint programs to stop crime in the field of high technology. Known operations of Interpol are "Cryptojacking", "Operation Night Fury", "The ASEAN operation", "AMERICAS", and others. For example, Operation "The ASEAN" combined the experience of the police and the private sector to detect management and control servers that distribute various types of malware, leading to the detection of nearly 270 compromised websites, including government portals [8].

**Conclusion.** The research allows us to conclude that cybercriminals are becoming more agile, exploiting new technologies at lightning speed, adapting their attacks to new methods and cooperating with each other in various ways. The Interpol-Europol 8th Cybercrime Conference, held in October 6, 2020, aimed to solve future problems in this sphere. The events of 2020, which covered the whole world, reminded us that strong partnerships are central to the fight cybercrime. Such problems can be solved only flexibly and actively, uniting all the efforts of states.

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## ADMINISTRATION OF JUSTICE BY A JUDGE: ETHICAL PRINCIPLES

**Introduction.** Modern life has rapid progress in various public spheres and our country is now at a decisive stage in its development. Society has high demands for the integrity and effective performance of all government institutions. This places great responsibility on the judicial system, namely, on judges as main guardians of rights and freedoms, and the last hope for those seeking justice. Judges are always in the spotlight, both while rendering justice an off the bench, and all concerns related to their actions and domestic behaviour are assessed by society. Therefore, judges must at all times demonstrate impeccable behaviour and act as “role models” to promote public confidence in the entire judicial system.

**Review of recent publications.** Among others, the following scientists and practitioners have studied in their works the ethical behaviour of members of the judicial branch of government: M.S. Kelman, Z.Y. Kovalchuk, V.O. Lozovoi, O.O. Ovsiannikova, O.V. Petryshyn, N.O. Tkachova etc.

**Objectives of the paper** are to study the professional ethics of judges and the judicial system in general, find solutions and make recommendations on this issue.

**Results of the research.** From the Antiquity, it was obvious that one should demonstrate special qualities to be a judge. Aristotle stated that only citizens aged 30 and above can hold the position of a judge, provided they have no public debts and are not deprived of their civil rights. And in the days of Solon, judges were known as “those with the memory of justice" or "those who settle disputes”. Professional activity of judges refers to a set of professions with increased social responsibility: protection of social ideals, constant penetration into the nature of peoples’ social problems, personal insecurity and other moral and psychological factors [1: 6].

When we analyze the origin of judicial ethics’ concept it should be noted that it’s a kind of professional ethics, one of the branches of ethical science, the science of morality. Ethical standards are a system of ideas and narratives of proper and improper behaviour, that require certain actions and forbid others. Ethical requirements applying to judges' behaviour are specified in the Code of Professional Judicial Ethics and form a set of moral rules for judicial conduct, by which judges’ actions can be evaluated in terms of fairness, diligence, dignity, humanity, etc. [2].

Judicial ethics should be understood as a certain system of basic principles regulating judges' conduct during court proceedings, on and off the bench, which are established, taking into account the specifics of a judge's professional activities and intended to support judicial standards, operate objectively and independently to increase the significance of available legal norms and rules of judges’ conduct [3: 196].

To strengthen public trust and improve the professional level of the judicial branch of the Ukrainian government, a judge is obliged to act following the rule of law and observe high moral standards of conduct. Also, judges must possess certain moral qualities, namely: honesty, morality, impartiality and neutrality, objectivity, fairness, tolerance, justice, wisdom, respect.

Ukraine has developed and operates the Code of Judicial Ethics, approved by the XI regular Congress of Judges on February 22, 2013. The Code of Judicial Ethics ensures conformity with international standards on judicial conduct, promoting greater judicial accountability, and is an important step in increasing public confidence in Ukraine’s judiciary. The Code addresses more such critical issues as judge's conduct regulation while administering justice, ex parte communication, the financial interests of a judge or family members, recusal, interaction with the media, and conduct outside the courtroom. Ethical provisions of the Code play a twofold role: first, they allow judges to evaluate their actions both while administration of justice and off the bench, check such actions with the requirements imposed by the high prestige of their profession, and second, they should serve as a unified criteria system for evaluation of various aspects of judges’ conduct by authorized bodies in case of an appeal against judge's actions for breach of Oath [4: 107].

It is worth noting that the opinion on justice is formed when a person comes to a court and the following demonstrates his/her respect for the parties of the court proceedings: politeness, decency, and high moral qualities. Judges’ conduct during court proceedings is extremely important: reasonableness, preparedness and performance of legal proceedings to the extent specified by law.

As for judges’ conduct during court proceedings, under the Code of Judicial Ethics [5] a judge shall discharge his/her official duties independently and be governed only by the facts established by way of his/her assessment of evidence, based on his/her understanding of the law, and rule of law which is a guaranty of a fair trial, regardless of any external influences, stimuli, threats, interferences or public criticism. In rendering justice, a judge shall avoid showing any signs of disrespect to a person based on race, sex, nationality, political views, social and economic status, disability, etc. and should not allow others to do this. A judge shall demonstrate respect to the right to information about court proceedings and should not allow violations of the principle of openness of court proceedings. And in our progressive today, it should be acceptable for a judge to use various forms of online communication to the extent it does not undermine the authority of the judiciary.

**Conclusion.** Today judges need to comprehend the ethical standards of his/her conduct both on and off the bench, as the judge's professionalism builds trust in the judicial branch of government. A judge should, therefore, remain true to his/her professional competence and place public interests above his/her own to achieve the implicit power of the judiciary.

Judges' awareness of the importance of high ethical standards of conduct is a way for maintaining the trust of each citizen and the whole society in the judicial system, specific court and particular judge.

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## REASONS AND ATTITUDE TOWARDS THE EXISTENCE OF CORRUPTION IN UKRAINE

**Introduction**. Corruption is a negative social phenomenon and the source of economic, political and social risks born by Ukrainian society. Notably, the damaging effect of corruption manifests itself in the decline of the prestige and credibility of the authority on all levels, destruction of moral pillars of society, the merger of the corrupt public officials with criminal shadow circles, and the threat of the development of pseudo civilian relations. The effect of the social aspects of corruption is evident in the political, economic, cultural and other areas of activity of the Ukrainian society, and its scale has reached almost a critical extent. The currently observed impact of corruption on the administrative and social environment of civil servants, the transformation of their moral norms and values, and the corporate culture of civil service is substantial.

As it will be discussed further, the definition of the notion of "corruption in the system of public agencies" can be formulated as the abuse of the governmental authority by an official, head or any other servant of a public agency aimed at the illegal gain of advantages, personal or for other individuals engaged in civil service.

**Review of recent publications.** 'Soviet heritage' is frequently referred to as the reason behind the spread of corruption in Ukraine. Such a statement is relatively fair since it does not contradict reality. The growth of the immense apparatus of control over production and distribution, the spread of shadow economy, which can be traced back to the era of the planned system, and refuse of the Ukrainian authorities from undertaking lustration – in particular, prohibiting the former members of the communist party from assuming crucial positions in the governmental structures of the new state – have established favourable conditions for property redistribution and the actual transformation of the government into a unique source of enrichment. The establishment of the new Ukrainian state has reserved the right to control the process of redistribution, which then included not only the products and preferential tour vouchers but also access to participation in privatization, expedient public contracts and credits [1].

Corruption is significantly stimulated by the remainder effect of the outdated command-administrative system, which constituted the excessive governmental apparatus having unjustifiably broad powers, in particular, in administrative and permissive affairs, in which crucial positions were held by the officials of the "old" generation, who upheld conservative views and failed to acknowledge the necessity of democratic transformations [2: 62].

