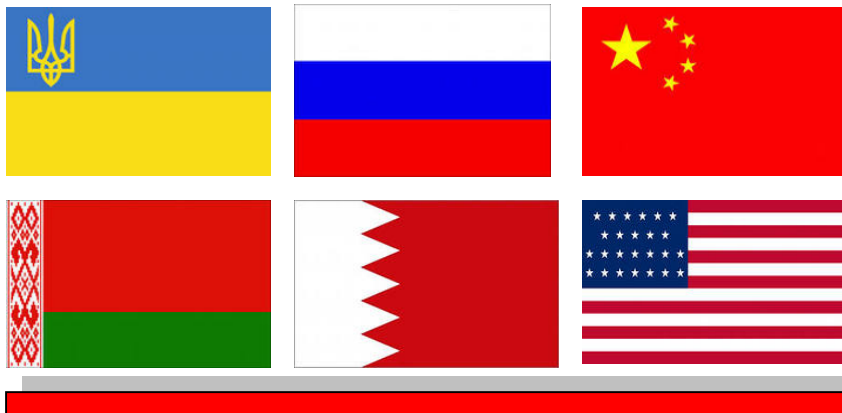


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## **S**cientific **Y**outh: Priorities of the **W**orld **S**cience

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Scientific-Practical  
Conference*



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## **THE DEPENDENCE OF ADHESION OF MICROORGANISMS TO ERYTHROCYTES ON THE CONCENTRATION OF DIVALENT CATIONS**

**Abstract.** The aim of this work was to study the dependence of microorganisms *Streptococcus thermophilus* adhesion on human erythrocytes on concentration of divalent cations in medium. There are results of determination the adhesion coefficient in solutions that contain  $\text{Ca}^{2+}$  and  $\text{Mg}^{2+}$  cations. The obtained data provide an evidence of influence of divalent cations on the second, the specific stage of the adhesive process.

**Keywords:** adhesion, erythrocytes, *Streptococcus thermophilus*, divalent cations, two-stage sorption model.

**Аннотация.** В работе исследовалась зависимость адгезии микроорганизмов *Streptococcus thermophilus* от концентрации двухвалентных катионов в среде. Представлены результаты определения показателя адгезии в растворах, содержащих катионы  $\text{Ca}^{2+}$  или  $\text{Mg}^{2+}$ . Полученные результаты свидетельствуют о влиянии двухвалентных катионов на вторую стадию адгезивного процесса.

**Ключевые слова:** адгезия, эритроциты, *Streptococcus thermophilus*, двухвалентные катионы, модель двухступенчатой сорбции.

**Анотація.** У даній роботі досліджувалася залежність адгезії мікроорганізмів *Streptococcus thermophilus* від концентрації двовалентних катіонів у середовищі. Представлені результати визначення показника адгезії в розчинах, які містили катіони  $\text{Ca}^{2+}$  або  $\text{Mg}^{2+}$ . Отримані результати свідчать про вплив двовалентних катіонів на другу, специфічну стадію адгезивного процесу.

**Ключові слова:** адгезія, еритроцити, *Streptococcus thermophilus*, двовалентні катіони, модель двоступеневої сорбції.

## Introduction

In case of contact the bloodstream and germs of bacterial nature contact of bacteria with erythrocytes is the most likely. The process of bacterial adhesion is usually discussed in terms of the two-stage sorption model which was first proposed by Marshall and others [1]. According to the model, at the first stage the bacteria fastly attaches to the surface by weak physical interactions, while at the second stage irreversible molecular and cellular adhesion process takes place and aggregates, resistant to any washing out or processing, are formed [2]. Bacterial adhesion to quite a few materials had been successfully described in terms of the interaction of the colloidal forces caused by the physical-chemical properties of bacteria and surfaces [3]. Therefore, an important factor, influencing the adhesion processes, is physical-chemical characteristics of the medium, in particular, the presence of divalent cations therein.

## Results and Discussion

Results of the experiments showed that the presence of divalent cations ( $\text{Ca}^{2+}$  or  $\text{Mg}^{2+}$ ) significantly reduces the number of *Streptococcus thermophilus* bacterial cells that adhered on human erythrocytes. At the same time, by varying the concentration of cations in the investigated range close to the physiological, adhesion coefficient has not changed significantly. The adhesion coefficients on addition  $\text{Ca}^{2+}$  or  $\text{Mg}^{2+}$  also do not probabilistically differ.

The obtained data demonstrate a significant effect of divalent cations on the adhesion coefficient in the direction to lower it. This

result can be explained by the effect of divalent cations on the second (irreversible) stage of the adhesive process. Divalent cations can interact with receptors, blocking their accessibility to interaction with the ligands. Electrostatic interactions are important for molecular recognition processes. A significant number of large proteins involved in cell surface and cell-cell interactions contain putative calcium binding domains [4].

It is shown how some integrins are activate by attachment of another divalent cation  $Mg^{2+}$  which binding at metal-ion-dependent adhesion site (MIDAS) in the integrin A domain. This interaction stabilizes the domain in the high affinity state that differs from passive low -related state by changes tertiary domain structure which are finished by cell adhesion. Octahedral surrounding in MIDAS meets the holding  $Mg^{2+}$  requirements ideally among two cations  $Mg^{2+}$  and  $Ca^{2+}$ , that is more than enough in the peripheral blood.

The obtained results of effect  $Ca^{2+}$  and  $Mg^{2+}$  on adhesion of *Streptococcus thermophilus* on human erythrocytes provide an evidence that adhesion molecules involved in this process is not a  $Ca^{2+}$  - or  $Mg^{2+}$ -dependent, i.e. not activated by these cations. This is evidenced by the negative influence of these cations on the adhesion. This result is probably a consequence of the leveling of the charges of the ligands and/or receptors by interaction with divalent cations.

### Conclusions

In the course of our research it is shown that the divalent cations  $Mg^{2+}$  and  $Ca^{2+}$  in the investigated physiological range likely affect the second, irreversible stage of the adhesive process, affecting the charge of adhesion molecules.

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## FEATURES OF FORMATION WORKING POPULATION LUHANSK IN THE LATE XIX – EARLY XX CENTURIES

**Abstract.** The article deals with the features of the formation of the working people from Luhansk region in the context of XIX - early XX centuries. The author shows changes in economic and social life of the region, names the development of industry, the emergence of a new class of workers, their situation and protection of their rights, the position of the bourgeoisie and its interaction with the working class and the state.

**Keywords:** workers, Luhansk, coal, mines, businesses.

**Анотація.** В статті досліджується період формування робочого населення Луганщини в кінці XIX - на початку XX століть. Розглянуто зміни в економічній та соціальній житті краю, а саме розвиток промисловості, появу нового класу робітників, їх становище та захист власних прав; положення буржуазії, її взаємодію з робітничим класом та державою.

**Ключевые слова:** рабочие, Луганщина, угольная промышленность, шахты, предприниматели.

**Анотація.** У статті досліджується період формування робітничого населення Луганщини в кінці XIX – на початку XX століть. Розглянуто зміни в економічному та соціальному житті краю, а саме розвиток промисловості, появу нового класу робітників, їх становище та захист власних прав; положення буржуазії, її взаємодію з робітничим класом та державою.

**Ключові слова:** робітники, Луганщина, вугільна промисловість, шахти, підприємці.

### Introduction

The formation of the working population in territory of our country had its own peculiarities. Primarily, it was due to the discovery of coal and the appearance of two new social classes - the proletariat and the bourgeoisie (business). Although the first Luhansk region mine was opened in XVIII century until the second half of the nineteenth century in our region was a massive coal mining, so-called "coal fever".

### Results and Discussion

After the reforms of 60–70 years of the nineteenth century, our area became a center of coal mining and metal scene of the struggle of workers for social security and better life. Luhansk region opened a new page of its history.

The main center of production of solid mineral fuels become Katerynoslav area, Kharkov provinces and regions of the Don Cossacks, called the Donets Basin, part of which Luhansk region also is [3, p. 20]. Demand for coal has been associated with the development of transport (railway constructing) and with the opening of factories. In the province there was three major groups of mines: Golubovsk, Uspenka and Lisichansk.

Gradually the land development industry has developed a permanent contingent of miners formed a new working class - the proletariat. For the 1860-1890-ies the number of workers had increased 30 times [1, p. 54].

The proletariat was formed mainly of farmers who had no own land and no property. Collective-farms and peasants of mine began to appear, their number was constantly being changed. It was necessary to open shops for sale food and other necessities to workers, cause mines were usually laid in the desert, in deserted places. Later, circumstances changed and mines began to appear around the villages [2, p. 103] in which placed houses where miners lived. They had forms of huts, barracks and family homes. The work in the coal industry was involved not only men but women and children also.

In historical literature of the XX century some activities of employers were subjected to hard critics because of their attitude to the working class, their working conditions and living conditions. However, historians today think whether it is true and than they deeper study this subject, the more doubts they have, because there were

employers, but not the state created in the post-reform time for their employees. The necessary conditions for the existence and work were: providing living rooms, hospitals building, churches building, founding schools for the qualified specialists mining teaching. Firstly it was the most profitable businesses, because it depended on the income from their business. However, the pre-revolutionary era has left its mark.

The existence of Marxist groups, advocacy of revolutionary ideas and activities of other political organizations affected the working class thus configured uneducated poor people that did not understand the true purposes of political forces in the fight against the bourgeoisie, and against the government later.

Even today it is possible to draw parallels between the events what took place almost two centuries ago, and the events of the last twenty years. As living and working conditions of workers were very difficult. Technical equipment of mines and factories behind the leading countries of Europe, remains a threat to the health and lives of workers, frequent accidents in the business of deaths and strikes remained the main forms of protest and struggle for their rights. However, there are positive features that have moved into the present – the payment of bonuses, pensions, giving the professional qualities to the worker.

### Conclusions

Nowadays still working population of Luhansk region and other parts of the country are not in the middle class of society and has no all the conditions for work and life. We say that our employers are very hard working, patient and persistent. All these qualities were both "gift" and "curse" for them, but wake up hope that in the future social and economic life of the region and the country as a whole will improve.

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## INTERACTIVE LEARNING TECHNOLOGIES OF THE FUTURE TEACHERS OF PHYSICAL CULTURE

**Abstract.** The author gives a review of the use of the training of future teachers of physical culture of interactive technologies that aim to develop students' creative thinking, the formation of skills to solve tasks in the course of their academic work. Rationale for the use of interactive learning technologies allows students quality training future teachers of physical culture.

**Keywords:** future teacher of physical culture, interactive technology, professional training.

**Аннотация.** Предлагается рассмотреть использование в профессиональной подготовке будущих учителей физической культуры интерактивных технологий, которые направлены на развитие у студентов творческого мышления, формирование умений и навыков решать поставленные задачи в процессе их педагогической деятельности. Обоснование использования интерактивных технологий обучения студентов позволяет осуществить качественную профессиональную подготовку будущих учителей физической культуры.

**Ключевые слова:** будущий учитель физической культуры, интерактивные технологии, профессиональная подготовка.

**Анотация.** Пропонується розгляд використання у професійній підготовці майбутніх вчителів фізичної культури інтерактивних технологій, які спрямовані на розвиток у студентів творчого мислення, формування умінь і навичок вирішувати поставлені завдання в процесі їх педагогічної діяльності. Обґрунтування використання інтерактивних технологій навчання студентів дозволяє здійснити якісну професійну підготовку майбутніх вчителів фізичної культури.

**Ключові слова:** майбутній вчитель фізичної культури, інтерактивні технології, професійна підготовка.

### **Introduction**

In modern conditions it is qualitatively new way of solving the problem of training of future teachers of physical culture. Increased attention to the problems of training future teachers is associated with the changes that occur today in all spheres of human activity. Preparation of the future teachers of physical training to professional activities, acquiring new knowledge and skills to use in their work effective technology training and education in schools – all this is just one of the problems of modern education.

Researchers V. Bepal'ko, M. Clarin, G. Selevko [1; 2; 4] and other scientists dealing with the problem of finding effective technology training and education of students, allow focusing our attention on interactive technologies. According scientists V. Bepal'ko, E. Pometun, G. Selevko interactive technologies, aimed at the development of creative thinking, the formation and skills to solve tasks based on the choice of alternatives. Interactive technology gives an opportunity to create a comfortable learning environment for each participant of the educational process that contributes to the disclosure of personal potential of each student [1; 3; 4].

### **Results and Discussion**

All subjects interactive learning are equal partners. This position has a positive effect on the formation and skills regarding communication, cooperation, teaches respect for the opinions of others, teaches to think critically, to analyze and make decisions, experimentally fulfill certain algorithms of behavior and action. Interactive learning technologies are implemented on the basis of personality-oriented, competence-based approaches, as well as pan-European recommendations for liberalization and democratization of the educational process [3].

In the practical training of future teachers of physical culture, we used a variety of interactive learning technology: design and training technologies; role play, brainstorming, debates, discussion, open mic, "roundabout" and others. Construction employment was thus aimed at the development of professional competence of future teachers of physical training, self-development and self-improvement.

In the selection of interactive learning technologies students, future teachers of physical culture, we took into account the fact that the knowledge gained by man, gain value when help in solving real life problems and professional, promote personal self-development and self-realization. Interactive technology helps students to develop a proactive approach to exchange views with colleagues, find the best way to solve problem situations that they may encounter in the future in their professional activities.

It is very important to feel their participation in the educational process and is relevant for an adult because it is attracting students to such practices. Practical training is not enough to develop professional competence of future teachers of physical education and to satiate communicative, psychological or motor exercises. It is important to provide teachers with the opportunity to think creatively and solve problems. The basic idea of this approach to training future teachers of physical culture is to shift the emphasis from passive forms of education on their active mental activity, creative and critical thinking, self-awareness and self-development.

### Conclusions

Interactive learning technologies have a significant impact on motivation, attitude and interest of students, future teachers of physical education, and the process of mastering the future profession. Active engagement of students with all the participants of the educational process allows you to create the necessary conditions for self-development, self-realization of personal potential, share experiences and learn the necessary skills, abilities and skills. Through interactive learning technologies provided quality training for future teachers of physical culture and the development of their professional competence.

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## **ADVANTAGES AND DISADVANTAGES OF E-LEARNING IN HIGHER PHYSICAL EDUCATION**

**Abstract.** The article deals with discussing the advantages and disadvantages of e-learning in higher physical education. It is established that using of mobile learning for the future teacher of physical culture very flexible way to acquire information. It might be developed an individual training plan for each student considering his regime and training needs.

**Keywords:** teacher of physical culture, e-learning, College physical education.

**Анотація.** Розглядаються переваги та недоліки електронного навчання в вищому фізкультурному освіті. Встановлено, що мобільне навчання для майбутнього вчителя фізичної культури – це дуже гнучкий спосіб отримання інформації. Для кожного студента може бути розроблений індивідуальний навчальний план, що враховує його режим і потреби в навчанні.

**Ключевые слова:** будущий учитель физической культуры, электронное обучение, высшее физкультурное образование.

**Анотація.** Розглядаються переваги та недоліки електронного навчання у вищій фізкультурній освіті. Встановлено, що мобільне навчання для майбутнього вчителя фізичної культури – це дуже гнучкий спосіб отримання інформації. Для кожного студента може бути розроблений індивідуальний навчальний план, що враховує його режим і потреби в навчанні.

**Ключові слова:** майбутній учитель фізичної культури, електронне навчання, вища фізкультурна освіта.

### Introduction

The e-training in the Ukrainian system of physical education grows in the presence of qualified faculty of the University; training programmes; necessary logistical support, developed regulatory framework necessary contingent of students of specialty «Physical training» etc. The spread of e-learning in our country shows the urgent needs for its promotion to higher athletic education, to ensure the progressive development and implementation at all levels of physical education, according Semerikov [5] who notes that the development of e-learning took place in three stages. The first stage (20-50 years of the twentieth century) covers the period from the moment of occurrence of Electromechanical computers before the widespread introduction of electronic computers. The second stage covers the period of the 50-80s years of the last century and is associated with the widespread introduction of computers in practice. The third stage (from 80-ies of the last century) began with the advent of computer networks and personal computers. Problems of informatization of higher physical education were engaged in such scholars: Y. Dragnev, R. Klopov, L. Sushchenko [1; 2; 3; 4; 6].

### Results and Discussion

The advantages of e-learning in physical education are: the personification of the future teacher of physical culture; the option to combine learning content for the formation of a variety of educational programmes, adapted to the specific future teacher of physical culture; the opportunity to get much more information, required for the assessment of knowledge and skills, obtained in the result of conducted training; reduced cost of instruction; the usage of a wide range of various means of learning; the training of students specialty «Physical education», which have limited capacity; building an effective learning management system. The disadvantages of e-learning in higher physical education include: the difficulty of making quick changes in the educational process on a speciality «Physical education», if classes have already started; the necessity of forming additional motivation for the future teachers of physical culture, which is carried out using e-learning technologies; high dependence on logistics; lack of the necessary number of specialists in the field of e-learning technologies of the highest physical culture education.

**Conclusions.** Nowadays e-learning in higher physical education is an integral part of the educational process. Tutorial systems in place to ensure equal educational opportunities regardless of the characteristics of the students of the specialty «Physical education». Mobile learning for the future teacher of physical culture is very flexible way to acquire information. An individual training plan may be developed for each student considering his regime and training needs.

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## PROBLEMS OF INFORMATION COMPETENCE OF FUTURE TEACHERS OF PHYSICAL CULTURE IN THE EDUCATIONAL PROCESS

**Abstract.** Problems of information competence due to a number of contradictions between ascending requirements for training future teachers of physical education and the lack of developed pedagogical conditions of information competence in the educational process, dynamic changes in their future careers and technologizing learning process in secondary schools, between existing and the required level of language skills of date information.

**Keywords:** future teachers of physical education, information competence, information technology, information-educational environment.

**Аннотация.** Проблемы формирования информационной компетентности поясняются рядом расхождений между возрастанием требований к профессиональной подготовке будущего учителя физического воспитания и отсутствием разработанных педагогических условий формирования информационной компетентности в учебно-воспитательном процессе; динамическими изменениями в будущей профессиональной деятельности и технологизацией учебного процесса в общеобразовательном учебном заведении; между имеющимися и необходимым уровнями владения навыками работы с современной информацией.

**Ключевые слова:** будущий учитель физической культуры, информационная компетентность, информационные технологии, информационно-образовательное пространство.

**Анотація.** Проблеми формування інформаційної компетентності пояснюються низкою суперечностей, між: зростанням вимог до професійної підготовки майбутнього вчителя фізичної культури та відсутністю розроблених педагогічних умов формування інформаційної компетентності в навчально-виховному процесі; динамічними змінами у майбутній професійній діяльності та технологізацією навчального процесу в загальноосвітньому навчальному закладі; між наявним та необхідним рівнем володіння навичками роботи із сучасною інформацією.