**Objectives of the paper.** The objective of the article is to study and analyze the origins of the critical corruption phenomena in the system of public agencies and articulate individual definition of corruption in public agencies.

**Results of research.** Nevertheless, it would be unreasonable to reduce the problem to the effects of the past. The necessity of ensuring government transparency and accountability of officials and politicians and the fact that the lack of the latter is the reason behind the community's distrust to the authority has recently become the actively discussed topics. However, ensuing governmental transparency requires both the political will "from above" and the community's demands "from below". While the former is at least declared at the highest level (even if neglected on other levels), the latter is still at the initial stage of development and is majorly "fed" by the funded foreign donors of the program.

Fixed opinions about the causes of corruption in public administration can be encountered since the government sets meagre salaries and "turns a blind eye" to the fact that in such case, a civil servant, in this situation, can only rely on the "hidden opportunities" of his position, which is the main cause of corruption and abuse of power for personal gain [3]. One can disagree with this categorism. Naturally, every civil servant should be protected socially and materially, and the demanding activity and tense working conditions of officials should be remunerated by the government with a decent salary, which is the norm for the majority of developed democratic states. The substantial increase in the material support of high-ranking officials, which started in 2005, failed to reduce the level of corruption in the government.

In our opinion, the emergence and prosperity of corruption are facilitated by the limitations of laws and other regulations, which are attributed to the above-mentioned "hidden opportunities" of certain positions; the shortcomings of the current state of control over the implementation of such regulations, since the emphasis on control activities is shifted to the observance of terms of processing of tasks instead of quality; as well as the absence of a flexible and effective control system in civil service, which could encompass not only the timing of the transfer of reports on the processed documentation between executors and different government agencies but also the issues of labour discipline, analysis of corrupt "hidden opportunities" of certain positions and elaboration of effective methods to eradicate this phenomenon [4].

There are tens of officials responsible for the spread of corruption and the low effectiveness of countermeasures. But the manifestation of all factors can be traced to the major one, which is the absence of strict social and legal control over the actions of officials and their responsibility in the context of the democratization of social life and the shift to market relations.

Moreover, however surprising it might be, according to the press service of Transparency International Ukraine, 22% of the country’s population justifies corruption [5]. According to the report, the high tolerance of Ukrainians to corruption is one of the reasons why the Corruption Perceptions Index and the Economic Freedom Index in our country is consistently low. For instance, 70% of Ukrainians took part in corrupt practices and only 2% attempted to confront them.

Corruption risks can be attributed to the absence of a legal mechanism of prevention and resolution of the conflict of interests arising in the course of the activities of officials holding elected positions, as well as an inadequate arrangement of the procedure and mechanism of lobbying citizens’ interests in elected agencies, in particular, local self-government authorities. Another considerable issue is the implementation of the standards of ethical behaviour of officials in the elected positions, which is also interconnected with the problem of professional ethics among civil servants.

Therefore, one of the required directions of the reformation of the civil service system in Ukraine is the conduct of high-quality informal evaluation of the existing positions and the implementation of “vertical” personnel rotation within the system, which should be built on the prevalence of the principle of the selection of specialists based on their educational and professional levels (preference should be given to the graduates of the National Academy for Public Administration under the President of Ukraine and other higher education institutions preparing state administration and civil service specialists).

**Conclusion**. Summarizing the above mentioned, it should be noted that corruption witnessed in the system of public agencies can be defined as the abuse of the governmental authority by an official, head or any other civil servant, aimed at the illegal gain of advantage, personal or for other individuals engaged in civil service. The origins of corruption in the system of public agencies include a merger of the state apparatus with business and commercial entities, the establishment of business relations outside the legal framework, perception of corruption and its further spread by the community, the complexity of the governmental structure of bureaucratic procedures, lobbying of the adoption and amendment of legislative acts, absence of an effective rotation mechanism, as well as low level of remuneration and the provision of social services.

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## INFORMATION CULTURE OF THE LAWYER

**Introduction.** Today, information is the main object of the information society, and its role today is difficult to overestimate. With the advent of new information technologies, information becomes a constant and necessary attribute to ensure the activities of the state, legal entities, NGOs and citizens. Our society puts a great responsibility on lawyers because these are people who, due to the information, help to defend the rights and interests of those who need it. The reliability of information is of particular importance to a lawyer. There are cases in legal practice when under the guise of presenting reliable facts misinformation is planted for one reason or another. Then the lawyer must resort to reinformation, i.e. to restore the natural authenticity of the facts.

**Review of recent publications.** The issue of the information culture of a lawyer has been the subject of research of many scholars, such as I.G. Krichenko, B.O. Chuprynsky, R.R. Koval, L.M. Sobchik, Yu.M. Todyka, O.V. Kobets, and others.

**Objectives of the paper** are to study the information culture of the lawyer, provide solutions and recommendations on this issue.

**Results of research**. In Antiquity, it was obvious that a true lawyer must possess special qualities. Aristotle argued that lawyers can be citizens who are well-informed and not deprived of civic honour.

Lawyers, according to Plato, are the guardians of justice, and laws are their source of information by means of which they save lives. The professional activity of a lawyer belongs to the group of professions with increased social responsibility: protection of social ideals, constant penetration into the content of human social problems, personal insecurity and other moral and psychological factors [1: 384].

Analyzing the information culture of a lawyer, it is necessary to consider its functioning by the main types of information activities, namely: receive, use, distribution and storage. According to the above mentioned the following principles of obtaining information are specified: the right to information, reliability, accuracy, completeness, necessity, and usefulness.

It is also worth noting the favourable impact on the disclosure of legal practitioners of violations in the economic sphere and corruption, the creation of a

Unified computer network of commercial courts of Ukraine and unique software for automation of court records. After all, the introduction and skilful use of computer technology open the potential of ensuring fruitful cooperation between commercial courts and public authorities in the fight against economic offences, awareness of the activities and problems of the neighbouring department, information exchange via e-mail [2: 159].

One should not forget that to better use of information, increase, strengthen the trust of the country's citizens and improve the level of professionalism in Ukraine, a lawyer must act under the law and adhere to high moral standards of conduct. It must also have certain moral and volitional qualities, namely: integrity, morality, impartiality and impartiality, objectivity, justice, accuracy [3:10].

Moreover, there is a relationship between information culture and social phenomena. In society, there are certain functions of understanding the essence of information culture, especially theoretical and cognitive and practical and practical. The first are aimed at knowledge, theoretical study of the patterns of development of information culture and substantiation of conclusions. The second are to contribute to the development of information legislation, improving the activities of officials, streamlining information processes, improving the general culture of citizens, etc. [4: 117].

Theoretical-cognitive and applied functions also play an important role in the formation of a lawyer's professional culture. However, only the latter makes it possible to fully assess the level of professional culture, to characterize its external aspect. The useful functions of information culture include humanistic, managerial, communicative, orientational, regime, as well as the function of moral and legal responsibility. The humanistic function is focused on the protection of human rights. First of all, it concerns the protection of the Ukrainian state, the inviolability of its borders, the prevention of encroachments on the will of the people. Here, the reliability and completeness of information determines the actions of individuals, ensures the protection of fundamental rights of citizens of Ukraine both in their own country and in the international aspect

We should not forget that the information culture is tightly connected with the creation of conditions for the formation and operation of public authorities, the solution of global economic and scientific problems. As information about state importance is usually possessed by persons holding senior positions, it can be stated that the formation of the headman begins with the ability to use information in administrative activities. The professional culture of the leader is, first of all, his information culture [5: 105].

Thus, the effectiveness of management at various levels, including the legal sphere of society, depends on the professional culture of the head, the ability to use information effectively in the performance of official duties.

An important area of the lawyer's activity is the fight against computer crimes, that led to the creation of computer police (militia), which acts in the direction of detecting, preventing, discovering and prosecuting computer offenders [6: 22]. Its system requires the successful operation of a special unit to combat the use of the global Internet to commit crimes in Ukraine or against its citizens. The more intensive the process of computerization, the more real the growth of cybercrime. Modern society, becoming more dependent on computerization, is experiencing the economic consequences of computer crime.

**Conclusion.** An important requirement today is the ability of a lawyer to have information, because it promotes professional activity, allows you to take appropriate legal decisions, anticipate various situations, predict law enforcement activities. Besides, information culture is needed to maintain the mental balance of the lawyer. Numerous information flows can tire him, lead to disability. The information culture of a lawyer is a guarantee of observance of law and order, development of the legal consciousness of society.

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## TOPICAL ISSUES OF ENSURING YOUNG PEOPLE’S RIGHT TO THEIR FIRST JOB

**Introduction.** Young people between the ages of 14 and 28 are one of the vulnerable categories on the labour market, despite their lack of professional experience or profession or speciality, especially when it comes to school students. Young people, therefore, are often discouraged from finding a decent job in our country if they are rejected for lack of experience. As a consequence, young potential workers are migrating abroad. According to statistics from Solutions for Youth Employment: Civil Society Impact in Ukraine, Georgia and Moldova, in 2019, among those who have been looking for a job for more than a year, the unemployed under the age of 34 were around 40% [2]. Today, the issue has become even more acute, as the economic crisis due to COVID-19 is reducing job opportunities.

**Review of recent publications.** The problems of providing young people with their first job have been considered by such authors as D.L. Bohynia, Z.V. Surkova, A.H. Savchenko, Yu.M. Shchotova, S.S. Lvov, I.Ye. Kariakina, and others. The current realities, however, make it necessary to improve the norms of labour law in the area of youth employment, providing young people with their first job.

**The objective of the paper** is to develop the proposals for improving the mechanism for ensuring young people’s right to their first job.

**Results of research.** The right to work is one of the basic human rights, it provides a person's place in society, which is so important for young people. Young people encounter many obstacles when they into the labour market for the first time. They include the lack of experience, knowledge and capabilities that do not meet the requirements of employers, social immaturity and insecurity [10: 361], low efficiency of mechanisms to encourage young people to be active in the labour market under decent work conditions.

In order to increase the efficiency of the youth employment, the laws of Ukraine enshrine certain advantages for young people in employment: 1) additional guarantees in facilitating employment [6]; 2) not establishing a test when hiring; 3) provision of the first job for at least 2 years [3]. Regrettably, not all mentioned above is realised in practice. This is especially true for the provision of the first job: it is ensured only for persons who have studied under a state order, as well as on the condition of referral to work under the quota [6].

According to the Labour Code, the first job is a place of work for the citizens between the ages of 16 and 28 after accomplishing of education and training and after leaving military service [3].

The loss in 2013 of the Law of Ukraine "On Ensuring that Young People Who Have Completed Higher or Vocational Education Obtain Their First Job with an Employer's Subsidy" № 2150-IV of November 4, 2004 has led to a reduction in the level of self-employment opportunities for young people [5]. In addition to regulatory support, it is important for youth public bureaus, exchanges, agencies and labor centers are important, which are provided by the Law of Ukraine "On Promoting Social Formation and Development of Youth in Ukraine" [7]. At present there are only 16 oblast youth labour centres and a youth labour centre in Kyiv [4]. The development status of other institutions as well as centres is insufficient for the implementation of an effective youth employment policy. Therefore, it is necessary to increase their number and properly organise their activities.

A.V. Hora believes that the creation and improvement of the legal base is the most important precondition for the effective management of youth employment in Ukraine [1: 19]. Sharing this position, it is necessary to enshrine in law incentives for employers to create jobs for young people. Incentives mean certain privileges, perhaps the payment of part of an employee's salary during his or her first year of employment. Therefore, it seems appropriate to amend the Law of Ukraine "On Employment of the Population", to add Article 14-1, providing for a mechanism of incentives for employers when employing young people.

Equally important is the recent approval by the Cabinet of Ministers of the concept of the state targeted social programme Youth of Ukraine for 2021-2025 [8], which aims at the all-round development of young people. It is considered appropriate for young people who contact the Public Employment Centres, in the digitalisation of society, and especially now during the coronavirus pandemic, to provide online advice on possible employment options. It is also important for them to create the newsletters with a list of trusted websites where they can find jobs on their own.

Solobukha A.A. suggests that in order to improve the situation with the provision of the first job, employment problems should be investigated region by region to train qualified specialists, wage reforms should be carried out to increase the income level and the number of jobs should be maintained at a stable level to reduce the redundancy rate [9: 512]. The problem of securing a first job can arise because certain professions are not in demand. After all, it is demand that creates supply. A study of employment problems in the regions of Ukraine will really help to solve this issue, allowing applicants to choose the right profession for trouble-free employment in the future.

**Conclusion.** There is a need for great amount of youth centres, agencies, offices and employment exchanges in order to enhance youth employment policies, in particular the provision of a first job. The endorsement of a concept to establish incentives for employers when employing young people and to amend the Law of Ukraine on Employment accordingly is of great importance. It would be advisable for both public and private employment agencies to disseminate online counselling and develop information letters for young job-seekers. Introduction of an annual survey of employment problems in the regions of Ukraine and reforms of vocational education.

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## ON THE ISSUE OF CONSTITUTIONAL OBLIGATIONS OF A PERSON AND A CITIZEN

**Introduction.** The problem of constitutional obligations as one of the means of developing constitutional and legal relations is quite relevant. The obligations of a person and a citizen, together with constitutional rights and freedoms, are components of the constitutional and legal status. The obligations are, above all, a means of legal balance of material and spiritual needs of a society.

**Review of recent publications.** The issues of constitutional consolidation of obligations of a person and a citizen are covered in the scientific works of such scientists as O.V. Biloskurska, M.V. Vitruk, L.D. Voievodin, B.S. Yebzeiev, A.Yu. Oliinyk, P.M. Rabinovych and others. The scientists who have studied the problem of obligations unanimously emphasize their importance in strengthening public discipline and rule of law. Insufficient attention to obligations of a person may be due to the fact that they seem simple, as well as the fact that they are constantly in the "shadow" of rights and freedoms.

**Objectives of the paper.** The objective of the paper is to clarify the peculiarities of the constitutional consolidation of the obligations of a person and a citizen.

**Results of the research.** In jurisprudence, constitutional obligations are understood as the requirements consolidated in constitutional norms of a particular state to the conduct of its citizens and other persons in its territory. The constitutional obligations express the responsibility of the citizen to the state, and their implementation ensures the normal functioning of the state [1: 157].

Obligations as measures of proper behavior of a citizen have a close relationship with the rights and freedoms of the individual and can not exist separately from each other. Thus, the vast majority of constitutions provide for the right and obligation to protect the state (Article 31 of the Constitution of Mexico, Article 52 of the Constitution of the PRC, Part 3 of Section 2 of Article IV of the US Constitution); the right and obligation to work (preamble to the French Constitution), etc. [2: 103]. The unity of rights and obligations of a person and a citizen is due to the need to ensure balanced behavior of individuals in various spheres of the society and the state, as well as compliance with formal and legal equality of citizens.