**Ключові слова:** майбутній учитель фізичної культури, інформаційна компетентність, інформаційні технології, інформаційно-освітнє середовище.

### **Introduction**

Analysis of the current practice of professional training of future teachers of physical culture in Ukraine suggests that the problem of information competence of future teachers of physical culture in the educational process is understudied. This fact indicates too low amount of scientific literature on the modernization of higher physical education in Ukraine. It should be noted that the problem of the formation of information competence and awareness- university educational environment, the development of information-educational environment institution of higher education on the basis of information and communication technologies, information and educational environment of general humanities prepare students for using technology standards for educational information systems, theoretical and methodological foundations of scientific and educational researches, information and educational environment of the modern university is dedicated to the works of such scholars as M. Goryachev, V. Krasilnikov, N. Romanova et al. [1; 2; 3]. Currently solving problems of information of higher physical education and optimization of training future teachers of physical training with the using of information technology labor devoted Ukrainian scientists (G. Henseruk, Y. Dragnev, S. Ermakov, G. Klopov, M. Chekunov etc.) Information education (S. Horbachuk L. Doliner, M. Komar, P. Petrov, V. Shestakov etc.) [4; 5; 6].

### **Results and discussion**

Integration Extension educational environment in which there is a future teacher of physical education, professional training needs to focus not only on training competent in matters of student information

competence, information culture, but also to help students in mastering basic professional skills necessary under conditions of informatization of educational space Ukrainian education.

Information competence of a teacher can be defined as the integration characteristics of individuals, reflecting the willingness and ability to effectively implement new information technology search, collection, analysis, data transformation and productively use it in teaching and learning activities. Modern features of the formation of future teachers of physical culture information competence in the educational process are related to a number of problems, which are characterized by computerization and informatization of the educational process at the university, raising the level of computer literacy, information competence and information culture and so on.

Speaking of the main problems of the formation of information competence, we should note the presence of a contradiction between:

- the requirements of modern society to the formation of a person with a high level of information competence and character of a traditional high school educational system that does not allow for a high level of information competence;

- objectively existing needs of society in improving the quality of information competence of future teachers of physical education and the lack of teaching conditions and procedures to ensure the formation of information competence.

### Conclusions

One of the major challenges in contemporary higher physical education is to develop information competence of future teachers of physical culture in the educational process modernized educational information environment of higher education.

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## **CONSTRUCTING PRINCIPLES PEDAGOGICAL SYSTEM OF FUTURE TEACHER'S OF PHYSICAL CULTURE PROFESSIONAL DEVELOPMENT**

**Abstract.** There are three principles of construction of pedagogical system of future teacher's of physical culture professional development. Rationale presented principles of pedagogical system of teacher's of physical culture professional development in terms of informational and educational space allows you to define methodological foundations of the research.

**Keywords:** future teacher of physical culture, principles, pedagogical system, professional development, information and educational space.

**Аннотация.** Предлагается три принципа построения педагогической системы профессионального развития будущего учителя физической культуры. Обоснование представленных принципов педагогической системы профессионального развития будущего учителя физической культуры в условиях информационно-образовательного пространства позволяет определить методические основы исследования.

**Ключевые слова:** будущий учитель физической культуры, принципы педагогической системы, профессиональное развитие, информационно-образовательное пространство.

**Анотація.** Пропонується три принципи побудови педагогічної системи професійного розвитку майбутнього вчителя фізичної культури. Обґрунтування визначених принципів педагогічної системи професійного розвитку майбутнього вчителя фізичної культури в умовах інформаційно-освітнього простору дозволяє визначити методичні засади дослідження.

**Ключові слова:** майбутній учитель фізичної культури, принципи педагогічної системи, професійний розвиток, інформаційно-освітній простір.

### Introduction

Note that professional activities in the field of physical education is based on certain principles which are specific model of pedagogical of future teacher of physical culture professional development the conditions of information-educational space. During development principles in accordance with our research, we relied on the main system principles developed by V. Panov [4]. We note that various principles in their research have examined such scientists (A. Donets, N. Mikhailova, E. Rachikulina) [1; 2; 3]. In these works, the scientists focused on teaching principles of program-target development of the professional Lyceum; preparing students for the implementation of the principle of continuity in the development of the cognitive abilities of children; development of cognitive activity of students of professional Lyceum on the basis of the principle of learning individualization; target principle of development management of the personnel in the municipal system of physical culture and sports; the development of the intellect of a pupil as a principle of organization synergetic environment in the process of teaching Informatics.

### Results and Discussion

Next, we consider only three principles of eight.

1. *The principle of forecasting professional development and personality formation in the system of physical education and higher education.* The defining moment of the forecasting process of professional development and formation of personality in higher education, is the prediction of the future condition associated with the future teacher's of physical culture professional activity. This principle should be seen in the consistency, completeness, continuity, adequacy and optimality.

2. *The principle of correspondence of the personality's professional development in different types of educational and informational environments.* A promising trend of future teacher's of physical culture professional development, according to which it is necessary to develop new software products, is the ability to navigate in the flow of information in different types of educational and training environments. Educational environment provides an opportunity to

use various methods in the educational process with the using of information technologies, which in turn changes the psychological climate of the students.

3. *The correspondence principle of athletic education modernization the physical education system.* This principle shows the dependence of athletic education from the improvement of the physical education system, which requires the competent construction of the didactic process. In the process of future teacher's of physical culture professional preparation of the implementation of this principle presumes the formation of professional qualities according to the information society conditions.

### Conclusions

Rationale presented principles of pedagogical system of teacher's of physical culture professional development in terms of informational and educational space allows you to define methodological foundations of the research.

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## IMPROVING THE QUALITY OF EDUCATION BY DINT OF «EDUCATION-ALL INCUSIVE»

**Annotated.** A comprehensive system of «education-all inclusive», which will improve the quality of educational services for the analysis of existing features and their compare alternative to other educational institutions. Proposed the main competitive advantages and formed new ones, which can be used in an educational institution.

**Keywords:** competitive advantage, stakeholders, competitive potential, the system «education-all inclusive».

**Анотация.** Розроблена комплексна система «освіта-all inclusive» вдосконалення якості освітніх послуг за результатами аналізу існуючих особливостей та порівняння їх з альтернативними в інших навчальних закладах. Визначені основні конкурентні переваги та сформовані нові, які можуть застосовуватися в ВНЗ.

**Ключевые слова:** конкурентні переваги, стейкхолдери, конкурентний потенціал, система «освіта-all inclusive».

**Анотация.** Разработана комплексная система «образование-all inclusive» совершенствование качества образовательных услуг по результатам анализа существующих особенностей и сравнения их с альтернативными в других образовательных заведениях. Определены основные конкурентные преимущества и сформированы новые, которые могут применяться в ВУЗ.

**Ключевые слова:** конкурентные преимущества, стейкхолдери, конкурентный потенциал, система «образование-all inclusive».



## Introduction

Global financial processes once again confront the problem of radical revision of Ukraine's economic development model and an accelerated transition to a knowledge economy. One of the leading factors in the development of innovation is the improvement of education, and especially higher education. Formation of an effective mechanism to use the competitive advantages of the institution is not possible without a comprehensive and systematic study of its objective factors functioning in a competitive space [2]. If the educational institution support existing economic potential in the steady state, and possibly develops it, it gets a «sustainable competitive advantage». Thus the competitive strategy of higher education is an important factor in the formation of its competitive advantages in the national education system. Study of the problem of formation of the education market of Ukraine was made by Ukrainian scientists - Bogolib T., Kalenyuk I., Cremen V. The economic substance of the concept of «competitive educational institution», its formation, assessment and management studied by scholars such as: V. Andruschenko, O. Kratt, A. Kuklin, M. Matveev, D. Zakyrova, A. Ehoshyna, I. Bobko, A. Green and others.

## Results and Discussion

Competitive Potential institution associated with creating a set of competitive advantages within its main components: the human potential in science, educational work, social infrastructure, logistics, management system. In light of these studies, established a comprehensive system for improving the quality of educational services for the analysis of existing capabilities, comparing them with other alternative educational institutions (benchmarking). It is necessary to consider the concept of comfort and proper education - or, as we propose, «Education-all inclusive», which in this situation is a powerful additional stimulant. The system of «education - all inclusive» adds to the already existing system of education in «Luhansk Taras Shevchenko National University» attractive new components:

1. Possibility use own line of credit when paying for training services with a grace period or loan holidays .
2. Integration between multi-level educational institutions will ensure consistency, continuity of education and the establishment of

flexible transition from general education to professional without psychological stress for the entrant. This factor makes it possible to manage the demand for educational services that enables us to handle career- training students and encourage conscious choice of profession.

3. Formation of the network partnership will enable the exchange of students (educational tourism) and the content of their in partner network. Within the network should be possible to pass not only internships in various institutions, but also complete the different educational levels in various universities. It also the opportunity to compensate the lack of professors - teachers in particular areas of learning through the use of intellectual resources of the university - a partner.

4. Technical support system «education - all inclusive» provides many advantages in the future: the ability to receive free sports, health, household, educational, psychological services. And his parents in the conditions of modern economic realities (when you need a lot of work, and sometimes not possible to give attention to the child) - full support of the learning process and the guarantee of obtaining a diploma and primary workplace.

5. Scientific motto of our university should be the- powerful motivational techniques that will allow us to use creativity at par on the scientific potential in the market conditions, only the contractual relationship between the university and the employee. The list of possible services: audit, organization of tender trade, training and coaching, development of business processes for other educational institutions and enterprises of different ownership forms, the development of indicators of business, development of computer software, management services and support implementation of business projects.

6. Create interest to all participants of the educational process on the basis of an effective system of motivations active participant of the program of development of educational institutions.

7. Creating the university some innovative structures (research, innovation centers, business incubators, technology transfer offices, Intellectual Property Office, the commercialization of research departments), which will contribute to the implementation of all functions that are necessary for the transmission of scientific products

to the customer with maximum benefits for all and in accordance with the law.

8. Create potential of social relations. The concept of this potential reflects the presence, strength and duration of social relationships between people and organizations. In the course of these relationships increases confidence in the university from its stakeholders, this is a measure of this resource and has its price. Thus, this potential integrates the categories of different nature: social (communication, relationship), ethical (trust, respect), as well as economic (resources, interaction).

### Conclusions

We believe that the implementation of the proposed activities in the university would make it result-oriented and innovative approach to the management of the development process allows you to see the result of the implementation and the proportion of the contribution of each subject.

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## **PERSONALITY AS A SUBJECT OF PEDAGOGICAL ACTIVITY**

**Abstract.** The article considered the concept of «individual category», «personality of the teacher», «subject of pedagogical activities», the teacher as a person and a subject in educational activities.

**Key words:** personality, subject, teacher's personality.

**Анотація.** В тезисах рассматривается понятия «категория личности», «личность учителя», «субъект педагогической деятельности», учитель как личность и субъект в педагогической деятельности.

**Ключевые слова:** личность, субъект, личность учителя.

**Анотація.** У тезах розглядається поняття «категорія особистості», «особистість учителя», «суб'єкт педагогічної діяльності», учитель як особистість і суб'єкт у педагогічній діяльності.

**Ключові слова:** особистість, субект, особистість учителя.

### **Introduction**

Personality of the teacher is an integral part of the pedagogical process and the work as a whole. Each teacher inherent pedagogical maturity, the ability to understand the inner world of their students, to penetrate deep into their motives, interests, aspirations, guide the theoretical knowledge and skills in practical skills, gain experience.

### Results and Discussion

Category «personality of the teacher» by various authors was ambiguously understood. Psychological structures are the following: orientation, temperament, intelligence and self-awareness, in turn, each of which includes an entire system of quality, features and specifications. The traditional approach to the study of the teacher's personality is the study of structures and their components consistent correlation between them; separate study unit and then played them whole. However, no single description, taken by themselves or in their entirety are not able to give an idea of the integrity of the living human person [1; 44].

In psychology, the term «person» as a phenomenon of social development, particular living person with consciousness and self-awareness [3; 256]. Subject – is an individual or group as a source of knowledge and transformation of reality [3; 637]. Also subject in psychology characterized as medium activity.

In the personality of the teacher teaching activities presented as a kind of integrity in all its complex diversity of psychological traits. Positive and negative qualities of the teacher are not in the same condition, and develop enhanced or during educational activities.

For the manifestation of the positive qualities of the teacher's personality is highly characteristic understanding of the other person, especially the student [4; 60]. A good teacher not only owns a large amount of knowledge, but also understands the importance and nature of the material taught.

Intellectual activity is characterized by the teacher, that in the process of teaching his thought is always oriented to the correct understanding of its students is correlated to them. This is what makes thinking teacher pedagogical orientation. Pedagogically oriented thinking is characterized primarily by the desire to achieve greater clarity teachers of these processes [2; 60].

### Conclusions

The concept of «personality of the teacher» and «subject teaching activities» relate to one another, but we do not combine them into one and consider the levels of mental structures and properties that are associated with the various systems of determination and regulation of the activity of the teacher.

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### FEATURES OF TEACHING METHODS IN RHYTHM GYMNASTIC EXERCISES PUPILS OF SECONDARY SCHOOL AGE

**Abstract.** Offers rationale features of a technique of training exercises, students of secondary school age, which is in the use of ritmoplastics gymnastics as an additional way of instilling a sense of rhythm and harmony motion Determination of the level and dynamics of rhythm, plasticity, physical and functional readiness and the ratio of physical and intellectual abilities of pupils.

**Keywords:** methods, ritmoplastics gymnastics, nurturing a sense of rhythm, gymnastics exercises.

**Аннотация.** Предлагается обоснование особенности методики обучения гимнастических упражнений учащихся среднего школьного возраста, которая заключается в применении ритмопластической гимнастики как дополнительный способ воспитания чувства ритма и гармонии движений. Определение уровня и динамики показателей ритмичности, пластичности, двигательной и функциональной подготовленности, а также соотношение физических и интеллектуальных возможностей школьников.

**Ключевые слова:** методика, ритмопластическая гимнастика, воспитание чувства ритма, физические упражнения.

**Анотация.** Пропонується обґрунтування особливості методики навчання гімнастичних вправ учнів середнього шкільного віку, яка полягає в застосуванні ритмопластичної гімнастики як додатковий спосіб виховання почуття ритму й гармонії рухів. Виявлення рівня і динаміки показників ритмічності, пластичності, рухової та функціональної підготовленості, а також співвідношення фізичних й інтелектуальних можливостей школярів.

**Ключові слова:** методика, ритмопластична гімнастика, виховання відчуття ритму, фізичні вправи.

### Introduction

A great role in the process of physical development provides physical education, which is regarded as a pedagogical process expedient impact on the physical development of a person to his physical perfection and comprehensive development with the help of special physical exercises. In physical exercises rhythm is the most integral characteristic of the technique of physical exercise that combines movement in the whole, reflects the natural order of distribution of effort in time and space, the sequence and the measure of their changes (increase and decrease) in the dynamics of actions. The rhythm and movements can be judged on their perfection. B. Shiyan defines motor rhythm as a relatively well-organized force distribution in space and time. Or rhythm is consistent, regular change of the speed of the individual movements of motor actions [4]. Rhythm motor actions determined by the individual characteristics of the performer and depends on the terms of reference.

### Results and Discussion

From a physiological point of view, the development of a sense of rhythm and plasticity contributes to the formation of the motor areas, психомоторики, creative activity of children. According to the authors (S. Barmin, G. Pakhomova, T. Roters) rhythm and plastic exercises are based on the movements of gymnastics, choreography, dance, rhythm, exercise of the different health systems, contribute to the removal of mental and emotional stress, improve intellectual activity [1; 2; 3]. One of the alternative means is ritmoplastics gymnastics is a system of tools and methods for teaching a sense of rhythm and plasticity, which promotes the development of motor-coordination abilities. Ritmoplastics gymnastics is a special motor activity that occurs using music, where the music is rhythmically performs organizing role One aspect of this is artistic expression, communication with the basics of stage movement (plastic) and the basic elements of choreography. Ritmoplastic gymnastics is considered as an additional means of fostering a sense of rhythm, expressiveness, elegance, harmony movements as a form of psychophysical recreation. Ritmoplastics development of children of secondary school age is closely associated with the level of development of physical and coordination qualities, peculiarities of the nervous system, the



emotional condition. Rhythmic specialists recognize who owns the fast response, good coordination of movements. Rhythmic movements are an important element of efficient application of muscular strength and duration of work. Flexibility movements are ensured at a high consistency of the work of large and small muscles, speed and rhythm of each motor action. For the rational use of means and methods ritmoplastics gymnastics important to examine motor capabilities of children. Identification of the level and dynamics of rhythm, plasticity, physical and functional readiness, help to expand the motor abilities of children and will allow approaching to the solution of health problems.

### Conclusions

In the perception of pupils locomotor rhythm is rhythm, which in physical education depends on the ability to accurately reproduce a given rhythm exercise. Ritmoplastics gymnastics is considered as an additional means of fostering a sense of rhythm, expressiveness, elegance, harmony movements as a form of psychophysical recreation.

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## THE CONSTRUCTIVE ASPECT OF PRESENTATION OF «SEPARATE» CHRONOTOPE IN THE SCIENCE FICTION METAGENRE

**Abstract.** The time-and-space conceptions of Ukrainian science fiction prose are analysed in the article. According to specific time-and-space construction with a character in the center, the dualistic system of chronotopic relations is determined. The system consists of such elements as subjective-psychological time-and-space, objective-attributive time-and-space of a character and specific «separate» chronotope.

**Keywords:** time-and-space conceptions, science fiction, dualistic system, objective-attributive time-and-space, «separate» chronotope.

**Анотація.** В статтю досліджуються просторово-часові концепції в українській фантастичній прозі. Виходячи з неординарної системи просторово-часових відносин в фантастичному творі, визначається дуалістична система хронопомних відносин, яка складається з таких елементів, як суб'єктивно-психологічне часопростір персонажа і об'єктивно-атрибутивне часопростір, а також «відчужений» хронопом.

**Ключевые слова:** время-пространство, научная фантастика, дуалістична система, об'єктивно-атрибутивний хронопом.

**Анотація.** У статті досліджуються часопросторові концепції в українській фантастичній прозі. Виходячи з неординарної системи часопросторових відносин у фантастичному творі, визначається дуалістична система хронопомних співвідношень, яка складається з таких елементів, як суб'єктивно-психологічний часопростір персонажа, об'єктивно-атрибутивний часопростір, а також «відчужений» хронопом.