When speaking about the constitutional obligations of a person and a citizen in foreign countries, it should be noted that their number is many times less than the number of fundamental rights. The obligations of foreign constitutions mostly provide for the protection of the homeland, participation in public affairs, observance of the constitution and laws, disciplined and dignified performance of state functions, payment of taxes [3: 4].

The Constitution of Ukraine enshrines the following obligations of a person and a citizen: to protect the Fatherland, independence and territorial integrity of Ukraine; to respect the state symbols of Ukraine (Article 65); not to cause damage to nature, cultural heritage, as well as to compensate for the damage caused by this (Article 66); to pay taxes and fees in the manner prescribed by law (Article 67); strictly abide by the Constitution of Ukraine and the laws of Ukraine; not to encroach on the rights and freedoms, honor and dignity of others (Article 68); to execute court decisions (Articles 124, 129, 150); to know the laws (Article 68); to acquire general secondary education (Article 53); to take care of children and disabled parents (Article 51) [4]. This limited list of constitutional obligations, along with a wide range of human and civil rights and freedoms, is explained by the fact that the former are the minimum requirements imposed by the state on a person. It should be emphasized that such minimization of obligations is typical of democratic states. However, in socialist states there is a tendency to constitutionalize obligations that are not characteristic of constitutional law, and their constitutions enshrine a broader list of obligations of citizens. For example, such a special obligation as observance of labor discipline (Article 53 of the Constitution of the PRC) [5: 65].

One of the peculiarities of the constitutional consolidation of obligations is that they are not systematized, but, as a rule, “scattered” in the text of the constitution and therefore do not form a single block [2: 103].

**Conclusion.** Thus, the strength and stability of the constitutional and legal status of a person and a citizen is achieved not only through a fixed set of fundamental rights, but also largely through the imposition of obligations on them to society and the state. Without this element, the legal status of each individual would be legally unsecured and fragile. The peculiarities of the constitutional consolidation of obligations of a person and a citizen include: unity of rights and obligations of a person and a citizen; limited list of constitutional obligations along with a wide range of rights and freedoms of a person and a citizen; lack of systematization of obligations in the texts of constitutions.

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## ASSESSMENT OF STUDENT WELFARE IN UKRAINE IN THE CONTEXT OF THE COVID-19 PANDEMIC

**Introduction**. In the modern world students face with the new reality of education and the social distancing and a distant learning become a part of our culture.

Students are obliged to accept the new methods of keeping in touch with their groupmates, friends and teachers. Because of the COVID-19 pandemic, the Government of Ukraine has introduced some temporary restrictive measures, including suspension of offline learning and transition to studying via the Internet, using online learning technologies, various e-learning platforms, such as Moodle, videoconferences (Zoom, Google classroom, Microsoft class etc.), social networking sites, etc. Sometimes these changes can lead some students to feel helpless and overwhelmed.

**Review of recent publications.** Many scientists have researched various aspects of creation of online learning environment and the influence of distant studying on the students. For instance, P. Redmond analyzed the use of online technologies in higher education, and came to the conclusion as well as many other Ukrainian experts, that the real capacity of the Ukrainian higher education to work online is under the question.

**Objectives of the paper**. The article deals with the impact of pandemic and quarantine on the Ukrainian students, their psychological and emotional state and their welfare in the context of the COVID-19 pandemic.

**Results of the research.** Firstly, it is important to mention, that most of the Ukrainian higher educational institutions have similar problems today, among them: 1) a lack of institutional strategies and resources for arranging distance learning; 2) implementation of good-quality multimedia services and contents is still new and the plethora of such services needs to be navigated; 3) limited experience and expertise of the teaching staff and lack of digital proficiency are the major obstacles to implementing distance learning at the appropriate level. These problems influence the quality of knowledge the students gain during the studying process and their attitude towards studying [4].

In spite of the fact that the higher educational institutions inform, that students are able to cope with the distance learning, a quite a large number of students have some problems with home Internet access, especially those who live in rural areas, far from the city, and don't usually have a stable and appropriate Internet connection, because the local providers are not ready to cope with the increased traffic which exceeds their server capacity. Moreover, some students might not have modern computers or affordable internet contracts [4].

So, they have to struggle to adapt to the contemporary reality with less access to learning materials and less support. So, due to such conditions, self-discipline is essential for effective virtual studying and interaction with teachers and groupmates. Students are under the obligation to learn theoretical material and practical tasks independently and to perform laboratory workshops and scientific discussions. Some of them need more support and help in this process than others [2].

Secondly, the students in Ukraine find themselves in a completely new situation and without a clear understanding of how long it will last, the instant effect it can have on their daily life, including costs and other financial problems, and of course, on the continuation of their study. Moreover, they have some fears, for example, such as not being able to graduate in time, having no ability to take the certificates or the virus preventing them from finishing their exams.

According to some studies, some fears have reduced drastically, with others being at the same level [5: 363]. It is necessary to underline that universities as well as schools are hubs of social activity and human interaction and when they are closed many students miss out on social contact that is essential to learning and individual development. Taking into account all these facts, we may summarize, that COVID-19 pandemic has influenced the level of students' life satisfaction, life worthwhile and happiness, and increased the level of anxiety and stress, compared with the previous years. A lot of students reported, during various surveys, that their well-being and mental health has worsened as a result of the pandemic. This makes them vulnerable to dropping out, future unemployment, and increased incidence of psychiatric disorders such as depression, anxiety and substance use disorders [1].

Thirdly, the results of the investigations held by our scientists show, that most Ukrainian students spend only 2 or 3 hours learning online, the rest of the time they have a rest or working. Such a situation is very complicated, because students who do not pay much attention to their study in the future will not be able to meet necessary job requirements and they will not become good specialists. So, in the future Ukraine can face a very serious problem connected with the lack of qualified workers in different spheres [5: 367].

**Conclusion**. In conclusion, we can summarize, that student welfare in terms of COVID-19 pandemic leaves much to be desired. Because they have a lot of problems organizing the online studying at home, their psychological and emotional state is not stable and the level of self-discipline and self-organization sometimes is not as high as it might be.

The main recommendations for improvement of the exiting situation are the following: to organize training courses of online education methods for teachers; university's management should provide constant monitoring of the satisfaction of students and lecturers of the online education organization for the accumulation of statistical data in the dynamics and analyzing the situation; to develop special governmental programs for students, which will offer them some psychological kind of help, which is quite necessary in terms of the present situation.

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# ENSURING PROTECTION OF PERSONAL INFORMATION SECURITY

**Introduction.** The twenty-first century is characterized by global changes in new technologies, that have helped to build the information society. But the increase in information resources has led to the spread of threats to the individuals. The development of IT technologies has contributed to the violation of psychological, social and moral aspects of human consciousness, due to the inaccuracy of information, the spread of gambling addiction, the broadcast of scenes of violence and etc.

Therefore, the relevance of this study is due to the rapid growth of information threats, mechanisms of influence on the consciousness of individuals and the necessity to reform and modernize the legislation of Ukraine in the field of protection of personal information security.

**Review of recent publications.** The works of many scientists, such as: V. Abakumov, I. Bachylo, V. Gurkovsky, O. Zolotar, B. Kormych, T. Kostetska, G. Krasnostup, V. Lipkan, Y. Maksymenko, A. Marushchak are devoted to the study of personal information security.

**Objectives of the paper.** The purpose of the article is to analyze the main threats to information security of the individuals and to identify ways to overcome these threats.

**Results of the research.** The problem of information security of a society and the and their protection from negative information is based on the issue of information stability and people's self-organization. The main source of information threats is that part of the information, because of different reasons reflects the world from the wrong side, misleading people. That is, such information does not allow an individual to adequately perceive the state, society and even himself. So, the information environment dictates to the person norms, values and types of behavior, it provides influence on consciousness and world perception of the person, forming it in own way [5: 226].

The formation of the human psyche begins at birth. Thoughts, views, beliefs, tastes, habits and even mistakes and shortcomings belong not only to the individual but also to society. Modern mass media are the main source of personality formation. That is why we should distinguish between two aspects of information security of the individual: technical and humanitarian. The technical aspect of information security of the individual is the ability of a person to anticipate independently and to prevent threats from obtained from information.

The main threats, according to the probability of their realization, are the so-called computer crimes. They include: computer espionage; computer sabotage (including destruction of operating systems); computer terrorism; theft of computer services (including computing resources); fraud and manipulation of the data processing system, as well as theft of funds and forgery of documents; violation of private or state secrets; illegal copying of software products that violates copyright and other rights.

In addition, the number of crimes related to telecommunication systems, including the global computer network Internet, has recently increased. The global web is especially widely used to collect a variety of information without authorization. Thus, the crimanals log into the system of strategically important databases, carry out sabotage aimed at destroying electronic databases, and so on.

The Internet is used not only to penetrate databases, but also through social networks, news has a negative impact on the minds of individuals.

A number of leading world powers, including the United States and France, are developing and implementing the so-called concept of information wars, which not only actively seeks the latest means of protecting information technology systems, but also creates new types of information weapons to destroy stored information in electronic form [1: 4].

At the same time, recent research reveals new trends in threats to information security of the individuals. Thus, in Donbass young people more often use new information from the Internet (the share of respondents by age is: 18−29 years – 81%; 30−49 years - 61%; over 50 years – 30%). Older people receive new information from television programs (the share of respondents by age is: 18-29 years – 39%; 30-49 years – 56%; over 50 years – 74%) data source. In general, the population in the zone of military conflict in Donbass receives 54% of new information from sources that have a network nature (Internet, family ties, acquaintances, work teams). The number of official sources of information is very low, which contributes to the spread of false rumors and increase the level of panic among the population.

Ensuring the information security of the individual depends on the level of training of the individual to counter information threats, the ability of the state to meet the information needs of man, the development of the state information environment and ensure its protection [4: 87].

The development of information security measures without their actual implementation at the state level will not lead to adequate protection of the individual, society and the country. Article 17 of the Constitution of Ukraine says that information security is called one of the most important functions of the state [3]. In connection with the perception of information security as an important component of the country, according to the law, the priorities of state policy in the information sphere should be following : legislative regulation of the mechanism of detection, recording, blocking and removal from the space of the state information, which threatens the life and health of the citizens of Ukraine; promotes war, national and religious enmity, forcible change of constitutional legislation or violation of the territorial integrity and threatens the state sovereignty [6].

However, the actions of the state in the field of detection and counteraction to such crimes is very low. Thus, in 2000 according to statistics of the Ministry of Internal Affairs of Ukraine n Ukraine there were no registered facts where computer equipment was the subject of a crime, in particular the facts of unauthorized intrusion into local departmental computer networks and banks, then in 2001, according to statistics of the Ministry of Internal Affairs of Ukraine, 5 crimes were recorded. And in 2002 there were 30 crimes recorded, in 2007 there were 145 recorded, in 2016 there were 818 crimes recorded, in 2017 – 2514 recorded. Here we observe the growth of this type of crime in more than 15 times. And this even under conditions of extremely high level of their latency. According to various estimates, law enforcement officers know only about 10-20% of such crimes.

The obvious difficulties in combating crimes with the use of computer equipment can be illustrated by comparing: 1) the number of recorded criminal proceedings (Articles 361-363-1 of the Criminal Code of Ukraine); 2) sentences of the relevant category available in the Unified State Register of Court Decisions; 3) the level of Internet access in the country (the ratio of the monthly Internet audience to the population).

**Conclusion.** So, the number of information crimes today is increasing, and the actions of the ukrainian law enforcement agencies, unfortunately, are ineffective. Although the legislation of Ukraine enshrines some provisions to ensure the information security of the individuals, at the same time the lack of public awareness provokes the emergence of new threats. That is why it is necessary to develop at the legislative level the methods of raising public awareness in the field of prevention of information impact: ensuring state control of information flows; organization of training among the population in order to interact with the external information environment properly; providing courses to improve public awareness of ways to protect personal information. So, to overcome the problem of information security is possible only through the complex comprehensive approach.

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## PERSONALITY OF A CRIMINAL WITH MENTAL DISORDERS: SOME ASPECTS

**Introduction.** The personality of a criminal in criminology is one of the key problems, and its study is one of the central problems of theoretical and practical significance. Its essence is that a crime, mostly being an act of conscious human behavior, is largely determined by the nature and characteristics of the person who chooses this form of behavior. Accordingly, a successful fight against crime is impossible without taking into account the personal factor, which determines the relevance of the chosen topic.

**Review of recent publications**. In the scientific literature, many studies of anthropologists, psychologists, psychiatrists, lawyers and sociologists are devoted to the problems concerning the identity of the criminal. Special attention should be paid to the works of Yu. Antonian, H. Avanesov, Ya. Hilinskyi, V. Holina, I. Danshyn, A. Dolhova, O. Dzhuzha, S. Dikaev, V. Dromin, A. Zakaliuk, A. Zelinskyi, K. Ihoshev, O. Lytvynov, R. Merton, O. Sakharov, M. Struchkov, S. Tararukhin and the others. Despite numeral research in this field, the issue of the impact of mental disorders on the personality of a criminal remains relevant, as a result of which it is necessary to improve the forms and methods of countering crimes committed by such persons.

**Objectives of the paper.** The purpose of this study is to analyze the criminal behavior of persons with mental disabilities, specify the impact of such deviations on the formation of the criminal personality, as well as to clarify the directions of countering the crimes committed by them.

**Results of the research.** There are various definitions of the concept of criminal personality. Criminological science usually uses the concept of "criminal personality". "The criminal personality is understood as a set of its socially significant properties that affect criminal behavior in combination with external conditions (situation)," writes Aleksieiev A. I. Approximately a similar definition is given by Dolhova A.I.: "...When using the concept of "criminal personality", it is necessary to keep in mind the social characteristics of the person who committed the crime." A more detailed definition of the criminal personality is given by Antonian Yu. M.: "In general, it is possible to define the criminal personality as a person who committed a crime due to their inherent psychological characteristics, antisocial views, negative attitude to moral values and the choice of a socially dangerous path to meet their needs or directions of necessary activity in preventing a negative result" [1: 483].

Since the concept of personality is a complex integrating concept covering biological, mental, psychological and social aspects, it is characterized by a system of features that define a person as an identity who has committed a crime: gender, age, profession, education, social status, role in society, as well as specific features inherent only to the criminal person that determine and reflect the nature and degree of its social danger.