**Ключові слова:** часопростір, наукова фантастика, дуалістична система, об'єктивно-атрибутивний хронопом.

### Introduction

The problem of a fantastic metagenre place in the modern system of literary genres and the peculiarities of this system of genres' poetry are very important questions and specialists in literature have focused on this problem nowadays.

Aforesaid problem was reflected in the works of such researches as A. Zaritskiy (the problem of the specific of fantastic as a peculiar metagenre), N. Mel'nyk (the magic elements in the fantasy novels), Y. Tamarchenko (peculiarities of the science fiction novels' poetry), V. Karatsupy and A. Levchenko (the history of the science fiction), N. Utakova (the poetry of a fantasy), V. Honcharova (reality of the science fiction) etc.

However the question of constructive-artistic structure of some elements in the science fiction novels is uninvestigated. This article is a part of a larger study a science fiction metagenre and is dedicated to a problem of defining the main principles of the construction so-called «separate» chronotope as a kind of time-and-space organization of the text in Ukrainian Literature.

### Results and Discussion

The goal of the research is to study the main development laws of the «separate» chronotope of the science fictions' texts of Ukrainian, writers.

In the issue we come to a conclusion, that the constructive representation of the «separate» chronotope in the science fiction novels can be represented in two different ways:

1. Regarding to a main character: in the objective-attributive or in the subjective-psychological chronotope (Objective-attributive time-and-space includes equipollent actualization of fiction and non-fiction reality in the science fiction and represents the system of outside images, imprints of which model the subjective-psychological time-and-space of a character).
2. Regarding to an artistic narration: it can take such forms of an artistic space as linear and parallel.

The definition *the «separate» chronotope* means a clearly defined model of an artistic space, which implies certain subject-image basis, which is represented in a specific (plot or non-plot) time.

From the results of previous studies, it became clear that aforementioned form of chronotope is unattainable for the most characters in the science fiction novel, only the main character can demonstrate how “to stay” in it, and a reader only owing to this character can understand the global idea of the novel.

### Conclusions

In the issue, some peculiarities of chronotope in the works of science fiction metagenre are examined in the article. The author defines «separate» chronotope as a kind of time-and-space organization of the text, studies its types and ways of representation in Ukrainian literature.

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## POLISEMY OF THE NAMES OF RESIDENTIAL BUILDINGS IN FRENCH

**Abstract.** The paper deals with the category of polysemy in the lexico-semantic group "names of residential buildings" in the French language. The paper presents two approaches to the study of this universal phenomenon. Establishing the degree of development of polysemy is based on identifying areas of polysemy in the selected names, the determining factor is the amount of lexico-semantic variants. The more lexico-semantic variants are determined, the wider area of polysemy the name of a specific building possesses. Polysemantic names prevail over monosemantic. The index of polysemy is defined for the French names of dwellings.

**Keywords:** polysemy, the degree of polysemy, the index of polysemy, lexico-semantic variant, names of residential buildings.

**Аннотация.** Рассматривается категория полисемии на примере лексико-семантической группы наименований жилищных строений во французском языке. В статье представлены два подхода к изучению этого универсального явления. Установление степени развития полисемии основано на выявлении зон полисемии в выбранной группе наименований, определяющим фактором является количество лексико-семантических вариантов: чем их больше, тем шире зона полисемии конкретного наименования строения. Полисемантические наименования преобладают над моносемантическими. Также определен коэффициент полисемии французских наименований жилищных строений.

**Ключевые слова:** полисемия, степень полисемии, коэффициент полисемии, лексико-семантический вариант, наименования жилищных строений.

**Анотація.** Розглядається категорія полісемії на прикладі лексико-семантичної групи найменувань житлових будівель французької мови. У статті подаються два підходи до вивчення цього універсального явища. Встановлення ступеня розвитку полісемії ґрунтується на виявленні зон полісемії в обраній групі найменувань, визначальним чинником є кількість лексико-семантичних варіантів: чим їх більше, тим ширше зона полісемії конкретного найменування будівлі. Полісемантичні найменування переважають над моносемантичними. Також визначено коефіцієнт полісемії французьких найменувань житлових будов.

**Ключові слова:** полісемія, ступінь полісемії, коефіцієнт полісемії, лексико-семантичний варіант, найменування житлових будівель.

## Introduction

The paper highlights the peculiarities of polysemy revealed among the names of residential buildings. The French language abounds in nouns with the meaning of a dwelling house, accommodation. The given review covers the study of 75 names of residential buildings (hereinafter – NRB). The lexical units under analysis are chosen on the relevance basis in accordance with the inherent common semes and optional distinctive semes typical of other languages [1: 93-94].

Residential buildings are the object of study for a number of scholars (J. Bell 2006; R. Chaika 2002; S. Jenkins 2003; M. Jagodinska 1999; V. Lyakh 1995; S. Higginbotham 2000; M. Polishchuk 1995; R. Radovich 2005). However, the NRB study hasn't focused on linguistic aspects, but architectural and construction parameters, including architectural planning, materials for construction (wood, stone, brick, etc.), ways of construction and exterior of some residential buildings. Some studies are devoted to the analysis of legends, memories of certain magnificent buildings in England / the USA or they regard certain areas of residential buildings in historical viewpoint. NRB of different Slavic languages as the object of cultural linguistics are scrutinized by M. Zhitnikova, A. Permylovska, O. Rozova. Descriptive and historical representation of NRB can be found in works of I. Dyda, T. Klimenko, I. Chipiga, B. Yazvytsky, R. Hingley, D. Perring, N. Pevsner and others.

## Results and Discussion

1. *How to treat polysemy.* There are several approaches to the study of polysemy with respect to the theory of the word meaning [4: 7-15]. The aim of the paper is to characterize polysemy inherent in NRB

under consideration. The word is considered polysemantic if it has some lexical constituents, i.e. two or more lexico-semantic variants (hereinafter – LSV), each of which is considered as a “merger of one sense” with one lexical form [3: 77-78]. There exist different ways to determine the degree of polysemy. First, the development of polysemy can be “estimated” with the help of the number of meanings (or LSV) [2: 133].

2. *The rate of polysemy.* The French NRB are grouped according to certain areas of polysemy. The zone of the zero polysemy is observed among monosemantic NRB; polysemy of the first degree covers NRB with two or four meanings, the second degree ranges with NRB that possess five and more meanings (up to nine LSV). Polysemy of the third degree starts with ten meanings (up to sixteen LSV). Table 1 shows the number of the French NRB: monosemantic and polysemantic units are singled out (see table 1).

Table 1

French NRB according to the degree of polysemy

Types of NRB and degree of polysemy		NRB	%
1. Monosemantic		16	21,3
2. Polysemantic	I	39	52
	II	18	24
	III	2	2,7
Total		75	100

Monosemantic NRB are minor in French. There are no French names with the fourth degree of polysemy (the number of LSV in the lexico-semantic group of NRB is restricted to 14).

3. *Dimension of polysemy.* The index of polysemy can be found from the ratio of the LSV and the number of NRB. The analysis of 75 lexical units in the given group has resulted in revealing 240 LSV, therefore the index of polysemy for the French NRB is 3.2. This index shows considerable development of polysemy.

### Conclusions

Polysemantic NRB prevail over monosemantic in the French language, among them the lexical units with the polysemy of the first degree make up the overwhelming majority of NRB. The obtained index of polysemy means the development of polysemy in the French NRB on a large scale. The paper doesn't provide the comprehensive analysis of this phenomenon. The prospects of the study lie in widening the scope of our investigation, the analysis of the ways of polysemy development in particular, defining the sequence of meanings' formation.

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## **POLITICAL AND ECONOMIC TRENDS OF DEVELOPMENT IN THE SOUTH-EAST ASIA NOWADAYS**

**Abstract.** The article deals with the main influencing political factors of development in South-East Asia in 2012- 2013; conditions of building its independent policy; directions of international cooperation with Western countries, the prospects for scientific progress in this area.

**Keywords:** developing countries, foreign resources, economic trends, process of increasing

**Аннотация.** Рассматриваются главные политические факторы влияния на развитие стран Юго-Восточной Азии на 2012-2013гг.; условия создания их независимой политики; направления международного сотрудничества со странами Запада; перспективы научно-технического прогресса в данном районе.

**Ключевые слова:** развивающиеся страны, иностранные ресурсы, тенденции экономики, процесс возрастания.

**Анотація.** Розглядаються основні чинники впливу на розвиток країн Південно-Східної Азії на 2012-2013рр.; умови побудови їх незалежної політики; напрямки міжнародної співпраці із країнами Заходу; перспективи науково-технічного прогресу в даному районі.

**Ключові слова:** країни, що розвиваються, іноземні ресурси, тенденції економіки, процес зростання.

### Introduction

Nowadays political PSA (Southeast Asia) leadership formed a clear program of regional development, which has help to further the progressive growth of the outer and inner potential.

Choosing the new ways of PSA is in the global process of increasing globalization and rising trade and information flows. Along with this, the dominant role of the U.S. policy with absolute domination plan toward the world, and consequently - the submission of other countries in the interests of the superpower state. The choice is not easy: either verified way of rapid development, following the example of the advanced countries in the West, which brought not small achievements, or change the development model, to find its own path in uncertain prospects.

### Results and Discussion

The ways of development in SEA

1. One possible option is the model of «sustainable development», which requires the acceleration of economic modernization in developing countries, within the framework of energy and resource saving, production, formation of which have help «developed world » [1].

2. Governments of PSA prefer consistent and rational development plan region: firstly, formulation the goals and then methods of implementation. Equal role of importance has a myth of the general history of the region. It is alleged, that at the beginning of their development was based on universal human values. Wars in Southeast Asia are declared rather with civil reasons then interstate quarrels. It is currently treats as war between vietnamian and tamamian, burmese and monamian, malaysian and thaisian. All aspects of community public ways (for example, fighting against the colonialists) emphasize; all about enmity between protected. The main goal is to creating of a new generation a sense of kinship historical destiny. Implementation of the forming project of common identity residents in PSA is under the control of the Committee of social and cultural activities of the ASEAN countries, as well as the Committee on the mass media. Expansion of mutual contacts financed from a special fund, which was created in 1978.

However, from 2012 a process of unification has two areas: the Chinese and Islamic. It is due the fact that in recent years have

changed the cultural policy priorities such as strengthening the economic position of the Chinese and promotion the Islam as a world religion [2].

3. Economic trends also have certain characteristics. Authors single out five main points of Asian economic community: political stability, achieved with educational authority; readiness of nationalism (the ideology of many Asian countries) to use the foreign resources and international experience in the interests of national development; co-existence the market and state regulation. providing economic dynamism; maintaining capital development plan and its loyalty towards the state; the activity of credit field [ 3].

### Conclusions

Nowadays, the upgrading of postcolonial countries in Asia is based on a comprehensive nationalism not as cultivation of national identity, isolationism, it means harmonization of relations between traditional values and social and economical innovations. Upon this platform, leaders of the victorious national liberation movements could establish in society the idea of the widespread possibility to use the foreign expertise and technology in the national interest.

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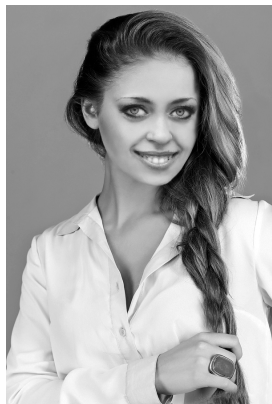
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## THE CREATIVE PART OF PROFESSIONAL ACTIVITY OF FUTURE DESIGNERS FORMATION

**Abstract.** The article deals with the creative part of professional activity of future designer's formation. Therefore subject of design creativity should include special humanity parts; general crative possibilities, arthistic and rational possibilities an so on.

**Keywords:** creative, designing, intuition, activity, creativity

**Аннотация.** Результативным аспектом творческой деятельности будущих дизайнеров есть новизна, оригинальность и объективная ценность продуктов дизайн-деятельности. Поэтому субъект дизайн-творчества должен иметь особые личностные качества: общие творческие способности, художественно-творческие способности, изобретательские способности, креативное мышление, владение методикой творческого поиска и т.д..

**Ключевые слова:** креативность, проектирование, интуиция, деятельность, творчество.

**Анотация.** Результативним аспектом творчої діяльності майбутніх дизайнерів є новизна, оригінальність та об'єктивна цінність продуктів дизайн-діяльності. Тому суб'єкт дизайн-творчості повинен мати особливі особистісні якості: загальні творчі здібності, художньо-творчі здібності, винахідницькі здібності, креативне мислення, володіння методикою творчого пошуку тощо.

**Ключові слова:** креативність, проектування, інтуїція, діяльність, творчість.

### **Introduction**

Today the formation of creativity, in particular the creative imagination and thinking takes on new meaning. This problem has interested scientists for a long time, but until now it is still not completely investigated, especially when it comes to preparing professional designers. New shade in shaping creativity acquires designer intuition. That it plays a major role in creating works of art. The only problem is that many do not know how to use your intuition during the creative process.

### **Results and Discussion**

Theoretical and methodological foundations of future professional designers devoted to the works of V. Aronova, O. Gladun, Jones Ya. Ditrh, Kagan and other scientists. These authors believe that the future activities of the designer makes more urgent the need to educate the younger generation, is able to predict and prevent the consequences of this activity. For the understanding of design activity, in particular necessary to disclose the concept of "activity".

Creative as part of development provides life-creation individually means creative, aesthetic potential of the future specialist, as well as the development of intuitive thinking. That is why the question of the intuitive personal development is becoming increasingly important and promising in our time.

Study of factors creative achievements carried out in two directions:

- analysis of experience and individual characteristics of the creative personality – in is personality factors;
- analysis of creative thinking and its products – creativity factors: accuracy, flexibility of thinking, sensitivity to problems, originality, creativity, constructive in solving them, and others [2].

Combine of two concepts: creativity and intuition is not easy, but possible. They are complementary. According to many scientists, intuition plays an important role in the creative process. We often use it in daily life and activities, and it is often only helps us to choose the right decision.

Designer's activity is the foundation upon which occurs and through which professional development specialist. It is a reciprocal

process, because not only the designer affects the world around us, but also the world around us affects the professional design.

In large glossary of modern Ukrainian language concept "design, such a characterization is given possibility to develop the project, designing anything [2]. According to our opinion the concept of "design" should be seen as a projection of the ideal image of the future world. Expanding the concept of "project activity". Runge V. Senkovsky and share it into three subspecies: architectural design, engineering design and artistic design, which today we call design activity [4].

In our opinion the activity designer is, first and foremost, the project activities aimed at improving the human surrounding world. Therefore more accurately attributed to the profession of a designer class converts professions. First conversion occurs in the imagination of the designer, and then implemented in the project, which is performed graphically or in the layout. Today the majority of graphic projects submitted to the customer in computer processing.

Structure of designer's activity includes: the purpose, motive, method, result. The objective directs the expert on the final result to be obtained directly during design work. Motif design activity is a conscious goal, which makes the future of the designer to perform certain actions in the direction of aesthetic perfection.

Based on research of modern psychology and pedagogy, you can set the levels of training and cognitive activity and coming designers. In psychology, often distinguish two levels: the reproductive and creative. Reproductive activity is that the student repeats or reproduces already created and mastered techniques of behavior or learning. Specificity of creativity reveals its next two features: the first is the conversion phenomenon, things and processes actually or visually and sensual and mental images, the second is novelty, originality. Therefore, it can be argued that the original art in the main she antipode imitation, copying, activity pattern, fit the sample or the rule.

### Conclusions

Productive aspect of creativity and designers to be has novelty, originality and the objective value of the products of design activity. Therefore, the subject of design creativity must have special personal

qualities: general creativity, art - creative, inventive ability, creative thinking, knowledge of technique of creative search, etc.

Going to the foregoing, we conclude that it is the main characteristic of creative professional activity of future designers.

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### **ORGANIZATION OF STUDENTS' SELF-WORK OF PEDAGOGICAL COLLEGE BY MEANS OF INNOVATIVE PEDAGOGICAL TECHNOLOGIES**

**Abstract.** The article gives analysis of forms of organization of students' self-work of pedagogical college; it is exposed the process of the usage of innovative pedagogical technologies in organization of students' self-work. It is also underlined the role of self-work in the formation of modern highly skilled specialist.

**Keywords:** innovative pedagogical technologies, self-work of students.



**Аннотация.** Рассматривается процесс организации различных форм самостоятельной работы студентов педагогического колледжа средствами инновационных педагогических технологий; определена роль самостоятельной работы в профессиональном становлении будущего специалиста.

**Ключевые слова:** инновационные педагогические технологии, самостоятельная работа студентов.

**Анотація.** Висвітлено процес організації різноманітних форм самостійної роботи студентів педагогічного коледжу засобами інноваційних педагогічних технологій; визначено роль самостійної роботи в професійному становленні майбутнього фахівця.

**Ключові слова:** інноваційні педагогічні технології, самостійна робота студентів.

### Introduction

The problem of application of innovative technologies in the process of preparing the students of pedagogical college is one of the most important in the system of modern professional training of specialists, because it is closely connected with the formation of motivation to learn among young people, which affects the quality of their knowledge and development of professional abilities and skills, their professional competence. The problem of implementation of innovative learning technologies was discovered by such scientists as I. Dychkivska, I. Pervin, O. Pekhota, O. Pometun, A. Stareva and so on.

On the theoretical and methodological level the problem of self-study of students was lightened in the works of many contemporary scientists and educators such as A. Aleksyuk, V. Bezpalko, L. Palamar and many others.

### Results and Discussion

To teach students to acquire knowledge is one of the main tasks of didactics of higher education. Thus, the actuality of research of problem of innovative pedagogical technologies while organizing the students' individual work of pedagogical college is caused by social needs in specialists with a high level of knowledge, able effectively use the latest technologies in professional activity.

The independent work of students is the main form of organization of education which includes different types of individual and collective educational activity which is undertaken on classroom and extracurricular classes based on individual characteristics and

cognitive abilities of students under the guidance of a teacher or without his/her direct involvement [3].

Innovative pedagogical technologies of education allow the teacher to achieve didactic goal in order to apply as separate types of training, as any set of them, that is to project an educational environment. The teacher receives additional opportunities to support and direct the development of student's personality, creativity and organization of their work together [1].

Traditional (non-technical) and technical means of education are widely used in independent work of students of pedagogical college. It is obvious that the computer and appropriate software are widely used among technical devices of education [4].

Possible types of independent work with usage of information technologies include: a) tests of input, intermediate and output control of students' knowledge. Results of test are entered into electronic records, students and teachers can review them at any time; b) problem-search tasks based on Internet resources. Students and teachers use information and communication services of Internet, search engines, directories and collections of links for resolving such objectives [5].