Criminologists refer to the structure of the criminal personality such an integral element as mental abnormalities caused by traumatic brain injuries, mental diseases (oligophrenia, psychopathy, etc.) or other painful condition established during forensic psychiatric examinations [2: 156]. A number of authors express the opinion that mental disorders act as a catalyzing factor of interaction in the mechanism of criminal behavior, increasing social maladaptation, that is, the loss of a person's ability to adapt to the conditions of the social environment.

Regarding the criminological characteristics of persons with mental anomalies, it is worth noting that such individuals are dominated by normal mental phenomena and processes, they can be able-bodied, capable and criminally sane. Mental anomalies can be hidden and perceived by others not as mental disorders, but only as an extraordinary character, unbalance, inexplicable cruelty, stupidity, etc. According to the prevalence all mental anomalies can be divided by reduction: alcoholism, drug addiction, psychopathy, residual traumatic brain injuries, organic diseases of the central nervous system, oligophrenia, vascular diseases with mental changes, reactive states, schizophrenia and epilepsy.

After analyzing the opinions of scientists, we can draw certain intermediate conclusions: people suffering from organic brain damage and residual phenomena after such damage, most often committed crimes of a violent nature – premeditated murders and causing serious and moderate bodily injuries; people suffering from organic and inorganic personality disorder, also more often committed crimes related to the use of violence and aggressive behavior. Similarly, people suffering from schizoaffective disorder, combined with a manic-like type, mostly commit serious violent crimes [3: 203].

People who abuse alcohol are characterized by such criminological significant features as increased irritability and aggressiveness, propensity towards conflict, suspiciousness and mistrustfulness, jealousy, litigiousness, sadism. Practice shows that such persons often commit violent and mercenary crimes.

The next most common mental disorder among criminals is psychopathy. For criminology, the group of sexual psychopathias that manifest themselves in the perverted direction of sexual desire is of considerable interest. Such psychopathies include: homosexuality, masochism, exhibitionism, bestiality, pedophilia, as well as increased sexual desire [4: 37-38]. It seems that it is not necessary to emphasize the threat of such crimes, since everyone knows what cruel consequences they lead to.

However, it should be noted that usually mental signs do not significantly affect the process of bringing to criminal responsibility, because if a person does not direct their actions and is not aware of them, since their immediate cause is mental illness, then we are talking about the subject's insanity or limited sanity. According to Part 2 of Article 19 of the Criminal Code of Ukraine, a person who, at the time of committing a socially dangerous act under the Criminal Code of Ukraine, was in a state of insanity, that is, could not be aware of their actions (inaction) or direct them due to a chronic mental illness, temporary mental disorder, dementia or other diseased condition of mind is not subject to criminal liability. Compulsory medical measures may be applied to such a person by a court decision.

Instead, according to Part 1 of Article 20 of the Criminal Code of Ukraine, a person who was recognized by a court as partially sane is subject to criminal liability, that is, one who, at the time of committing a criminal offense, due to their mental disorder, was not able to fully realize their actions (inaction) and (or) manage them [5]. For example, persons who commit violent crimes with special cruelty, crimes based on addiction (alcohol, drug, toxic, gambling) are limitedly sane.

**Conclusion.** Based on the above-mentioned, we can conclude that the study of mental disorders that affect the identity of the criminal is one of the main problems of criminology, which requires further research. Difficulties of the criminal behavior of persons with mental abnormalities can be solved comprehensively using the latest achievements of various sciences that study a person and the conditions of their life.

Taking into account the potential threat to society of such persons, the effective methods of preventing crimes committed by persons with mental abnormalities would be bringing such persons to criminal responsibility and serving their sentences in special institutions; keeping records of such persons by medical institutions (state and private) in the context of age (this is necessary to determine the directions of cooperation between different institutions, bodies, organizations).

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## PARLIAMENTARY IMMUNITY AS A PARLIAMENTARY PRIVILEGE

**Introduction.** Parliamentary privileges are an essential part of the parliamentary democracy. They exist to enable parliaments to perform their functions effectively. The term 'privilege', in relation to parliamentary privilege, refers to an immunity from the ordinary law, which is recognized by the law as a right of the houses and their members. Privilege in this restricted and special sense is often confused with privilege in the colloquial sense of a special benefit or special arrangement. The word 'immunity' is best used in relation to privilege in the sense of immunity under the law. The concept of parliamentary privileges includes deputy inviolability.

**Review of recent publications.** Issues of deputy inviolability are hotly debated in scientific circles. The theoretical basis of the work were the scientific works of such modern domestic and foreign researchers as O. Bondarchuk, S. Linetskyi, V. Sirenko and others.

**Objectives of the paper.** The purpose of the study is to clarify the features of deputy inviolability as a parliamentary privilege.

**Results of the research.** Deputy inviolability is a privilege of English origin, which consisted in the fact that members of parliament should enjoy judicial privileges. The French Charter of 1814 formulated the definition of inviolability [1: 512]. It states that a deputy may not be prosecuted during a session without the consent of the chamber to which he or she belongs except in cases when a deputy is taken in flagrante delicto. Inviolability aims to eliminate the possibility of putting pressure on a deputy in order to change terminate the nature of his activities or even to discredit the parliamentarian in the eyes of voters [2: 54]. However, it is not a ground for release of deputies from administrative and criminal liability or punishment.

"Deputy inviolability" is correlated with the notion of "deputy immunity" and "deputy indemnity" as a whole and as a part. Thus, there are two components of constitutional inviolability in constitutional law: immunity and indemnity. [3: 114]

Immunity characterizes the legal inviolability of the elected representative. A member of parliament must have a higher level of legal protection as compared to an ordinary citizen. He always has political opponents and haters both inside and outside parliament. Therefore, he needs protection from pressure on him, unjustified detentions, arrests and criminal prosecutions. Otherwise, he will not be able to take an independent position and represent the interests of the people. The deputy inviolability of the elected representative in full is relevant to the actions performed by a deputy in the exercise of his deputy powers [4: 27]. Only in this case it is impossible to arrest him, to detain, to carry out a search of occupied residential and office space, inspect luggage, transport. Under other conditions, precautionary measures (detention, arrest) may be applied to him, without the consent of parliament. The limits of parliamentary immunity are defined differently in different states. In some states, immunity precludes only criminal prosecution, in others – also the participation of a deputy in civil proceedings. In many states, the content of immunity is only a ban on the detention or arrest of a deputy, in others – a ban on instituting criminal proceedings against a deputy, to conduct investigative actions. [5]

Indemnity means that a deputy is not legally responsible for his statements, the position expressed during the vote, other actions in the exercise of powers. It includes protection against criminal and administrative penalties for acts committed in the implementation of parliamentary duties (mostly for expressing one's position, voting, etc.). For example, in Belgium, Canada, Denmark, Germany, Hungary, France, Italy, Portugal, Great Britain, and Switzerland, indemnity provides protection from all forms of persecution; in New Zealand – from civil, but not criminal; in Slovenia, from criminal but not civil prosecution [6].

The status of a People’s Deputy of Ukraine is determined by the Constitution and laws of Ukraine. An important constitutional guarantee is parliamentary immunity, which has a purpose – to ensure the smooth and effective implementation of the People’s Deputy of Ukraine. It is not a personal privilege, but has a public law character [7]. According to the provisions of part two of Article 80 of the Constitution of Ukraine [8], people’s deputies of Ukraine are not legally responsible for the results of voting or statements in the parliament and its bodies, except for liability for insult or slander. This means that a People’s Deputy of Ukraine cannot be prosecuted for these actions even after the termination of his / her powers [9]. Thus, people’s deputies of Ukraine have only deputy indemnity. Constitutional provisions on the existence of deputy immunity were excluded in 2019.

**Conclusion.** The problem of the concept of the institution of indemnity remains one of the most pressing in constitutional law. In a number of deputy guarantees this institute occupies a special place. It serves as a barrier to the illegal prosecution of people's elected deputies. The existence of this institution causes such a problem as the use of his indemnity by a deputy for criminal purposes. Therefore, the institution of parliamentary indemnity should not be absolute. Thus, the process of bringing a deputy to administrative or criminal responsibility should be carried out according to a clearly defined mechanism.

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## COMMITTING A CRIME BY INACTION

**Introduction.** The concept of crime combines action and inaction as two forms of harm to public relations protected by the Criminal Code and other laws of Ukraine in the legislation. They are combined into a common term – deed.

The problem of inaction is important not only for lawyers, but also for ordinary citizens who are not involved in jurisprudence. This topic requires a deep research.

**Review of recent publications.** Such scientists have dealt with problems related to inaction as a way of committing a crime A. A. Ter-Akopov, N. D. Sergievsky, P. D. Kalmykov, A. F. Berner, O. V. Lokhvitsky, A. A. Piontkovsky, V. B. Malinin, M.I. Bazhanov, O.K. Gamkrelidze, A.I. Kovaleva, V.N. Kudryavtseva, N. F. Kuznetsova, A. B. Naumova, E. F. Pobegailo and others.

**Objectives of the paper.** The object of this is inaction as a way of committing a crime, and comparison of inaction with action.

**Results of the research.** Inaction is a phenomenon of criminal law, which can be seen as a passive form of committing crime [1: 2]. Inaction, compared to action, may be more satisfactory in the context of criminal law, it is easier to avoid criminal liability for inaction than for action. But if inaction is defined as a separate concept, it will lead to its separation from the action, which is completely wrong, because these terms are equivalent to forms of wrongdoing.

If we talk about the place of inaction in criminal law, it is considered simply as another form of external expression of socially dangerous acts. So inaction is identified with the action. For all legal and social reasons, inaction, as well as the action is socially dangerous, illegal, and is considered act of will.

Thus, criminal liability for socially dangerous inaction is based on the presence of a certain obligation of a person to act in certain situations. And of course, for this inaction to be qualified as a criminal offense, it is necessary that there are two conditions: the person concerned had a special obligation to take active action, which would have prevented the occurrence of relevant socially dangerous consequences and the person in a given situation was there is an opportunity to take appropriate actions of an active nature, which would lead to the prevention of socially dangerous consequences.

Reffering to this topic, it became clear that the issue of inaction is not only legal, but ordinary, vital. Many people do not even know that not committing a certain act is an offense. More precisely, the word «crime», which is not used today, was perceived by legally ignorant citizens only as the commission of certain actions.

Here it would be appropriate to draw a parallel between a criminal offense and something more vital, which we face every day, such as lies. Some of us think that partial concealment of the truth is not a lie. Similarly, many people do not understand that a criminal offense is not only a socially dangerous act, but also inaction, is failure to perform their duty.

According to N.D. Sergievsky external criminal misconduct of man, can consist of both action and inaction [2: 307]. The commission of inaction requires much less stress from a person than the commission of an action, accordingly, it is considered illegal much less often than the action of a person. P.D. Kalmykov said that a criminal omission is «a violation caused by the absence of any act» [3: 31]. A.F. Berner also called inaction «criminal omissions.» He believed that they consisted of non-performance of an act prescribed by law [4: 449]. But, nevertheless, inaction is not just an omission, but real negative actions, because they have the will of the person. A. Lokhvytsky, compared the concepts of action and inaction [5: 39]. He called the first a «positive act», which manifests itself in violation of the law, and the second – a «negative act», which is not to comply with what was previously written in the law.

There is also the so-called «mixed inaction», it is combined with action, but at the same time has no independent criminal significance. Formal crimes committed through inaction are called omission, or pure inaction, and material crimes committed through inaction are called impure or mixed inaction, as noted by A.A. Piontkovsky [6: 128] . This can be explained by the fact that the actions of a person who have an active character act only as a way of committing a criminal offense, but the real objective aspect of a criminal offense is inaction. In my opinion in order to better understand what we are talking about, we need to give examples. So, evasion of the person from payment of taxes, forgery of documents (Article 358 of the Criminal Code), or evasion of the serviceman from carrying out duties of military service by causing harm to itself (Article 409 of the Criminal Code).

**Conclusion.** Thus, the concept of inaction is very unfavorable for the legislator, as it requires a clear statement, clarity, and at the same time conciseness, which is very problematic or even impossible. In science and law, this concept is denoted and disclosed as the opposite of active action as a kind of action. That is, the concepts and features of inaction as a criminal offense are clarified by comparing it with the action. And as this ratio has shown, criminal inaction has many distinguishing features, which makes it possible to distinguish it from action, for example, the peculiarity of the application of certain institutions of criminal law, such as preparation, assassination and complicity, and in my opinion, the most striking feature is effective development of «evil will» in comparison with active actions.

But, nevertheless, today in the Criminal Code of Ukraine inaction is defined not only as opposition to active action, but also as evasion, concealment, refusal, termination and, most importantly, as violation.

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## CLEAN ENVIRONMENT – SUCCESSFUL COMMUNITY

**Introduction.** Ecology is one of the most important factors that influence human health. Green forests, ecologically clean rivers and reservoirs, fresh air, all these are sufficient for human health. However, every year the environmental conditions in Ukraine deteriorate: the amount of garbage emissions increases, as a result, we have huge landfills which litter the biosphere, releasing harmful chemicals that influence human life.

Thus, the issue of distinguishing the causes of the problem given and finding the preventative measures is under consideration nowadays. The main cause of the global environmental catastrophe is human negligence and indifference because people not thinking about the consequences neglect the fact of landfills appearance. Due to the raise of humans' awareness and technological progress there is a solution.

**Review of recent publications**. American waste expert Paul Connett once told, "Garbage is not a substance, but an art – the art of mixing various useful things and objects, thus determining the place in the landfill." [5] These words prove the need to introduce a separate garbage collection in order to reduce the amount of garbage on Earth. The question has been studied by H.I. Sydorenko, I.I. Datsenko, A.P. Shytskova, Yu.V. Novikov and others.

**Objectives of the paper.** The problem of garbage and unauthorized landfills is significant and requires the solution. People often do not understand this importance and do not think about sorting out garbage. That is why the main goal of the research is to attract public's attention to the global problem of solid waste, to inform about the garbage sorting, to increase the environmental culture and consciousness of the people, in particular the villagers, and to implement environmental measures since by understanding the importance of a clean environment, the community will become tidy and successful.

**Results of research.** It is known that the issue of ecological processes happening recently appears to be a worldwide problem. Thus, many countries suffer from poor ecological state of environment, including air, water, soil contamination as well as noise pollution. Not only urban, but also rural territories face the mentioned above problems. In this research we are going to present the ecological situation of the native village, which appeared almost 2 years ago, considered. This problem has attracted our attention since it is quite close to every resident of the village of Bratslav. The following information will present the results of our factual investigations.

Having been a member of the student conservation group, we learned that there is a certified landfill in the community and that residents can often see landfills on forest belts and in abandoned buildings. The study shows that the composition of household waste is approximately as follows: polyethylene – 41%, food waste – 12%, glass – 21%, iron and its alloys – 10%, plastic – 5%, wood – 5%, rubber and leather – 3% , paper – 2%, others – 1%.