### Conclusions

Thus, innovative pedagogical technologies allow diverge from traditional forms of study and increase the individualization of learning activities of students, optimize the assimilation of educational material, to overcome the monotony of lessons, effectively organize self-work of students.

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### THE DETERMINATION OF LEVEL OF PHYSICAL CAPACITY OF PRIMARY SCHOOL FUTURE TEACHERS

**Abstract.** Attention is paid to the level of physical health of primary school future teachers as one of the main problems of their professional formation. Determined by the level of physical health by using the „Test of Rufe”.

**Keywords:** a physical capacity, future teachers of primary classes, „Test of Rufe”, „Index of Rufe”, a level of physical capacity.

**Аннотация.** Внимание уделяется уровню физической работоспособности будущих учителей начальных классов, как одной из главных проблем их профессионального становления. Определяется уровень физической работоспособности с помощью "Пробы Руфье".

**Ключевые слова:** физическая работоспособность, будущие учителя начальных классов, „Проба Руфье”, „Индекс Руфье”, уровень физической работоспособности.

**Анотація.** Увага приділяється рівню фізичної працездатності майбутніх учителів початкових класів, як однієї з головних проблем їхнього професійного становлення. Визначається рівень фізичної роботоzдатності за допомогою „Проби Руф'є”.

**Ключові слова:** фізична працездатність, майбутні вчителі початкових класів, „Проба Руф'є”, „Індекс Руф'є”, рівень фізичної роботоzдатності.

### Introduction

The modern social and economic position that was folded on territory of Ukraine requires paying attention to the level of physical health of future primary school teachers as a ponderable component of their professional becoming. In this connection there is a requirement in determination of physical capacity of this category of teachers.

### Results and Discussion

A capacity was determined by means of "Test of Rufe" [1;2]. The essence of this test consisted in that investigated after five minutes rest in position, lying on a back determine a pulse of 15 seconds (P1), whereupon during 45 seconds he executes 30 squats. After the completion of squat the investigated occupies position, lying on the back. A researcher measures a pulse for the first 15 seconds (P2), and then for the last 15 seconds of the first minute of renewal (P3).

A capacity is determined by the formula:

$$\text{Index of Rufe} = \frac{4(P1+P2+P3) - 200}{10}$$

During interpretation results were estimated so: less than 3 is a high capacity; 4-6 - good; 7-9 - middle; 10-14 - satisfactory; 15 and above - bad.

The conducted analysis the data of "Index of Rufe" showed that in 12,5 % students a capacity is "good", in 20 % "middle". Thus 25 % investigated inherent "satisfactory" capacity and 42,5% - "bad".

It is necessary to notice that among investigated it was not educed such that have a high capacity.

### Conclusions

Working out the totals of our research, it is possible to say with a confidence, that at the construction of process of physical education of primary school future teachers, necessary search of methods, methodical receptions and facilities that will assist to increase the level of physical capacity of primary school future teachers.

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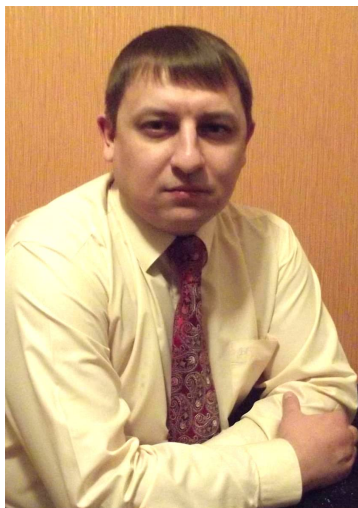
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## **STATE REGULATION OF EMPLOYMENT IN THE INFORMATIONAL SPACE**

**Abstract.** There are three principles as a regulator of employment to encourage employers to create new jobs. Rationale of the present principles as a regulator of employment in the informational space to determine the methodological basis of the research.

**Keywords:** employment, employed population, jobs, information space.

**Анотація.** Преподлагається три прынцыпа как регуляторы занятости по стимулированию работодателей для создания новых рабочих мест. Обоснование представленных принципов как регулятора занятости в условиях информационного пространства позволяет определить методические основы исследования.

**Ключевые слова:** занятость, занятое население, вакансии, информационное пространство.

**Анотація.** Пропонується три прынцыпи як регулятори зайнятості щодо стимулювання роботодавців для створення нових робочих місць. Обгрунтування представлених прынцыпів як регулятора зайнятості в умовах інформаційного простору дозволяє визначити методичні основи дослідження.

**Ключові слова:** зайнятість, зайняте населення, вакансії, інформаційний простір.

### Introduction

Note that the most important criterion of social orientation of the economy is the relationship to employment in the state at all levels. Employment is always directed at a person's interests and needs in the workplace. In public policy, it should be seen as one of the main landmarks of development, which determines the rearrangement of material, financial and human resources in the economy etc. [1]. Professional activities in the field of regulation of employment based on the observance of certain principles that are specific regulator of employment in the information space. During the development of the principles in accordance with our research, we relied on the basic principles of the system established by the law on employment [2]. We point out that a variety of principles in their studies examined by such scholars (V. Mortikov , N. Koleshnya, N. Anishkina , R.Erenberg , R.Smit ) [3, 4]. In these studies, scientists have focused on the economic, social, legal principles of development of labor and the labor market as a system of social relations, which provide normal renewal and efficient use of labor, the quantity and quality of which is appropriately rewarded [5].

### Results and Discussion

Next, we consider only two of the principle of the three.

1. The principle of legal certainty and compliance vacancies on the labour market needs of the person in conditions of information space. This principle must be viewed through consistency, continuity, completeness, adequacy and optimality.

2. Principle of socioal and economic conformity of legal relations of employees and employers at the conclusion of complete and incomplete labour agreements in the information space..This principle shows the dependence of the qualifications of the employee with new guests labor conditions information space and is a promising trend of professional development of future specialist, according to which it is necessary to develop new software products, training and retraining, the ability to navigate in the flow of information in different types of educational and training environments, in соответствии with their professional skills in the information society.



## Conclusions

Rationale presented principles as a regulator of employment in the information space allows you to define methodological foundations of the study.

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## IDEAS OF MUSICAL PEDAGOGICS OF PAMPHIL YURKEVICH

**Abstract.** Pedagogical heritage of the Ukrainian philosopher and teacher of XIX century Pamphil Yurkevich is studied. A scientist created original conception of «educating pedagogics», thrown out valuable ideas in area of musical pedagogic. In his works, Pamphil Yurkevich studied the questions of aesthetic influence of music on personality.

**Keywords.** Pamphil Yurkevich, aesthetic education, music, musical pedagogics, art of singing.

**Анотація.** Здійснене опрацювання педагогічної спадщини відомого українського філософа і педагога XIX століття Памфіла Юркевича. Науковець створив оригінальну концепцію «виховної педагогіки», запропонував цінні ідеї в галузі музичної педагогіки. У своїх працях П. Юркевич розглядав питання естетичного впливу музики на особистість.

**Ключові слова.** Памфіл Юркевич, естетичне виховання, музика, музична педагогіка, мистецтво співу.

**Аннотация.** Изучено педагогическое наследие украинского философа и педагога XIX столетия Памфила Юркевича. Учёным создана оригинальная концепция «воспитательной педагогики», выдвинуты ценные идеи в области музыкальной педагогики. В своих работах П. Юркевич рассматривал вопросы эстетического влияния музыки на личность.

**Ключевые слова.** Памфил Юркевич, эстетическое воспитание, музыка, музыкальная педагогика, искусство пения.

### Introduction

A study of history of Ukrainian musical pedagogic is the actual task of the modern science to develop the pedagogical idea in Ukraine. The analysis of scientific literature testifies that the problem of development of ideas of musical pedagogic in Ukraine for today is studied far not fully. One of near-term tasks there must be studying the heritage of the known Ukrainian scientists, who worked and got confession in different branches of humanitarian knowledge, and with that conducted active teaching work, offered valuable pedagogical ideas in the musical education.

### Results and Discussion

Pamphil Yurkevich (1826 – 1874), known Ukrainian philosopher of the XIX century, during life conducted teaching work, engaged in development of pedagogical theory, worked over the philosophical questions of pedagogical sciences. The scientist's attention was concentrated on the questions of self-education of man, on the studying the problems of spiritual development of personality by facilities of aesthetic and moral education influence. With the aim of the detailed studying of these questions, scientist analyzed works of the West-European philosophers, who wrote about the complex of anthropological questions in cultural, historical and pedagogical sciences. The attention of Pamphil Yurkevich was attracted by the questions of preparation of teachers, because the activity of teacher-educator today is that important factor, which influence to the future of people, the future of nation, the future of the state. Theoretical generalizations and practical advices in organization of preparation of teachers are expounded by Pamphil Yurkevich in Russian-language printed edition of 1869, which has the title "Course of general pedagogic".

In that work scientist says that pedagogic is "science collapsible", such that contains the determined amount of details. The pedagogic contains "studies about education" and "theory of studies". "Studies has for an object direct grant of knowledge", – marks P. Yurkevich [1]. The process of grant of knowledge must bring up; consequently in the theory of studies scientist applies a concept "educator studies" and works over the question of maintenance and forms of educator studies. The conception of educator studies opens up

through the concept of quality of studies. Quality of studies straight depends on personality of teacher and from the forms of the applied methodology.

P. Yurkevich analyses human capabilities and among that an important place is given to the rumor. A rumor of human, a scientist notices, is related to ability of broadcasting, that is why a rumor is the most "majestic power that predetermines human education and development" [1].

The pedagogical task of teacher consists in developing flairs of rumor for next aims: firstly, for "perception of art language cleanly, correctly and flexibly"; secondly, for understanding of ideal force of the musical impressions, that not only give pleasure to the man but also open the "secret of existence", enrich a man by "new experience" [1]. Music is studied by P. Yurkevich as an art "capable to charm every human heart" [1]. That is why the special advantage is given to the music in aesthetic education of students. In a period of education, writes P. Yurkevich, children must "with all simplicity and naivety" listen to that "wonderful muses" tell them about the world and life. Intermingling with wonderful is needed because every wonderful art is aimed at enriching of spirit of man by precious experience.

In maintenance of musical-pedagogical ideas of P. Yurkevich large value has the art of singing. Morally-educator essence of singing P. Yurkevich gives to ability of music to harmonize the human emotions and human mood. Because of such organization human emotions and agitations "enter into correct connection with vital aims, that they are understood by a mind" [1].

### Conclusions

The brought ideas over do not show fully the ideas of P. Yurkevich in the musical pedagogic. Upon completion it follows to underline meaningfulness of study of art of national acquisitions by modern teachers in branch of musical pedagogic, theoretical and practical researches of the musical-pedagogical traditions of the past, and on this basis the creation of cultural future of the Ukrainian people.

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## ACTUALITY OF FORMATION OF CORRECTNESS SPEECH STUDENTS OF ECONOMIC SPECIALTIES

**Abstract.** It is suggested to consider the actual questions of forming of correctness speech of future economist. Ground of necessity of domain of speech culture such sign, as rightness is the first step of professional in economics to communicative culture.

**Keywords:** correctness of speech, future economists, vocal preparation, literary norm.

**Анотация.** Предлагается рассмотреть актуальные вопросы формирования правильности речи будущего экономиста. А также обоснование необходимости владения таким признаком культуры речи, как правильность – первой ступенькой к коммуникативной культуре будущего профессионала экономической отрасли.

**Ключевые слова:** правильность речи, будущие экономисты, речевая подготовка, литературная норма.

**Анотація.** Пропонується розглянути актуальні питання формування правильності мовлення майбутнього економіста. Обґрунтування необхідності володіння такою ознакою культури мовлення, як правильність – першої сходинки до комунікативної культури професіонала економічної галузі.

**Ключові слова:** правильність мовлення, майбутні економісти, мовленнєва підготовка, літературна норма.

### Introduce

Success of professional activity of representatives of economic sphere depends on the level of speech correctness during intercourse. When a future economist owns a correctness of language, communication with colleagues, clients, guidance, he avoids of many problems, conflicts, quickly achieve success. Every act of professional communicative co-operation requires non-standard vocal creation, as it built taking into account many circumstances – situations of communication, individuality of partner, on intercourse, his emotional state, character of relations which was folded between partners. The inalienable constituent of student who is future economist also is ability to communicate confidently, correctly and exactly to express the opinions. Irrefutable is that it's important to a domain the correct speech in any situations of communication.

A correctness of speech is an enough difficult and volume sphere of cultural speech of economist, because the observance of all norms of literary language by specialist. The language corectness is the first step to the communicative culture of professional from any field and particular for a future economist. Creating of utterance, an econ omits must remember, that the most important future of culture of professional speech is a rightness which all of other qualities are inferior.

A problem of communicative qualities of future economists forming, above all things violated a broadcasting rightness in linguistic labors and methodical manuals of N.Babich, P.Dudika, S.Ermolenko, I.Kochan, L.Macko, M.Pentilyuk, O.Serbenskoj, L.Struganec' but other lighted up the feature of stylistic norms in labours of P.Dudika, I.Kochan. The grammatical and syntactic norms of literary Ukrainian examine M.Vashulenko thoroughly, L.Struganec'. Except for it, the question of broadcasting rightness forming was probed in didactic studios.

### Results and discussions

1. The process of the language correctness formation of Ukrainian-speaking students economic specialties consists of such basic components: mastering of professional vocabulary and terminology of economic profession; forming of abilities of perception,

recreation and creation of professional texts of different kinds and styles; design of vocal situations which arise up in future professional activity; inoculating skills of work with dictionaries, by reference books and others [1, c.150].

2. Forming of the professional language of students is based on the improvement of their vocal activity. Basis structure of vocal activity is made by a vocal situation which helps realization of professional tasks during communication. As marked has already, subsoil for forming of the professional language of students of economic specialties is a professional vocabulary: economic terminology, knowledge from a language and quality of preparation future specialists. It is impossible to form the professional speech, without such communicative quality of language. Permanent work with the texts of different styles, linguistic communication in different situations, in forming of rightness of the Ukrainian business language.

3. Every economist, communicating in an official situation and make functions witch link between itself: passes and perceives information, influences on partners, colleagues or clients, co-ordinates business interests, decides concrete official tasks, arrives at a certain goal. Lack of communicate; a low level of correctness is a threat professional growth and quarry prospect. Vocal preparation of future economists is directly related which their self-realization in professional activity. Study of literary language, its norms, capture of rightness of the Ukrainian business language, in all spheres of communication is inalienable part of professional preparation of modern youth to future activity.

4. In terms of intensive development of scientific and technical progress which constantly satiates the professional speech with new concepts and terms, the basic criterion of determination level of culture professional speech is a correctness of speech. It will be correct to acknowledge the verbal and writing broadcasting which meets the grammatical, lexical, stylistic and pronouncing standards of literary language. However, a correctness of speech hasn't yet testifies the real capture of language. It is possible to talk or write correctly, but too monotonously. Creative approach, stylistic expressiveness, failing such broadcasting. And art is arrived by able and expedient application of words of different styles, various syntactic constructions, and also in the verbal communication — by riches of intonations. The rightness of



language – it is all things the observance of those literary norms which are a standard withstand, by a standard for the transmitters of this language.

### Conclusions

Consequently, broadcasting of economist must provide the decision of financial questions that is why, except for cultural, before language of future economist, stand professional requirements. An economist carries social responsibility and for maintenance, broadcasting quality, and for his concept consequences. Forming of rightness of broadcasting of students of economists is a continuous process which it is important to stimulate on employments not only on linguistic but also from professional, disciplines, where students can constantly develop skills of operation by terminology.

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## FEATURE SPECIAL TRAINING FUNDS PRIMARY SCHOOL CHILDREN DURING EMPLOYMENT SUMO

**Abstract.** Studies have identified the main means of special sports training sumo. Characterized special drugs can serve as the organization of training sessions with children of primary school age in the course of employment sumo.

**Keywords:** sumo, special means, process, training, children.

**Аннотация.** В ходе исследований были определены основные специальные средства спортивной подготовки сумоистов. Охарактеризованные специальные средства могут служить в организации тренировочных занятий с детьми младшего школьного возраста в процессе занятий сумо.

**Ключевые слова:** сумо, специальные средства, процесс, подготовка, дети.

**Анотація.** У ході досліджень було визначено основні спеціальні засоби спортивної підготовки сумоїстів. Охарактеризовані спеціальні засоби можуть служити в організації тренувальних занять з дітьми молодшого шкільного віку в процесі занять сумо.

**Ключові слова:** сумо, спеціальні засоби, процес, підготовка, діти.

### Introduction

Currently, sumo is gaining popularity, both in our country and abroad. Children and youth practice sumo actively.

Despite the fact that accumulated vast experience training fighters in sumo in our country is very little attention paid to the development problems of training sumo from a scientific point of view. This is confirmed by the analysis of literature materials, this problem was considered in S. V. Praottseva and A. E. Tsvirova where these authors describe professional sumo wrestling and sports, especially life, training, events professionals, rules, rituals, sumo, and uncovered the problem of formation and development of sumo [5]. In the works of L. M. Morachevoy the basic knowledge about sumo is only disclosed in form of summary. His writings described the history and development of traditional Japanese fighting on separate historical stages [2]. His work revealed organizational and institutional framework of the sport, competition and training practice, ceremonial and ritual aspects of daily life wrestlers.

In this context, especially important to use effective means of special training in working with children of primary school age. Available in theory and methods sumo lack of information regarding this issue, determine the relevance of our research.

### Results and Discussion

To achieve the goal from September 10 to December 3, 2013 on the basis of a sports club „Hercules” conducted a study to determine the content of training sessions 7-9 - summer sumo. Most athletes just from this club are winners of various national and international competitions.

The study has been used traditional classification exercise [1,4]. Analysis of the results revealed that in sumo training 7-9 - summer athletes use the following special exercises:

1. Sicko – it is alternate lifting legs to the side, up to the maximum height. At the top is required to fix the leg and try to hold it in this position as long as possible. After each exercise wrestler squats on his haunches and exhales.

2. Sinkyaku – is the position when wrestler who is in deep squat transfers weight from one foot to the other, with the maximum concentration on his leg, which is not a reference.

3. Kinsey – it is the low crouching wrestler while his arms in hand, repeating the motion swimmer breaststroke swimmer.

3.1. Kinsey – Option 2 – is the kinsey performed using a partner who oppresses the top fighter, having rested one hand mawashi, and the other in the neck Presses and swinging his body back and forth.

4. Kosivari – is the position when fighter rests her hands on her hips and low squats, trying to straighten the elbows.

5. Suriasi – it is position in what wrestler, squatting and stretching out his arms, bent at the elbows, moving, alternately pushing forward leg without taking your feet off the floor. Goal of this exercise is to move leaps forward thrust both legs.

5.1. Suriasi Option 2 means the situation when wrestler performs suriasi but with rubber weights tied to his arms and legs and attached to the arms and legs of the same name overtaking partner.

5.2. Suriasi – Option 3 – is the suriasi resistance training partner, who struggled from behind holding a wrestler's mawashi.

5.3. Suriasi – Option 4 is the suriasi with weights as an element from a bar or a heavy bag that holds the wrestler on bent arms.

6. Matavari means: in a sitting position wrestler spreads her legs to the sides as wide as possible (twine) and performs tilts forward, trying to touch the floor belly. Typically, this exercise is carried out with the help of partners that keep your feet and put pressure on the back when bending.

6.1. Matavari – Option 2 – means tips partner sitting in the splits fighter not forward until it touches the floor breasts and to the side, trying to put the entire lateral surface of the body on the same hip.

7. Teppo: wrestler puts a wooden post (wall, tree, wall bars, etc.) in the elbow bent lunge forward with the same leg, and then suddenly straightens the arm. It is performed in a standing position, often with weights on the hands or feet in the form of special bracelets.

8. Mukade („centipede”): wrestlers are lined up in the back of each other, holding standing in front of the mawashi and poluprisede move in a circle without lifting your feet off the floor. Sometimes the coach as a barrier keeps the pole at a certain height at which the wrestlers are required to pass.

9. Tsuppari: is performed in form of interaction at a fast pace. Offensive alternately one or the other hand with a force pushing an

opponent in the chest, and the defender, stepping back, throws his hands blows outside.

10. Butsukari geiko requires two statements: partner leans forward on the edge of Doha, his arms out to the side and thrust forward leg. Attacking with a running start in two or three steps „bumps” in the partner and focusing head and hands in the torso pushes it, overcoming resistance to the opposite edge of Doha. Then they abruptly turn and repeat the exercise in the opposite direction.

11. Korobikatais means practicing the art of falling. Sometimes it is performed in conjunction with exercise butsukari geiko. The defender stays in the center of Doha and jerk gripping the back of his neck makes the opponent perform a roll forward and land on his back. This exercise is well known to all the fighters involved in Sambo and Judo and nothing is different.

12. Sanban geiko: there are series of training bouts of endurance and willpower production. There are various options:

13. „On a winner” - wrestler, winning all of his opponents in a row all the time is to Doha as long as not lose the fight. Then becomes being replaced by the winner.

14. Series of battles 10 fold (10, 20, 30 ) between the two rivals - a series of clashes between the two rivals, which is held up until one of them refuses to continue the fight.

## Conclusions

1. As the analysis of the literature and confirms the experience of coaches, the composition of funds athletic training formed taking into account the features of a particular sport, which is the subject of sports specialization.

2. In experimental studies have been identified and characterized the special tools that are traditionally used in the preparation of 7-9 - summer sumo.

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## **TECHNICAL TRAINING FEATURES OF YOUNG MEN 13-14 YEARS OLD WHO PLAY VOLLEYBALL**

**Abstract.** Playing volleyball with children of 13-15 years old is considered as a form of sports included in the global system of sporting events. One of the specific objectives of training sessions with children 13-15 years is the education of children of secondary school age vital motor skills.

**Keywords:** volleyball, children, sports competitions.

**Аннотация.** Занятия волейболом с детьми 13-15 лет рассматриваются как форма спортивных игр, включенных в мировую систему спортивных соревнований. Одной из специфических задач учебно-тренировочных занятий с детьми 13-15 лет является обучение детей среднего школьного возраста жизненно важным двигательным умениям и навыкам.

**Ключевые слова:** волейбол, дети, спортивные соревнования.

**Анотація.** Заняття волейболом з дітьми 13-15 років розглядаються як форма спортивних ігор, включених у світову систему спортивних змагань. Однією зі специфічних завдань навчально-тренувальних занять з дітьми 13-15 років є навчання дітей середнього шкільного віку життєво важливим руховим уміньм і навичкам.

**Ключові слова:** волейбол, діти, спортивні змагання.

### **Introduction**

Things volleyball with children 13-15 years old, we consider as a form of sports included in the global system of sporting events. Volleyball as a sports game now widely represented in the program of the Olympic Games. A great number of competitive technical and tactical actions, their combinations and diverse manifestations in the competitive activities of rival teams and individual players is a fascinating spectacle, but also makes volleyball means physical education of children, students and the public in many countries. Various problems involved in volleyball scholars such as: Y. Zheleznjak, A. Ivoylova, V. Kunyansky, Y. Portnov, V. Savin, A. Chachin [1; 2; 3] other.

### **Results and Discussion**

One of the specific objectives of training sessions with children 13-15 years is the education of children of secondary school age important motor skills that are necessary in life. During the course volleyball children 13-15 years have the opportunity to improve their skills in jumping and in the main types of natural movement. During class volleyball is very necessary to extend motor experience of children of secondary school age.

The main tasks of the training sessions during physical education lessons in the "Volleyball" derive from the fundamental tenets of physical fitness of children of secondary school age. Implementation of these objectives achieved effective content, the right organization and properly chosen methods of teaching.

In teaching children 13-15 years of great importance is attached to the special physical, technical and tactical exercises. Their role is that children in the study of the technical and tactical actions on the site put in conditions that are known to exclude the appearance of errors and omissions in the performance of movements.

### **Conclusions**

Success teaching children 13-15 years in volleyball, as well as in the mastery of technique and tactics of the game largely depends on the physical training teacher, coach, as well as skillful selection and application of specific exercises, where some are aimed at developing



physical abilities required for the game volleyball, and others - contribute to a more appropriate structure mastering a technique to apply it in a game situation.

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## POSTMODERN WORLDVIEW TENDENCIES AS THE COGNITIVE ASPECT OF THE LITERATURE CRITICISM

**Abstract.** The article deals with the problem of postmodern worldview tendencies as a cognitive aspect of the literature criticism. Justification of the postmodernism in Ukrainian social and cultural life and literature criticism as a theoretical scientific problem of mutual determinism gives us an opportunity to read it in conjunction.

**Keywords:** postmodernism, literature criticism, literature, symbol, artistic image.

**Анотація.** В статті розглянуті основні мировоззренчі тенденції постмодернізму як когнітивного аспекта літературного критицизму. Обґрунтування взаємного детермінізму явлення постмодернізму в соціальному та мистецькому житті України й літературного критицизму як теоретико-наукової проблеми дозволяє розглядати їх у сукупності.

**Ключевые слова:** постмодернизм, литературный критицизм, литература, знак, художественный образ.

**Анотація.** У статті розглянуто основні світоглядні тенденції постмодернізму як когнітивний аспект літературного критицизму. Обґрунтування взаємного детермінізму побутування явища постмодернізму в суспільному та мистецькому житті України й літературного критицизму як теоретико-наукової проблеми дозволяє розглядати їх у сукупності.

**Ключові слова:** постмодернізм, літературний критицизм, література, знак, художній образ.

### Introduction

Postmodernism as a sociocultural phenomenon that largely determined the general state of spirituality in the last quarter of XX-XXI century has brought about a new attitude. By definition of V. Pakhareno [1] postmodernism is a cosmopolitan outlook and aesthetic direction, that replaced modernism in the last decade. It is a product of post-industrial era, of the era when holistic worldview happened to collapse and– ideological, philosophical, economical and political systems were destroyed. Nowadays postmodernism is the main fact of influence on the conscious in global meaning: it includes all forms of social and individual the conscious. In fact, the literature criticism operates the artistic image through the conscious. Hereby we can conclude that there is mutual determinism between postmodernism and literature criticism – *worldview-conscious-literature criticism – worldview – postmodernism*.

### Results and Discussion

Literature has a significant impact on the psychical and emotional state of people because of the meaning of words which modern semiotics recognizes as signs and symbols. For the postmodern worldview it is typical to understand the world (indoor and outdoor ) as a continuous text or consisting of words. At this stage it is worth mentioning literary criticism, the main function of which in the opinion of T. Shestopalova [2] is the assessment and interpretation of works of art in terms of modernity and in accordance with its interests, based on the theory and history of literature, political and aesthetic standards of the time. Criticism has to deal not only with contemporary literature. It reinvents and re-evaluates the works of the past, finding them new ideological and aesthetic accents. It combines historical and theoretical aspects of the study. Literary criticism initially appeared to justify the assessment. Critical study provides "original" works, their topical interpretation. It is addressed to a wide range of readers closely linked to the periodicals and magazines and is the artistic style of expression. Thus, through the construction and interpretation of a literary work literary criticism going on psychical and emotional impact on the reader, this contributes to changes in the spiritual health of the individual. Perhaps the most striking proof of our assertion is a phenomenon in

which the essence of the literary work after its critical treatment leads the reader to catharsis which means a special, superior form of emotional sensitivity when implementing conflict and emotion turmoil that accompanies it, does not suppress their hopelessness, and the recipient of artwork experiences "purifying" and "clarifying".

Thus, the modern literary criticism exists in terms of postmodernism as a special attitude, from the standpoint of which works of art are interpreted. The basic mechanism by which literary criticism forms the worldview of the individual is the interpretation. Interpretation is a special way of to decrypt content words as well as signs and symbols rendered by the words that make up the text at the level of discourse and influence the psychical and emotional state of the individual. General interpretation is a research related to semantic interpretation, the semantic side of literary works on different structural levels through correlation with the integrity of the highest order (additional images). Semantic content of the studied phenomenon in literary interpretation is revealed through the appropriate context. Thus, we can consider literary criticism effective means of formation of the worldview of individuals through the power of artistic expression in terms of postmodernism.

### Conclusions

Semantic content of the studied phenomenon in literary interpretation is revealed through the appropriate context. Thus, we can consider literary criticism effective means of formation of the worldview of individuals through the power of artistic expression. It is the realization of the cognitive aspect of the mutual determinism of the concepts "postmodernism" and "literature criticism".

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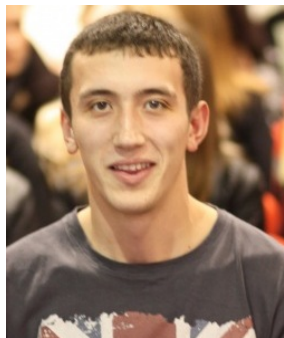
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## **MOBILE LEARNING AS A SPECIAL FORM OF THE ORGANIZATION OF EDUCATIONAL PROCESS IN HIGHER ATHLETIC EDUCATION**

**Abstract.** The paper discusses mobile learning as a special form of the organization of educational process in higher athletic education. Wide technical and functional possibilities of the mobile phones in higher athletic education can be applied as follows: allows SMS-correspondence for advice on a particular field of study; the ability of future teacher of physical culture of access to the global Internet network that allows access to the appropriate sites in the discipline.

Keywords: teacher of physical culture, cell phone.

**Аннотация.** Рассматривается мобильное обучение как особая форма организации учебного процесса в высшем физкультурном образовании. Широкие технические и функциональные возможности мобильных телефонов в высшем физкультурном образовании могут применяться следующим образом: используется возможность SMS-переписки с преподавателем для получения консультации по конкретной дисциплине; возможность будущему учителю физической культуры выхода в глобальную сеть Интернет, что позволяет посещать необходимые сайты по дисциплине.

Ключевые слова: будущий учитель физической культуры, мобильный телефон.

**Анотація.** Розглядається мобільне навчання як особлива форма організації навчального процесу у вищій фізкультурній освіті. Широкі технічні і функціональні можливості мобільних телефонів у вищій фізкультурній освіті можуть застосовуватися наступним чином: використовується можливість SMS-листування з викладачем для отримання консультації з конкретної дисципліни; можливість майбутньому вчителю фізичної культури виходу в глобальну мережу Інтернет, що дозволяє відвідувати необхідні сайти з дисципліни.

**Ключові слова:** майбутній учитель фізичної культури, мобільний телефон.

### Introduction

Now in higher athletic education computers and the Internet have become necessary educational tools. These technologies have become more portable, affordable, effective and easy-to-use, this opens up great opportunities for the future teachers of physical culture to improve the participation and access to Internet. Mobile phones and handheld computers have more affordable prices than desktop computers. Therefore, the introduction of tablet PC now allows the students of the specialty «Physical training» to use mobile Internet access with equal functionality to desktops. Most mobile devices are useful in the field of knowledge «Physical education, sport and health». The latest trends in training on the specialty «Physical training» is a mix of training future teachers of physical culture, which combines various kinds of training to make learning more effective and interesting. Blended learning combines the advantages of various forms of education, and is best suited to the context of training in interactive information-educational environment of the University. Therefore, mobile learning can be combined with other types of training, providing interactive study conditions for students. Problems of Informatization of higher physical education were engaged in such scholars: Y. Dragnev, R. Klopov, L. Sushchenko [1; 2; 3; 4; 5].

### Results and Discussion

Some features of the implementation of mobile technologies in educational process.

1. The mobile phone provides Internet access to sites with educational information is used as a form of distance learning.
2. Mobile phone - a means of reproduction of audio, text, video and graphics files containing academic information.
3. Mobile phone and its features allow you to organize training through adapted electronic textbooks, courses and specialized types of files with educational information textbooks are developed directly for mobile platforms.

### Conclusions

Thus, broad technical and functional possibilities of the mobile phones in higher athletic education can be applied as follows: allows SMS-correspondence for advice on a particular field of study; the ability

of future teacher of physical culture of access to the global Internet network that allows access to appropriate sites on discipline, transfer the necessary files; passing the test on the mobile phone allows the student of a speciality «Physical education» independently control the level of knowledge etc.

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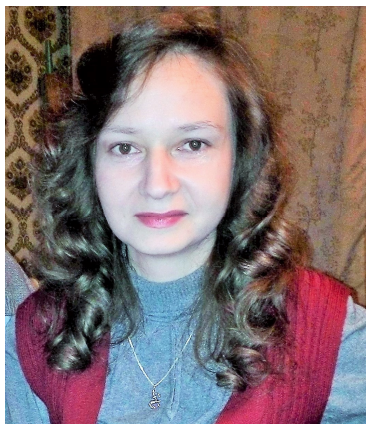
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## INVARIANT AFFINE CONNECTIONS ON THREE-DIMENSIONAL HOMOGENEOUS SPACES

**Abstract.** The aim of this paper is to describe all invariant affine connections on three-dimensional homogeneous spaces. We present complete local classification of homogeneous spaces, it is equivalent to the description of effective pairs of Lie algebras. We describe all invariant affine connections together with their curvature and torsion tensors.

Key words: affine connections, homogeneous space, Lie algebra.

**Анотация.** Цель этой работы - описать все инвариантные аффинные связности на трехмерных однородных пространствах. Проведена полная локальная классификация однородных пространств, эквивалентная описанию эффективных пар алгебр Ли. Найденны все инвариантные аффинные связности вместе с тензорами кривизны и кручения.

Ключевые слова: аффинная связность, однородное пространство, алгебра Ли.

**Анотація.** Мета цієї роботи - описати всі інваріантні афінні зв'язності на тривимірних однорідних просторах. Проведена повна локальна класифікація однорідних просторів, еквівалентна опису ефективних пар алгебр Лі. Знайдено всі інваріантні афінні зв'язності разом з тензорами кривизни та кручення.

**Ключові слова:** афінна зв'язність, однорідний простір, алгебра Лі.

### Introduction

Classification of homogeneous spaces in low dimensions is a classical problem which goes back to Sophus Lie, who provided local classification of complex and real homogeneous spaces in dimensions 1 and 2. He also classified some classes of complex three-dimensional spaces.

A large class of three-dimensional homogeneous spaces is homogeneous spaces with nonsolvable transformation group. The first attempt to classify all three-dimensional homogeneous spaces with nonsolvable transformation groups was made by Morozov and his student in [1]. Unfortunately, Morozov couldn't manage to provide necessary and sufficient conditions for different actions in his work to be equivalent.

### Results and Discussion

In the sequel by a pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$  of Lie algebras we understand the finite-dimensional real Lie algebra  $\bar{\mathfrak{g}}$  and its subalgebra  $\mathfrak{g}$ . Let  $(\bar{G}, M)$  be a three-dimensional homogeneous space, and let the Lie group  $\bar{G}$  be nonsolvable. We fix an arbitrary point  $x$  in  $M$  and denote  $G = \bar{G}_x$  be the stationary subgroup of  $x$ . Since we are interested only in the local equivalence problem, we can assume without loss of generality that both  $\bar{G}$  and  $G$  are connected. Then we can correspond the pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$  of Lie algebras to  $(\bar{G}, M)$ , where  $\bar{\mathfrak{g}}$  is the Lie algebra of  $\bar{G}$  and  $\mathfrak{g}$  is the subalgebra of  $\bar{\mathfrak{g}}$  corresponding to the subgroup  $G \subset \bar{G}$ . This pair uniquely determines the local structure of  $(\bar{G}, M)$ , that is two homogeneous spaces are locally isomorphic if and only if the corresponding pairs of Lie algebras are equivalent.

A pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$  is *effective* if the only ideal of  $\bar{\mathfrak{g}}$  contained in  $\mathfrak{g}$  is  $\{0\}$ . It is clear, that a homogeneous space  $(\bar{G}, M)$  is locally effective if and only if the corresponding pair of Lie algebras is effective. In the following we shall consider only effective pairs of Lie algebras.

The isotropic representation of the stationary subgroup  $G$  in the tangent space can be also described in terms of Lie algebras. An *isotropic  $\mathfrak{g}$ -module*  $\mathfrak{m}$  is the  $\mathfrak{g}$ -module  $\bar{\mathfrak{g}}/\mathfrak{g}$  such that

$$x.(y + \mathfrak{g}) = [x, y] + \mathfrak{g},$$

representation

$$\lambda : \mathfrak{g} \rightarrow \mathfrak{gl}(\mathfrak{m})$$

is called an *isotropic representation* of  $(\bar{\mathfrak{g}}, \mathfrak{g})$ . The pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$  is said to be *isotropy-faithful*, if its isotropic representation is injective.