From this statistic, we see that polyethylene, especially plastic bags, which are blown away by the wind not only in the landfill but also in the surrounding areas, is dominant in the content of landfills. To finally dispelling the doubts, such an experiment was conducted. An ordinary bag of 20 cm by 25 cm was taken.

Carrying out the calculation, it was learned that 20 packages can cover 1 $m^2$ of the surface. If one person uses about 6-7 packages every day, in a month about 200 of them will be used, which will cover 10 $m^2$. The obtained results led to the conclusion that it is necessary to sort packages and send them for recycling to avoid contamination of settlements.

Continuing the research, Bratslav plant of utilities was found to have signed agreements with the public on the collection of sorted garbage. So, the local government began to introduce garbage composting in the village. Residents received labels of four colours which were supposed to indicate garbage: yellow – plastic, green – glass blue – paper, black – the rest.

To study the opinion of the population on environmental pollution and the introduction of a system of separate garbage collection, we surveyed the residents of Bratslav. 57 citizens were interviewed.

To the first question: "Are you polluting the environment?":

26 people said: "Yes, human life is impossible without this ";

14 people - "I do not cause much harm to nature";

9 people - "Enough for my age";

4 people - "I care about the environment, I mostly use eco things";

4 people - avoided answers.

The second question: "Do you sort garbage?" – The answers were as follows:

49 people - "No"

8 people - "Yes"

The respondents divided into groups according to their attitude towards the issue. Thus, 34 of them said "we will sort", 17 – "I do not know, maybe. Does it make sense?" and 6 people – absolutely "no".

The members of the circle continued to conduct educational activities for the population telling them about the economic, environmental and aesthetic benefits which they will receive by garbage sorting. We also produced and distributed leaflets and brochures with information on the separate collection. Moreover, the practice of sorting in our families began as well as relatives and acquaintances were involved. More and more families began to sort every month.

So, today containers of appropriate colours have been installed in Bratslav, and sorting garbage is not the beginning of something new, but a common action that has been actively practiced for two years. Within some time, the survey on separating garbage was repeated again.

The questionnaire consisted of the same two questions and involved 57 citizens as two years before. The respondents answered the first question "Are you polluting the environment?" in the following way:

4 people said, "Yes, human life is impossible without this ";

16 people – "I do not cause much harm to nature";

8 people – "Enough for my age";

24 people – "I care about the environment, I mostly use eco things";

5 people avoided answers.

The second question: "Do you sort garbage?" had the answers as follows:

13 people – "No"

44 people – "Yes"

53 out of the respondents claimed that they will sort the garbage, 3 people said "I do not know, maybe. Does it make sense?", and 1 person answered "no".

Comparative description was conducted and the gotten results on how the attitude of the population to separate garbage collection showed that it has changed. As a consequence, we can observe the positive dynamics of reducing landfills. It is also known that in the future it is planned to install a waste sorting line.

Thus, the waste will be sufficiently divided into two groups: "wet" and "dry". "Wet" (food waste) will be composted and "dry waste" (waste paper, glass, plastic, etc.) will be sorted and recycled. By the way, the sale of sorted garbage will allow additional revenue to the community budget.

The main rule to remember: mixed waste is garbage, separately collected waste is a resource, a material from which you can make new useful things.

**Conclusion.** Reckless dumping or incineration of waste causes irreparable damage to the environment, so there is a global problem to be thought about in order to find the ways to solve it.

The reduction of the negative impact of garbage and waste on the environment, soil, groundwater and surface water by sorting garbage must be. Therefore, the system of separate garbage collection will reduce the amount of waste to be disposed of, will help solve environmental and social problems and contribute to resource conservation.

An important issue in the introduction of the system of separate garbage collection, in addition to explanatory work among the population, is also the establishment of a market for sorted garbage, which, in turn, creates the preconditions for additional revenues to the local budget.

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## THE IMPACT OF FAMILY STRUCTURE ON THE HEALTH OF CHILDREN: EFFECTS OF DIVORCE

**Introduction**. The demographics of families are changing, and with that, the philosophical underpinnings of relationships are also changing. Many young adults consider marriage is old-fashioned and open cohabitating relationships provide a healthier option that is more conducive for personal development.

In 1960, the average age of a woman's first marriage was 20.3 and a man's was 22.8. But by 2010, it had changed: the average age for the first marriage was 25.8 for women and 28.3 for men.

**Review of recent publications**. This topic is actual all over the world. Divorce is one of the most common problems of modern families. So, with confidence it might be said that psychologists are researching this topic thoroughly. The works on the topic are presented by Amato P.R., Booth A. («A generation at risk: Growing up in an era of family upheaval»), Billingham R.E., Brown J., Cohen P., Johnson J.G., Salzinger S. and others.

**Objectives** of the paper are to demonstrate how divorce can affect children's health and behavior.

**Results of the research.** Each child and each family are obviously unique with different strengths and weaknesses, different personalities and temperaments, and varying degrees of social, emotional, and economic resources, as well as various family situations prior to divorce. Despite these differences, divorce has been shown to diminish a child's future competence in all areas of life, including family relationships, education, emotional well-being, and future earning capability. One review of the literature conducted in the United Kingdom claims "although children are at increased risk of adverse outcomes following family breakdown and the negative outcomes can remain in adulthood, the difference between children from intact and non-intact families is a small one, and the majority of children will not be adversely affected in the long-term" [6].

Two large meta-analyses, one reported in 1991 and the other in 2001, showed that "children whose parents divorced continued to score significantly lower in academic achievements, conduct, psychological adjustment, self-concept, and social relations" [1].

The consequences of divorce are the following. The child may lose time with each parent:

- Parents may not have as much emotional strength and time to invest in parenting, i.e., the parents experience a "moratorium on parenting."
- Although laws are gradually changing, most children spend more time with one custodial parent and obviously have less time with each parent overall.
- For most children, it means much less time spent with their fathers.
- The child may also spend less time with their mother as she may need to work longer hours to support the family.

The child may lose emotional security:

- The child may have a weakened relationship with his/her mother.
  a. Divorced mothers are less able to provide emotional support [5].
- The child may have a weakened relationship with his/her father.
  a. Divorced fathers spend less time with their children.
  b. A study in 1996 found that fewer than a half of children living with a divorced mother did not seen their fathers more than one year, and only one in six saw their fathers once a week [8].

c. The child may find it more difficult to trust their father [4].

- The child may lose family traditions, celebrations, and daily routines [7].

The child may be less physically healthy:

- Fewer children in nuclear families were considered to be in poor health than children in non-nuclear families (12% of children in nuclear family versus 22% of children of a single parent) [3].
- Children living with married parents are less likely to be abused or neglected [9].

The child may have a higher risk of emotional distress:

- A study of almost one million children in Sweden demonstrated that children growing up with single parents were more than twice likely to experience a serious psychiatric disorder, commit or attempt suicide, or develop an alcohol addiction [2].

**Conclusion**. There are clearly negative long-term consequences of divorce – children, parents, and society all suffer. Wallerstein's long-term study shows that many children never have full "recovery" as each special event, holiday, or celebration reminds the child of their loss. The process of divorce and its effects on children can be stressful. Dealing with these issues can take its toll, including physical problems. Children who have experienced divorce have a higher perceptibility to sickness, which can stem from many factors. Also, signs of depression can appear exacerbating these feelings of well-being loss and deteriorating health.

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