Suppose that the stationary subgroup  $G$  is connected. Then invariant affine connections on  $(\bar{G}, M)$  are in one-to-one correspondence [2] with linear mappings

$$\Lambda : \bar{\mathfrak{g}} \rightarrow \mathfrak{gl}(\mathfrak{m})$$

such that

$$\Lambda|_{\mathfrak{g}} = \lambda$$

and

$$\Lambda([x, y]) = [\lambda(x), \Lambda(y)] \quad \forall x \in \mathfrak{g}, y \in \bar{\mathfrak{g}}.$$

We call mappings  $\Lambda : \bar{\mathfrak{g}} \rightarrow \mathfrak{gl}(\mathfrak{m})$  which satisfy this conditions (*invariant*) *affine connections* on the pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$ . The curvature and torsion tensors of the invariant affine connection  $\Lambda$  are given by the following formulas:

curvature tensor

$$R : \mathfrak{m} \wedge \mathfrak{m} \rightarrow \mathfrak{gl}(\mathfrak{m}),$$

$$(x_1 + \mathfrak{g}) \wedge (x_2 + \mathfrak{g}) \alpha \Lambda([x_1, x_2]) - [\Lambda(x_1), \Lambda(x_2)];$$

torsion tensor

$$T : \mathfrak{m} \wedge \mathfrak{m} \rightarrow \mathfrak{m}, (x_1 + \mathfrak{g}) \wedge (x_2 + \mathfrak{g}) \alpha$$

$$\alpha [x_1, x_2]_{\mathfrak{m}} - \Lambda(x_1)(x_2 + \mathfrak{g}) + \Lambda(x_2)(x_1 + \mathfrak{g}).$$

It is easy to check that both mapping  $R$  and  $T$  are well-defined and  $\mathfrak{g}$ -invariant. The following result is well-known and can be found in the global version, for example, in [3, 4].

If there exists at least one invariant connection on effective pair of Lie algebras  $(\bar{\mathfrak{g}}, \mathfrak{g})$  then this pair is isotropy-faithful.

We find any pair  $(\bar{\mathfrak{g}}, \mathfrak{g})$  and descript of invariant affine connections together with their curvature and torsion tensors.

## Conclusions

We describe all local three-dimensional homogeneous spaces, it is equivalent to the description of effective pairs of Lie algebras, and invariant affine connections together with their curvature and torsion tensors.

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### ELECTRONIC TUTORIAL AS A MODERN DEVICE OF TRAINING FUTURE TEACHERS OF PHYSICAL CULTURE IN HIGH SCHOOL

**Abstract.** Discusses the electronic tutorial (textbook) as a modern means of training future teachers of physical culture in higher education. In any textbook (electronic and printed) we can allocate substantial and procedural part. In the electronic textbook added to these are the two parts: the management and diagnostic.

**Keywords:** teacher of physical culture, the electronic textbook.

**Анотація.** Розглядається електронний підручник як сучасний засіб навчання майбутніх вчителів фізичної культури у вищій освіті. У будь-якому підручнику (електронному та друкованому) ми можемо виділяти змістову і процесуальну частини. В електронному підручнику до них додаються ще дві частини: керуюча і діагностична.

Ключевые слова: будущий учитель физической культуры, электронный учебник.

**Анотація.** Розглядається електронний підручник як сучасний засіб навчання майбутніх вчителів фізичної культури у вищій освіті. У будь-якому підручнику (електронному та друкованому) ми можемо виділяти змістову і процесуальну частини. В електронному підручнику до них додаються ще дві частини: керуюча і діагностична.

**Ключові слова:** майбутній учитель фізичної культури, електронний підручник.

### Introduction

A rapid process of informatization of higher physical education for applicants to physical universities opens the way for the education of the electronic textbook. Specify that this position is sustainable, and in such electronic developments are all integral computer programs for educational purposes. On this basis, we note that the textbook both an electronic and printed, have the common features, namely: training material presented with a certain field of knowledge; this material is lit on the modern level of science and culture; the material is presented in textbooks regularly, that is, a complete whole work consists of many elements, that have a semantic relationships and communications with each other to ensure the integrity of the textbook. Problems of Informatization of higher physical education were engaged in such scholars: Y. Dragnev, R. Klopov, L. Sushchenko [1; 2; 3; 4; 5].

### Results and Discussion

For a full understanding of the electronic textbook as a modern means of training future teachers of physical culture in higher education we need to determine the distinctive features of the electronic textbook from the printed version:

1. Each printed book (on paper) is designed for a certain output level of the preparedness of students and provides the leaf level of training. Electronic textbook of a particular academic subject may contain material several levels of difficulty. They will all be hosted on a single laser compact disc.

2. Visibility in the electronic textbook is significantly higher than in print. Visibility is also ensured with animation, sound, hyperlinks, videos etc.

3. Electronic textbook allows all assignments and tests give in interactive and teaching mode. If the answers are wrong student may give the correct answer with explanations and comments.

4. Electronic textbook is mobile: when creating and disseminating fall out stage of the publishing work.

5. The availability of the electronic textbook higher than in print. When demand for electronic textbook can be easily increased its circulation can be sent over the network.

6. To ensure multifunctionality when using and depending on the purposes of the development of electronic textbooks can have different structures.

## Conclusions

In any textbook (electronic and printed) we can allocate substantial and procedural part. In the electronic textbook added to these are the two parts: the management and diagnostic.

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## MODERN SCIENTIFIC APPROACHES TO THE UPBRINGING OF FUTURE TEACHERS IN RESPECT FOR A CHILD'S PERSONALITY

**Abstract.** Some scientific approaches to the upbringing of future teachers are discussed in the article. Special attention is given to personality-oriented approach in the upbringing of students through which is possible to achieve moral and spiritual development of their personality in particular the formation of their respect for the child.

**Keywords:** future teachers, respect for a child, scientific approaches, upbringing, personality.

**Анотация.** В статье рассматриваются некоторые современные научные подходы к проблеме воспитания будущих учителей. Отдельное внимание уделяется личносно ориентированному подходу в воспитании студентов, благодаря которому возможно достижение морально-духовного развития их личности, в частности формирование у них уважения к ребенку.

**Ключевые слова:** будущие учителя, уважение к ребенку, методологические подходы, воспитание, личность.

**Анотація.** У статті розглядаються деякі сучасні наукові підходи до проблеми виховання майбутніх вчителів. Окрема увага приділяється особистісно орієнтованому підходу у вихованні студентів, завдяки якому можливе досягнення морально-духовного розвитку їх особистості, зокрема формування у них поваги до дитини.

**Ключові слова:** майбутні учителі, повага до дитини, наукові підходи, виховання, особистість.



### Introduction

Researches on the issue of revision respect for another person, namely for the child's personality in the context of various theoretical and empirical studies that have appeared in recent years show a significant increased interest in this educational problem, about the search for new ways to solve it. Particularly there are developed theoretical and methodological positions in the works of philosophers V. Andrushchenko, I. Zyazyuna, V. Lutay, psychologists B. Ananiyeva, I. Bekha, L. Vygotskogo, A. Leontieva, V. Rybalky, V. Semychenko, T. Yatsenko, pedagogues B. Bondarya, A. Savchenko and many other scientists that confirm continued actuality of the problem of formation of future teachers' personality.

### Results and Discussion

*The personality-oriented approach* (I. Bekh, E. Bondarevska, I. Zyazyun, I. Yakymanska, M. Yarmachenko) is considered as determining in creation of the educational technology of upbringing future teachers' respect for a child. It involves the applying the techniques and methods of pedagogical influence according to the personal characteristics of each student as a carrier of spiritual and moral values.

We emphasize that the personality-oriented upbringing provides the orientation on the students' personality as the highest value in the process of upbringing and studying, encouragement of their positive qualities; respect for their dignity; creating conditions for the development of their consciousness, identity, emotional sensitivity, moral culture and behavior.

In our research, we rely on the opinion of I. Bekh, that it is important to associate the ideas of humanism with designing of personality-oriented educational process [1]. This approach provides the personality success in the assimilation of the social and moral norms, self-affirmation of the personality, its protection and support; intellectual and moral development of student; installation on his subjective positive experience; perception the student as an equal participant of the pedagogical process; providing him with a friendly, stimulating environment. Also, "... the interest of teachers to the development of humanistic technologies that are based on the

implementation of the unity of life and upbringing of personality" is an integral part of it [1].

The educational system in the pedagogical university, based on the mentioned approach, involves variability, flexibility of forms and methods of upbringing, organization and methodological support that directed on individualisation of personality in the process of education, creation of conditions for self-development and self-education of students, determination of their own capabilities and goals.

Based on a *dialogical approach*, the technology of upbringing in future teachers respect for a child provides the equality and freedom of thoughts of subjects of the educational process (the students and the teachers), the possibility of creative activity, that gives it the exceptional value. We consider that in the formation of students' personality on the educational process the orientation on the personality patterns, including such as values, moral and all-mankind qualities of future teachers it is very important.

We think that some other approaches existing in the modern system of pedagogical preparation of teachers will be appropriate in the process of upbringing in students their respect for a child:

- *the systematic approach* (V. Afanasyev, N. Kuzmin, W. Sadowskyi and others): provides interconnection and interaction of educational tools, methods, processes, that have complex influence on the upbringing the value of another person in future teachers, their respect for a child;

- *the activity approach*, according to which consciousness is formed in the activities and it also shows up in the activity, creating a unity, an organic whole [2]. Formation of such unity is complex and controversial process because the process of forming the skills of moral behavior is more complicated than bringing up of moral consciousness. The principle of unity of consciousness and behavior in the upbringing is a general psychological principle in the context of which behavior of a person is seen as her consciousness in action.

- *the cultural approach* (M. Bakhtin, E. Bondarevska, I. Isaev, M. Mamardashvili etc.) suggests such organization of the educational process that creates the conditions for assimilation and transmission of cultural, moral and human values.

### Conclusions

Having considered the basic positions of scientific approaches to the problem of upbringing in future teachers respect for a child, we should conclude that each one has a theoretical and methodological foundation for their implementation in the relevant humanistic technology of upbringing the students. The combination of these approaches defines the content, objectives, organizational forms, methods and tools that ensure continuity, interconnection and integration of the pedagogical conditions of upbringing in future teachers respect for a child.

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## FUNDAMENTALS OF CONSTRUCTION PROCESS OF PHYSICAL EDUCATION IN THE RACERS MACROCECLES, WHICH SPECIALIZES IN CROSS-COUNTRY ON STAGE INITIAL TRAINING

**Abstract.** The possibility of optimizing the training process of novice cyclists who specialize in cross-country by a certain redistribution of the means of physical training (general, special, technical) in the macrocycle racers.

**Keywords:** physical fitness, physical training, training process, optimization, physical qualities, future athletes.

**Аннотация.** Рассматривается возможность оптимизации учебно-тренировочного процесса велосипедистов-новичков, которые специализируются в кросс-кантри путем определенного перераспределения используемых средств физической подготовки (общей, специальной, технической) в макроцикле гонщиков.

**Ключевые слова:** физическая подготовка, физическая подготовленность, тренировочный процесс, оптимизация, физические качества, будущие спортсмены.

**Анотація.** Розглядається можливість оптимізації навчально-тренувального процесу велосипедистів-новачків, які спеціалізуються в крос-кантрі шляхом певного перерозподілу засобів фізичної підготовки (загальної, спеціальної, технічної) у макроциклі.

**Ключові слова:** фізична підготовка, фізична підготовленість, тренувальний процес, оптимізація, фізичні якості, майбутні спортсмени.

### Introduction

Professionals, like Polishchuk D. A, Arkhipov E. M., Savenkov V. A Krasnov V. N and other, covered various problems in training highly riders, but unfortunately today insufficient attention is paid to the preparation of novice riders who specialize cross-country. Specialists in cycling [1,4 ] concluded that the cross-country-it is a discipline, specific competitive activity which makes frequent use in the preparation of large training loads may change the rules of the competition. It should be noted that today the main regulatory document in sport school, there sports program that coaches take the basis for planning of long-term training sessions.

The purpose of the pedagogical experiment was supposed to establish this balance training loads of different directions in the annual cycle of training cyclists on initial training. Contents sports training riders in cross-country considered in terms of general physical preparation (GPP), special physical preparation (SPP) and the technical and tactical training athlete (TTP)-a beginner. In our studies we have used the above advice of experts, the coaching experience of leading experts in this field.

### Results and Discussion

For a more thorough study of the above problem was pedagogical experiment conducted during the year. Comparative analysis of the general characteristics of the training process has helped to identify the number of training days, training sessions per year in group A and group B was-191 days. Number of competitions in the year in which the athletes participated in group A was 5 competitions in group B-10 competitions. Parameters of training work for a year in group A and group B had the same number of hours on the GPP, the SPP and TTP, respectively, as a percentage is 48.2%, 38.8 % and 13%.

Distribution directly, tools themselves, which were used in the training process during the school year on GPP and SPP in the studied groups were different. Using tools for GPP in group B 1.75% was used more general developmental exercises, 12.86 % was used more sports and outdoor games. In group A, 1.43% was used more swimming lessons, 4.74 % was used more jumping exercises and 5.4% was used more the exercise with weights.

Comparative analysis of the using t tools of the SPP by group A and group B indicates that in group B than in group A 4.06 % was made more exercise without the bicycle, 12.61% more exercise was performed on a bicycle (namely diverse cycling), 1.68% more was performed special jumping exercises. In group A, 10% more exercise was performed on a stationary bike, 7.58% more than used in the course of employment by bike games.

A year after the start of the experiment was conducted retesting in groups A and B. For testing, we obtained data revealed significant differences in indicators such as speed and speed-force readiness, force preparedness, general and special endurance, functional status and health, as well as indicators of psychological preparedness riders ( $p < 0.05$ ). Indicators such as technical, special force preparedness, development of active mobility of the spine were not revealed significant differences ( $p > 0.05$ ).

In the experimental group B athletic performance , the level of functional fitness, level of physical qualities were higher than in the control group A, so we can assume that the volume of training load used in the experimental group B more optimal for novice riders and promote the development of physical qualities , functional readiness, improve efficiency.

Volumes used in the control group A contributed to the development of technical, special force readiness and the development of active mobility of the spinal column, but at least contributed to the development of physical qualities riders, functional training, the level of their performance.

### Conclusions

As a result of the experiment, we came to the following conclusions:

1. Using the planned volume of training load in the control group A contributed to the development of technical, special strength training and development of the mobility of the spinal column, but not enough to significantly improve the physical, functional training of drivers and their performance.

2. Most rational ratio of training means training of various orientations in the annual cycle of training drivers on initial training, the first year, you can assume that the parameters of the training that

had been planned and used in the experimental group, namely, cross-RPT-running-22h.(14.85 %), general-developing exercises 47ch.(31.75 %), cross-4h lizhah.(2.7%), sports and outdoor games 45ch.(30.46 %), swimming-4h.(2, 7%), jumping exercises-18h.(12.16%), exercise with weight-8h.(5.40 %); funds TFP exercise free bike-21h. (17.64%), exercise on a bike from them: Riding-38 (31.93 %), exercise bicycle, stationary bike 22h. (18.49% ), game-28ch. (23.52 %).

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## THE CONTROL OF VOLLEYBALL PLAYER'S LOCOMOTION

**Abstract.** Modern volleyball in the United States focused on athleticism and versatility of the players, as well as the diversity of their tactical actions during the game. This places special demands on the preparation of volleyball and necessitates the search for effective methods to control movement on the site.

**Keywords:** volleyball, volleyball game.

**Аннотация.** Современный волейбол в США ориентируется на атлетизм и универсальность игроков, а так же разнообразие их тактических действий во время игры. Это предъявляет особые требования к подготовке волейболистов и обуславливает необходимость поиска эффективных методов контроля передвижений по площадке.

**Ключевые слова:** волейбол, волейболисты, игра.

**Анотація.** Сучасний волейбол в США орієнтується на атлетизм і универсальність гравців, а так само різноманітність їх тактичних дій під час гри. Це висуває особливі вимоги до підготовки волейболістів й обумовлює необхідність пошуку ефективних методів контролю пересувань по майданчику.

**Ключові слова:** волейбол, волейболісти, гра.

### Introduction

Modern volleyball in the United States focused on athleticism and versatility of the players, as well as the diversity of their tactical actions during the game. This places special demands on the preparation of volleyball and necessitates the search for effective methods to control movement on site management of sports training with a view to customize the training process players. Various



problems involved in volleyball scholars such as: F. Lester, Z. Hofer, L. Krztzanowski other.

### Results and Discussion

Among the most important management functions significant role for monitoring the movements of the players on the court. Performing the function of feedback control used to evaluate the effectiveness of tools and methods to individualize different loads.

In preparation, the coach should be aware of the physical condition of the player, his technical and tactical skill, the level of development of its volitional qualities and so on. In addition, the coach must constantly compare performance technical and tactical skills, the test results and data load. Just so you can choose the most effective for each player or team as a whole means and methods of training and determine their impact on the whole.

### Conclusions

On this basis the effectiveness of management control of the movements of the players is in direct proportion to the income accurate, complete and timely information about the player or team.

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### **INFORMATION COMPONENT OF ENVIROMENTAL OUTLOOK FORMATION OF YOUTH**

**Abstract.** Author is analysing the main features of young generation' position formation in the conditions of informational society establishment. She is paying attention on the necessity of mass communication role enhancement and, therefore, increasing of its influence on ecological world outlook establishment.

**Keywords:** ecological world outlook, informational society, ecological mass communication, ecological PR.

**SY\PWS\CYS**

**Priorities of the World Science**

**Аннотация.** Автор анализирует особенности формирования мировоззренческих позиций молодого поколения в условиях становления информационного общества. Обращается внимание на необходимость повышения роли, а соответственно, и влияния средств массовой информации на формирование экологической составляющей общественного сознания, и прежде всего, мировоззренческих ориентаций молодого поколения.

**Ключевые слова:** экологическое мировоззрение, информационное общество, экологические СМИ, экологический PR.

## Introduction

Latest decades developments in the world society show the starting of global processes in civilization progress of XXI century. The international scale and significance of such processes are unprecedented in the history of human beings. There are tectonical changes taking place in all areas of social activity. And informational society is consolidating as a new type of civilization as a result of such changes.

The conception “informational society” characterizes the modern world in the context of intensive interweaving and implementation of creative tele-, broadcasting and telephone technologies and communicative services. Futhermore, there is an enhancement of the quantity, diversity and propagation channels of the information. We can also see the development of communication channels and systems (including mass communication) which are crossing the borders and creating the global informational infrastructure with immediate information passing.

Therefore, the information further plays a major role of “world factor” in the different fields of sciences, cultures and ecological world outlook issues. Informational possession is intended to increase the intellectual potential growth both in a selected country and in the whole world in order to facilitate the new higher civilization development. Such development and the formation of new ecological world outlook have the aim of protecting the human from environmental disasters and interconnexion harmonisation in the system “man-nature-society”.

The role of information is increasing fundamentally as a gnoseological aspect of ecological worldview. This role is becoming coordinative by enhancing and synthesizing knowledges, by interacting of nature and society on all levels, from interpersonal to global and helping to form ecological world outlook, to produce and make

collective solutions aimed to get over an ecological crisis. Creative technologies set the global tone for the ecological information [1, p. 9].

### Results and Discussion

It is worth saying that there were a lot of international environmental conventions was passed, but Aarhus Convention ( 1998) – not just an environmental convention, it is agreement about transparency, about responsibility of nations towards society, about its liability to give access regarding ecological information and cooperate with community and social organisations as with equal partners. For the first time ever it was attempted to regulate procedure issues regarding access of the citizens to ecological information, to their participation in decision making, to justice, on a high international level.

The aim of the European Environment Agency (EEA) is a well-timed provision of actual, purposeful and authoritative information about environmental conditions for promotion and maintainance of stable development and significant improvement of European environmental conditions. [ 2 ].

It is an important point to be made that ukrainial ecological legislation is one of the most developed and volume field of national legislation [3, c. 205 ]. Therefore, it is essential for Ukrainian society the informational outreach and clarification for broad layers of population the ecological legal fundamentals, as well as ecological problem solving.

According to the Law of Ukraine “Regarding the main principles (strategies) of nation ecological policy of Ukraine for the period up to 2020 year”, there are following strategic purposes and tasks of national ecological policy: to create the national informational system in the environmental nature field, to enlarge the percentage of ecological information and social environmentally friendly advertising, which is distributed by mass media: for 15% up to 2015 year and for 30 % up to 2020 year in comparison with 2010 year (which defined as a basic level). Also the nation should promote the development of informational centers, territorial authorities, Aarhus informational center regarding environmental problems solving; to create the country-wide network of informational and analytical system up to 2015 year. This network should provide access to ecological information, including the registers of carrying and discharging of

polluting substances, national system of natural resources inventory and systems of ecological information management up to 2020 year, which will be in compliance with acknowledged EU standards. [ 4 ]

Therefore, people's ecological awareness allows to increase the level of ecological requirements and incentivise the government to interaction regarding ecological topics in the strategy of modern society development. [ 5, p.705 - 706].

It is worth to be noticed, that cooperation of relevant mass media and ecological PR will be the result of ecological problems solving. Nowadays people via Internet systems receive the practical access to numerous life spheres, which were closed yeasterday. Informational transparency of society will be raised due to globalisation of the Earth's economic systems.

Strong interrelation and interdetermination of selected planet systems remain the chance to alive for the human being coordinated internationally with the next integration to the universal system.

### Conclusions

It is obviously that it is time to mobilize all possible means in order to eliminate environmental threat due to raising consumption needs. These means are not only ecological mass media, new technologies, but PR for ecological world outlook formation. Consequently, the main task of national ideology formation is the acknowledgment of the high role of mass media for ecological world outlook formation and orientation to optimistic prospective development.

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## FORMATION VALUE ATTITUDE TOWARDS A HEALTHY LIFESTYLE SECONDARY SCHOOL PUPILS IN PHYSICAL EDUCATION

**Abstract.** The importance of values attitudes towards healthy lifestyles secondary school pupils in physical education, which is achieved by addressing existing inconsistencies are shown at the paper.

**Key words:** Values, value attitude, healthy lifestyle.

**Анотація.** Показано значення ціннісного отношения к здоровому образу жизни учащихся основной школы в процессе физического воспитания, которое достигается путем решения существующих противоречий.

**Ключевые слова:** Ценности, ценностное отношение, здоровый образ жизни, здоровье, учащиеся.

**Анотація:** Показано значущість ціннісного ставлення до здорового способу життя учнів основної школи у процесі фізичного виховання, яке досягається шляхом вирішення існуючих суперечностей.

**Ключові слова.** Цінності, ціннісне ставлення, здоровий спосіб життя.

### Introduction

Health is one of the important prerequisites for social and economic development of society. Deteriorating health occurs in people of all ages, from infants to adults. Health status depends on many factors, including the important role played by the image and lifestyle. A lifestyle of modern man is characterized by decreased physical activity, overeating, congestion information, psycho-emotional stress,

abuse of drugs and bad habits. Guarantor health and the most effective means of preserving and improving its advocates healthy lifestyle ( HLS) - a certain way of life of a person based on cultural norms , values, forms and methods of activity that improves health, promotes a harmonious physical, spiritual, social development of man ( V. Kremen') [2]. Formation valuable attitude to healthy living as the highest human values is the one of the main tasks of the state. Various aspects of value attitude towards a healthy lifestyle celebrated in the works of I. Vershinina , S. Rubinstein [1; 3] and others.

### **Results and Discussion**

Guarantor health and the most effective means of preserving and improving its advocates healthy lifestyle ( HLS) as a certain way of life of a person based on cultural norms, values, forms and methods of activity that improves health, promotes a harmonious physical, spiritual, social development of man (V. Kremen') [2]. Formation valuable attitude to healthy living as the highest human values is the one of the main tasks of the state. Various aspects of value attitude towards a healthy lifestyle celebrated in the works of I. Vershinina, S. Rubinstein [1; 3] and others.

The main idea of forming valuable attitude to healthy living is that it regulates human behavior, covering all aspects of personal, family, social and public life. Value attitude towards a healthy lifestyle has universal significance. However, the question remains understudied formation of value attitudes towards healthy lifestyles secondary school pupils in physical education. Analysis of modern educational theory and practice, indicating the presence of a number of contradictions between:

- Order the state to nurture a healthy generation and deteriorating health of children and adolescents;
- The need for systematic work to create value attitude towards a healthy lifestyle and a lack of theoretical and applied is developed of the problem;
- The leading role of teachers and parents in relation to formation of values a healthy lifestyle and their unpreparedness to this process.



### Conclusions

The value ratio - is one of the main conditions for healthy lifestyle secondary school pupils in physical education and is achieved by solving a series of contradictions.

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### ECONOMIC ASPECTS OF THE PROBLEMS OF RAW MATERIALS IN UKRAINE

**Annotation.** In paper the problem of the economic justification of effective use of raw materials in Ukraine is discussed. Disclosure of the topic has answered the question of increasing the cost of the operational profitability of various forms of raw products both in Ukraine and abroad.

**Keywords:** raw materials, finished goods, cost, commercial relations, the economic effect.

**Анотація.** Розглядається проблема економічного обґрунтування ефективного використання сировини в Україні. Розкриття даної теми дає відповідь на питання підвищення економічно-виробничої рентабельності різних форм сировинних продуктів як в Україні, так і за її межами.

**Ключові слова:** сировина, готова продукція, вартість, комерційні відносини, економічний ефект.

**Аннотация.** Рассматривается проблема экономического обоснования эффективного использования сырья в Украине. Раскрытие данной темы дает ответ на вопрос повышения экономико-производственной рентабельности различных форм сырьевых продуктов, как в Украине, так и за ее пределами.

**Ключевые слова:** сырьё, готовая продукция, стоимость, коммерческие отношения, экономический эффект.

### **Introduction**

In the process of geopolitical realignment and economic reformation most countries faced with the problem of commercial relations at the level of sale and purchase of raw materials for the manufacture of finished products.

### **Results and Discussion**

The main problem is that in the post-Soviet space large number of the enterprises on manufacture of products remained isolated from the basic, reliable suppliers of raw materials. Thus, between the enterprises of manufacturers of final products and raw materials suppliers and upset the relationship at the level of economic-commercial relations. Complex of companies that had closed cycle within the Soviet Union, as a result of geographic reorganization were on the territory of different countries. The problem of insolvency of Ukraine rational and profitable use raw materials has a negative impact on the economic stability of this sphere.

According to the investment company BG Capital reserves of natural resources on the territory of Ukraine is estimated as a very high, and is projected it to be enough at least for 300-500 years of intensive extraction. Ukraine can be considered as one of the European leaders in the production and export of raw materials for heavy engineering industry and metallurgy. At least 11 months 2013 Ukraine exported raw materials amounting to 119819.5 million UAH that is 13.2% of the total export of the industrial sector.

Raw materials in Ukraine are a strategic product for commercial-export relations. Economic effect from the use of raw materials for the manufacture of finished domestic products is very high as a closed cycle from mining to manufacturing of finished goods within one country means to increase the final cost of raw materials. But through the low demand for domestic products on the foreign market General characteristics of the final price lower than the prices for raw materials.

Unlike many developed countries, Ukraine has no monopoly on the extraction of mineral resources; therefore, the government loses a large amount of money, which could meet the needs of the state budget. Financial and economic relationship extractive companies and the state

are regulated by the mineral extraction tax, certainly less than the net profit from this activity.

### Conclusions

Based on these studies, we can make certain conclusions regarding the economic aspects of the problems of raw materials in Ukraine. First raw materials trading in natural resources are more profitable in this situation on the external market. On the contrary the situation with the external market, where the trade in raw materials is less profitable than the trade in finished products made from this material. Secondly, the economic effect from the extraction and trade of raw materials through private companies, of course lower than the monopoly on this activity by the state. That is, increasing the economic effect from the use of raw materials depends on constructive action by the government and private companies.

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### **MEDIA THEORY: MODERN CONTEXT**

**Abstract.** The historical review of the analytical approach to the study of media as the phenomenon that determines measuring of a civilized informative exchange between a man and society is conducted. The necessity of philosophical-anthropological analysis of theory of media, that characterizes existence of man of XXI century, is indicated.

**Key words.** Theory of communication, communication, media theory, philosophy, society.

**Анотація.** Проведено історичний огляд аналітичних підходів до вивчення медіа як феномену, що визначає виміри культурно-інформаційного обміну між людиною та суспільством. Вказано на необхідність філософсько-антропологічного аналізу теорії медіа, що характеризує буття людини XXI століття.

**Ключові слова:** теорія комунікації, комунікація, медіа теорія, філософія, суспільство.

**Анотация.** Проведен исторический обзор аналитических подходов к изучению медиа как феномена, который определяет измерения культурно-информационного обмена между человеком и обществом. Указана необходимость философско-антропологического анализа теории медиа, которая характеризует существование человека XXI века.

**Ключевые слова:** теория коммуникации, коммуникация, медиа теория, философия, общество.

### Introduction

A question of theory of media is the actual theme of many modern scientific discussions. Research interest in the indicated questions is caused by many reasons main among that there is complication of forms of existence of man of post-industrial times; and also existence of great number of visual forms that cause transformations of cultural reality. All that indicate modern context of theory of media, which is opened out in direction of research the questions of the media philosophy.

### Results and Discussion

As an independent, theory of media was finally folded in XX century. The first step in development of questions of media was an information theory, which was pawned in 1940<sup>th</sup> by C. Shannon. The aim of scientific searches of C. Shannon was clarification of aspects of information by application of mathematical concept "information content". The achievement of the C. Shannon's theory was formulation the concept of measure of information as measure of unforeseeableness of report. Further development of C. Shannon's scientific ideas contacts with the advanced studies of A.Moles, who defined the concept of report as the "set of successive elements, which contain information that is proportional to originality of report" [1].

As an important analytical resource in a study of media there is a theory of communication in our time. The questions of communication are considered in works of R. Pars, C. Cooley, W. Lippmann. In the theories of scientists of Frankfort school M. Horkheimer, T. Adorno, E. Fromm, G. Marcuse the study of questions of communication purchased the philosophical measuring: influence of facilities of mass communication on mass consciousness was analyzed, the attention was applied on leveling of cultural traditions and spirituality of personality by mass "industry culture". Works of R. Barthes, J. Baudrillard, G. Deleuze are devoted to the analysis of communication processes in postindustrial society, to the study of fashion, advertisement, cinema, television as the phenomenon of mass communication, as the parts of visual culture of the second half of XX century. The theoretical aspects of the newest informatively-communication systems are analyzed by M. Castells. Scientist marked that the systems integrate in a global volume a production and

distribution in the communication space of the words, sounds, images and adjust a production to the personal tastes and moods of separate individuals [2].

A "media is a message" – this known expression belongs to the Canadian scientist Herbert Marshall McLuhan [3]. A media can be a language, alphabet, tools, technical inventions, art; anything created by a man. The scientific idea of H. M. McLuhan is telling that simultaneously with the message of broadcasting subject the media forms an own message additionally, that is why during the transmission of report actually are passed not the one message, but two. Second message or a "media message" takes place out of human desire.

A media message is the "technical and technological" message made of sounds, colors, electricity, it is the message of material "carriers" of the media, that historically used by people with the aim of communication. The modern theories in most cases associate the phenomenon of media with the phenomenon of the mass-media.

Mediaphilosophy is new scientific discipline, that is formed "on the joint" of philosophy of science, philosophy of culture, sociology and aesthetics, plugs in itself the information theory, the communication theory and the media theory. The context of philosophical researches of media touches the questions of ontology of human existence; when media is not simply fix events, but functions as an element of existence (works of Galina Mednikova).

### Conclusions

Communication between people at the beginning of the XXI century is that cultural, historical and civilization resource that sets new copulas between public and individual, general and personal, global and local, renews traditional cultural codes. The "crossing" of cultural codes that takes place in communicative space of the XXI century extends identities. The modern media gives birth to the new type of subject – media subject, new type of culture – media culture, a new type of reality – media reality. The all said underlines that the research the questions of media by the facilities of philosophical analysis are meaningful.

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## **FEATURES OF THE INTRODUCTION OF INTERNET-TECHNOLOGIES IN ORGANIZATION OF INDEPENDENT WORK OF STUDENTS OF SPECIALTY «PHYSICAL EDUCATION»**

**Abstract.** The features of the implementation of Internet technologies in the organization of independent work of students of specialty «Physical education» are discussed. It is established that a careful application of new types of independent work of students and Internet communications in higher athletic education allows to optimize the learning process that contributes significantly to raising the level of positive motivation of students of specialty «Physical training».

Keywords: teacher of physical culture, self-study, Internet technologies.

**Аннотация.** Рассматриваются особенности внедрения Интернет-технологий в организацию самостоятельной работы студентов специальности «Физическое воспитание». Установлено, что грамотное применение новых видов самостоятельной работы студентов и Интернет-коммуникаций в высшем физкультурном образовании позволяет оптимизировать учебный процесс, что способствует в значительной мере повышению уровня положительной мотивации студентов специальности «Физическое воспитание».

Ключевые слова: будущий учитель физической культуры, самостоятельная работа, Интернет-технологии.

**Анотація.** Розглядаються особливості впровадження Інтернет-технологій в організацію самостійної роботи студентів спеціальності «Фізичне виховання». Встановлено, що грамотне застосування нових видів самостійної роботи студентів та Інтернет-комунікацій у вищій фізкультурній освіті дозволяє оптимізувати навчальний процес, що сприяє в значній мірі підвищенню рівня позитивної мотивації студентів спеціальності «Фізичне виховання».

**Ключові слова:** майбутній учитель фізичної культури, самостійна робота, Інтернет-технології.

### Introduction

The relevance of the topic in the context of the organization of independent work of the future teacher of physical culture in a network the Internet with the purpose of mastering the methods of independent cognitive activity due to the fact that in the period of studies in University athletic formed skills to work with Internet technologies. In this regard, it is especially important to the future teacher of physical culture was aware that independent work is designed to enrich the decision of a task of all other types of educational work and provide the opportunity to build the necessary skills in working with a computer. It should be noted that in the course of independent work of the future teacher of physical culture acquires the necessary information from various sources, but in our time, in the period of sharp technical progress opportunity has appeared most often to access to the information resources of the Internet. In modern conditions of modernization of athletic education using the Internet means to keep abreast of developments and novelties in the field of knowledge «Physical education, sport and health». Problems of Informatization of higher physical education were engaged in such scholars: Y. Dragnev, R. Klopov, L. Sushchenko [1; 2; 3; 4; 5].

### Results and Discussion

Modern information society poses a higher culture education task of preparation of future teacher of physical culture, who knows how to get and apply knowledge in practice under the work in educational institution. The solution of this problem is through the search forms, methods and means of organization of independent work, that provides better opportunities for self-development and self-realization on the application of Internet technologies. Independent work of a future teacher of physical culture, using the possibilities of the Internet can be done in two ways: classroom work; extracurricular work. Classroom independent work involves students of the specialty «Physical training» job in a computer classroom equipped with Internet access; extracurricular work with the Internet intended for independent work of the future teacher of physical culture on the implementation of specially trained tasks. Independent work will be constructed in such a way that would have had the opportunity to do assignments anywhere with Internet access.

## Conclusions

College physical education involving Internet technology has many points of contact with an independent study program material particular discipline, that is especially actual in the conditions of modernization of the branch of knowledge «Physical education, sport and health». Competent application of new types of independent work of students and Internet communications in higher athletic education allows to optimize the learning process that contributes significantly to raising the level of positive motivation of students of specialty «Physical training».

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## **POSTTRAUMATIC STRESS DISORDER. DIAGNOSTICS AND CORRECTION.**

**Abstract:** The diagnostics is recommended for the people being psychologically traumatized to find out if they have a PTSD. The causes of PTSD, methods of diagnostics, the main symptoms and methods of its correction also are recommended for discussing.

**Keywords:** Posttraumatic stress disorder (PTSD), predisposing factors, flashbacks, obsessive compulsory disorder, depressive episode, traumatic neurosis.

**Анотація:** Пропонується діагностика наявності посттравматического стрессового расстройтва у людей, перенесших психологическую травму. Також рассматриваются причины возникновения ПТСР, методы её диагностики, основные симптомы и методы коррекции.

**Ключевые слова:** посттравматическое стрессовое расстройство (ПТСР), predisponiruyushchie faktory, reminiscenitsii, obsessivno-kompulsivnoye rasstroystvo, depressivnyy epizod, travmaticheskiy nevroz.

**Анотація:** Пропонується діагностика наявності посттравматичного стрессового розладу у людей, що перенесли психологічну травму. Також розглядаються причини виникнення ПТСР, методи її діагностики, основні симптоми і методи корекції.

**Ключові слова:** посттравматичний стресовий розлад (ПТСР), predisponitsiyni faktory, reminitsentsii, obsessivno-kompulsivniy rozlad, depressivniy epizod, travmatichniy nevroz.

### Introduction

Posttraumatic stress disorder (PTSD) or traumatic neurosis involves the body's reaction to psychological trauma or an act of violence (active or passive) experienced by the person. The research of this topic is based on classification of mental disorders according to the International Classification of Diseases (ICD) – 10 [1], DSM – 4 [3] and also other authors' developments on this topic. It provides reasonable details on the theoretical fundamentals (causes, main characteristics, diagnostic criteria of PTSD in adults and children, the main features of psychical function, courses and methods of their correction) N. V. Tarabrina [2].

### Results and Discussion

Firstly the paper will elaborate on certain factors which are illustrative of PTSD.

- *The main features of PTSD and its consequences.*

PTSD arises as a delayed response or complicated grief to a stressful event or situation (short-term or long-term). These events are characterized by a threatening or catastrophic nature, which can cause general distress (for instance: natural or manmade disasters, battles, major accidents, watching an individual being violently murdered, terrorism, rape or other crimes). Other conditions can be predisposing factors such as personal traits (for instance: compulsive, asthenic).

- *The indications of PTSD*

These include re-experienced episodes of trauma in the form of intrusive memories (flashbacks), dreams or nightmares. Chronic feeling of "numbness", detachment from other people, anergy, anhedonia and avoidance of activities and situations reminding of the trauma are also other signs associated with the condition. Occasionally there are dramatic, involve a sharp burst of fear, panic or aggression. The condition also involves states of increased vegetative excitability, startled response and insomnia.

- *Phases of the disorder after PTSD.*

This disorder arises after psychological trauma and the latent period of the condition, which can vary from a few weeks to several months (but rarely more than 6 months). The emotional state is undulate, but in most cases you can expect recovery. The condition rarely progresses to

a chronic state but there are some cases when it lasts for many years and is transferred to persistent personality changes.

### Conclusions

Thus, Posttraumatic Stress Disorder is a psychological condition which can be successfully corrected or treated if the appropriate measures are taken.

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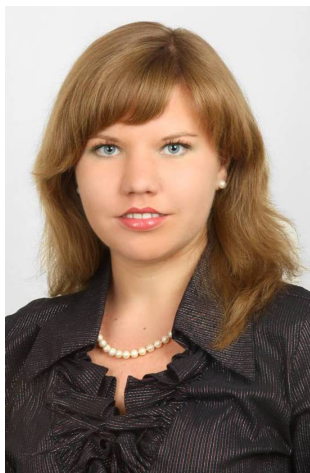
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## THE SYSTEM OF SCIENTIFIC-PEDAGOGICAL ACTIVITY OF UNIVERSITY CHAIR PROVIDING

**Abstract.** The system of providing of scientific-pedagogical activity of university department by means of information and communication technologies is considered. The principles that the system must correspond are formulated. System components are considered and peculiarities of its functioning are allocated.

**Keywords:** university department, scientific-pedagogical activity, means of information and communication technologies.

**Аннотация.** Рассмотрена система обеспечения научно-педагогической деятельности кафедры университета средствами информационно-коммуникационных технологий. Сформулированы принципы, которым должна соответствовать система. Рассмотрены компоненты системы и выделены особенности ее функционирования.

**Ключевые слова:** кафедра университета, научно-педагогическая деятельность, средства информационно-коммуникационных технологий.

**Анотація.** Розглянуто систему забезпечення науково-педагогічної діяльності кафедри університету засобами інформаційно-комунікаційних технологій. Сформульовано принципи, яким має відповідати система. Розглянуто компоненти системи та виокремлено особливості її функціонування.

**Ключові слова:** кафедра університету, науково-педагогічна діяльність, засоби інформаційно-комунікаційних технологій.

### **Introduction**

The system of providing of scientific-pedagogical activity of university chair has a certain structure. The structure of the system of providing of scientific-pedagogical activity of chair of university can be represented by a certain set of elements based on the definition of the system as a set of interrelated elements that form a stable unity and integrity, have integrative quality and regularities [1]. We will consider the system of providing scientific-pedagogical activity of chair of university as a complex, open, dynamic system characterized by a structure, all elements of which are subordinated to the common goal of functioning, actively interact with the environment and change over time.

### **Results and Discussion**

We came to the conclusion, based on the analysis of scientific literature [2] and own work experience in higher educational establishments, that the system of providing scientific-pedagogical activity of university chair by means of information and communication technologies should correspond principles:

1. Accordance of the providing department with the state of development of information and communication technologies;
2. Coverage by means of information and communication technologies as much as possible the spectrum of activities of the department;
3. Attraction to use of information and communication technologies of all subjects and objects of the system "scientific-pedagogical activity of the chair".

In the system of providing of scientific-educational activity of the university department we will allocate structural and functional components. The functional components include the following components: academic work of the department, the research work of the department, methodical work of the department, educational work among students, advanced training of specialists. Based on the analysis of the literature [2,3] we assign the goal of the system, content, ICT tools, the object and the subject of the system as structural components of the system of scientific-educational activity of the university department. Under the component "goal" of the system of providing of



scientific-educational activity of the university department we understand the implementation of key kinds of work of the department, such as academic work of the department, the research work of the department, methodical work of the department, educational work among students, advanced training of specialists, through the use of ICT by all employees of the department. To component "content" includes functions of planning, organization, control and regulation of scientific-educational activity of the department, which in turn is also aimed at implementing key activities with the use of ICT. Under the component "ICT tools" we understand the site of the, chair, faculty, educational portals, virtual professional communities, distance learning courses, computerized learning systems, services Web 2.0, on-line courses, electronic libraries and so on. Under the object of the system we understand the students enrolled in the specialty of department. Under the subject of the system we understand teachers of the department, who realize the goal of the system.

Each system operates in some environment [4]. The external components for the system will be university administration, other university departments, scientific council of the university, educational council of the university and the Ministry of Education and Science of Ukraine, which by their input actions [4] affect the activity of the department.

### Conclusions

The feature of our system is the fact that ICT tools encompasses all forms of scientific and educational activities of the department and facilitate their implementation. Elements of the system are connected with internal links, absence of a defined elements of the proposed system destroys the whole system. Therefore, the system of providing of scientific-pedagogical activity of university department will be effective only subject to compliance with the established principles and interaction of all its components.

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### DESIGN PROJECT AS A DEVICE OF CREATIVE PROFESSIONAL SKILLS IMPROVING OF THE STUDENTS OF SPECIALTY "DESIGN"

**Abstract:** The use of design technology in the teaching of special subjects to students of the specialty "Design"; the formation and improvement of professional creative skills of students by involving them in the execution of design projects.

**Keywords:** creativity, design, design, creativity, creative professional skills.

**Анотация:** рассмотрено использование проектных технологий в процессе преподавания специальных дисциплин студентам специальности «Дизайн»; формирование и совершенствование творческих профессиональных навыков студентов, путем привлечения их к выполнению дизайн-проектов.

**Ключевые слова:** творчество, дизайн-проект, творческие способности, творческие профессиональные навыки.

**Анотація:** розглянуто використання проектних технологій в процесі викладання спеціальних дисциплін студентам спеціальності «Дизайн»; формування та вдосконалення творчих професійних навиків студентів, шляхом залучення їх до виконання дизайн-проектів.

**Ключові слова:** творчість, дизайн-проект, творчі здібності, творчі професійні навиків.

### Introduction

An important component in training competitive specialists design is a creative work of students. Continuous development of creative abilities is a necessary condition for the formation of self-organization of the future specialist and professional opportunities to solve problems, and abilities for continuous updating of knowledge throughout the work.

Research on various aspects of the work is devoted to the personal: Y.A. Ponomarev, A.M. Matyushkina, V.F. Ovchinnikov, N.Y. Postalyuk, Turchin V., Hryhoryeva A.A. [2, 3]. Terms of individual students based on individualization of design education makes in his book, M.S. Myshynska [1].

The creative possibilities for students majoring in "Design" realized in various activities, particularly in bringing to participate in creative competitions and educational projects performed by course and diploma projects.

### Results and Discussion

1. *Work on the design project brings together the process of mastering theoretical knowledge with practical application to their specific tasks.* This, in turn, promotes intellectual and creative abilities of students develop skills to address important issues both independently and in groups.

2. *Implementation of projects, which maximally pryblyzhena subject to problems faced by the designer in the profession , motivates students to further creative activities, and study of special subjects turns to modeling profession.*

3. *Phased work on a design project simulates the process of creating a design product of discussion and study of the problem to create a layout.* This stimulates the search for the principle of the original design decisions, contributes to the preservation and development of the creative personality of the student.

4. *The use of graphical editors while working on a design project allows to reach a new, professional level, promotes positive motivation to perform the work itself, the use of a computer and, therefore, to express themselves.* Modern computer graphics systems make it easy to manipulate the objects, modify it. They contain the possibilities of

working with a wide range of colors, modeling various objects of design, creating three-dimensional models.

### Conclusions

The use of design techniques during the study of special subjects contribute to the formation of students' understanding of graphic design as art and design activities for the creation of original mass reproduction by different means. Diversity of creative projects provides different options to find cognitive tasks, without limiting the student a composite pattern technique and material performance, provides opportunities independent creative problem solving and confirms the need for problem-based teaching of professional areas, which activates the mental activity of students and the development of his creative abilities.

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## CHOICE IN DIFFICULT SITUATIONS IN ADULTHOOD

**Abstract.** Choice in a difficult situation in the period of maturity is covered in article. It discusses the concept of "difficult situation", the concept of "choice", types of "choice", analyzes the types of choices in adulthood.

**Key words:** concept of "choice", professional, personal and existential choice, maturity.

**Анотація.** Вибір у складній життєвій ситуації в період зрілості. В тезах розглядається поняття складної ситуації, поняття «вибору», види «вибору», аналізуються види вибору в зрелому віці.

**Ключевые слова:** понятие «выбор», профессиональный, личностный и экзистенциальный выбор, зрелость.

**Анотація.** Вибір у складній життєвій ситуації в період зрілості. У тезах розглядається поняття важкої ситуації, поняття «вибору», видів вибору та аналізуються види вибору в зрілому віці.

**Ключові слова:** поняття «вибір», професійний, особистісний та екзистенційний вибір, дорослість.

## Introduction

Choice is an extremely complex and multidimensional psychological phenomenon. Man lifetime carries many choices are of different nature in different areas and at different levels: psychological, ethical, social and others. Human's life is the result of the elections, which must necessarily carry persons: instability of the economic life, anxiety due to the possibility of losing their jobs, often disharmonious family relationships, awareness of incompetence in dealing with problems of meaning of life, etc.

Study of the problem of choice is represented in the national psychology in various aspects. Choice is seen as part of life's path person (S. Rubinstein, V. Mukhina, A. Asmolov, etc.) as an inducement to acme (A. Bodalev, A. Derkach, etc.), as a conceptual notion of decision theory (T. Kornilov) as an internal activity (D. Leontiev).

In our study identified the following types of life choices that are subject to life: professional, personal and existential choices.

*Professional choice* is a kind of choice, in which the criteria for the comparison of alternatives are not given initially and the subject itself will construct them. Subject must find a common ground for comparing qualitatively different alternatives and formulate criteria for evaluating various alternatives with respect to which an alternative acquire a particular meaning [1].

Choice is at the heart of questions of human existence, the fundamental characteristic of it, a unique feature and a prerequisite in order to take responsibility for their own "I". Moreover, any choice is affecting the identity of the person defining it, and hence any *choice is personal*. Authors Erich Fromm, S. Maddi, D. Leontev believe that personal choice can be accomplished in everyday situations, considering that many of the conscious and meaningful everyday elections formed the basis for important and fateful choices and actions of the person [2].

It is also possible *existential choice* - a choice in critical situations when the subject is not given any criteria for comparing alternatives, neither the alternatives. He has to construct these alternatives together with possible future, is a consequence of the choice of one or other of them. And based on the comparison of alternatives and possible future opportunities of responsible implementation of the chosen alternative

to make their choice [3]. Existential choice must be independent, holistic, spontaneous, clear and satisfying personality.

### **Results and Discussion**

What is the choice characteristic of the period of maturity.

Perceptions of problems early adulthood primarily include professional development and vocational choice: choice of employment; change of activity inside and outside the professional sphere, the choice of a second and sometimes a third entity, career planning, family, high activity in the creation of a new one. Ideas about gender differences stem from the fact that men attributed orientation to professional activity, and women - a family and having children together with professional formation and development of knowledge. In this regard, the elections are carried out in these two areas.

For thirty years the most significant is the professional sphere, carried out by professional elections may lead to changes in professional status, skill levels, training associated with a change in occupation or professional development, professional commitment to dramatically change direction. In addition, there are changes in the sphere of the family (among the most significant: the material and household independence from parents and children to school entry) also observed the situation of choice sphere own hobbies.

For forty years characterized elections in the professional field (as strengthening the position to change the place and profession), as changes occur in the family sphere (ending child education, admission to educational institutions, various changes in the marital relationship, caring for parents).

Ideas about the task late maturity for both men and women associated with intensive work, the availability of new ideas and productivity in the professional field as well as the education of children. For women, the problem related to children and family are on the first, and for men at first is a professional activity.

### **Conclusions**

In his choice of adult oriented to the future, to maintain social status, as well as to meet the moral and spiritual needs in adulthood people have enough freedom and meaningful choices.



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## CLOUD TECHNOLOGY IS AN INNOVATIVE STRATEGY OF LEARNING

**Abstract.** The modern education claims to follow the innovative strategy of teaching. Entering to world's media sphere makes possibility of getting knowledge using different ways. Cloud technology is the productive way to share ideas, to start up different projects. The model of using this technology is considered.

**Keywords:** cloud technology, innovative strategy, media sphere, project, innovative segment.

**Аннотация.** Одним из заданий современного образования является инновационная стратегия обучения. Доступ к медиасреде дает возможность получения знаний разными способами. Облачная технология – это продуктивный метод взаимного обмена идеями, организации проектов. Предложена модель использования такой технологии.

**Ключевые слова:** облачная технология, инновационная стратегия, медиасреда, проект, инновационный сегмент.

**Анотація.** Одним із завдань сучасної освіти є інноваційна стратегія навчання. Доступ до медіасередовища уможливорює отримання знань різними шляхами. Хмарна технологія – це продуктивний метод взаємообміну ідеями, впровадження проектів. Пропонується модель використання такої технології.

**Ключові слова:** хмарна технологія, інноваційна стратегія, медіасередовище, проект, інноваційний сегмент.

### Introduction

One of the strategic objectives of modern education is entering the global media sphere that allows external communication and reveals a new level of enhancement of knowledge in the context of the scientific studies' achievements. Cloud technologies provide networking of student, teaching, scientific community, the possibility of a distant learning process, interactivity enables both internal and external expert analysis. Cloud technologies in education are actively studied by K. Krechetnikov [1], L. Medzhitova [3], N. Morse [2], Z. Seydametova [3] and others. The purpose of research is one of the models of cloud technology's implementation in a learning process.

### Results and Discussion

The creation of websites, electronic journals, virtual museum tours, travelling through the eras, countries, fonoreading-book, preparation of electronic books, organizing on-line / off-line communication according to the certain aspects of research or discussion, the studies' localization in online community using blogs in social networks for scientific discussions, Skype Yahoo Messenger integration in research work can more effectively solve a range of research tasks, generate navigation skills in modern information space and develop virtual learning environments among the components of an innovation education segment are determined.

The practical model of using cloud technology in a learning process of pedagogical college is represented by one of the researching areas of laboratory «Luhansk movna palitra» section «Be in advance». The pilot project, initiated by the students, is represented by quarterly e-newspaper of young scientists «Student & Science».

Electronic newspaper «Student & Science» has its original content, network promotion, has spread in the social networks such as Twitter, Facebook, on the page of the student community «Be in advance» V Kontakte, in blog, and can be downloaded to gadgets and read at your convenience.

The slogan of this newspaper is English expression «An investment in knowledge always pays the best interest». The main topic is the research of an anglicism in erhonim (store's name) in Luhansk region. It was found that the today's trend is the use of English words in the names of shops and shopping centers. This study formed the basis

of scientific publications in the collected articles «Pershyi krok u nauku».

There are brief overview of E-learning for a new generation, an interview with a local publishing «Lis T», defined the most important problems of the industry, scientific studies that have an aim to identify a typology of errors in the Internet media, the results of a web quest that has the aim of finding a phenomenon, personalities or subject that based on knowledge of a paraphrase, "hidden" and veiled lexeme on the pages of the modern Ukrainian press as well as the English, the newspaper contains a philosophical essay that defined the diploma of the Ukrainian competition (Ostrog city), research of English-language social networks nicknames in terms of gender study, the announcement of conferences and competitions with the deadline submissions in December and January.

The blog, which published a newspaper, posted video podcasts about the discussions of a new media and the new technologies. The editorial team has made updating threads, factual material selection, correction, architectonic composition of the material, language and spelling edit. New media requires from editors to develop new ways of activities, the most important of which is the communication with the audience, so the newspaper is open for discussion in the blog. Interactivity will allow users to ask questions to the author and the editor.

### Conclusions

New technologies in education, entry into the global media space allow to define the innovation strategy of learning process. Implementation of cloud technology is a promising way of modern education, which leads to its transparent and allows interaction with the scientific community.

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### ADVANTAGES AND DISADVANTAGES MULTIMEDIA IN PROCESS OF THE FUTURE TEACHERS OF PHYSICAL CULTURE EDUCATION

**Abstract.** Discusses the advantages and disadvantages of multimedia in the teaching process of the future teachers of physical culture. Identified key benefits: ensuring a high level of interactivity between the student and teaching materials; development and perfection of different learning styles of interaction. The disadvantages are: the inability to pass on the personal attitudes or behavior and there is no method of use of multimedia in higher athletic education.

Keywords: teacher of physical culture, multimedia.

**Аннотация.** Рассматриваются преимущества и недостатки мультимедийных средств в учебном процессе будущих учителей физической культуры. Определены основные преимущества: обеспечение высокого уровня интерактивности между студентом и учебным материалом; разработка и совершенствование разнообразных учебных стилей взаимодействия. К недостаткам отнесены: невозможность передачи личного отношения или поведения и отсутствует методика использования мультимедийных средств в высшем физкультурном образовании.

Ключевые слова: будущий учитель физической культуры, мультимедийные средства.

**Анотація.** Розглядаються переваги та недоліки мультимедійних засобів у навчальному процесі майбутніх вчителів фізичної культури. Визначено основні переваги: забезпечення високого рівня інтерактивності між студентом і навчальним матеріалом; розробка і вдосконалення різноманітних навчальних стилів взаємодії. До недоліків віднесено: неможливість передавання особистого відношення або поведінки та відсутня методика використання мультимедійних засобів у вищій фізкультурній освіті.

**Ключові слова:** майбутній учитель фізичної культури, мультимедійні засоби.

### Introduction

In the conditions of modernization of higher education in Ukraine and its accession into the European educational space require updating and improvement of the forms, methods and means of teaching in higher athletic education. Today the problem of professional training of future teachers of physical culture characterized by such a contradiction, namely between social order and traditions of the Soviet education system, which guide the teacher of physical culture at work in the post-Soviet school grades and the period of forming the information society, which is the requirement of time relative to the application of computer in educational process in secondary and higher educational institutions. Now it is obvious that the teacher of physical culture significantly inferior to their colleagues who teach classes with the use of multimedia-projector, whiteboard and computer. Thus, without the knowledge of multimedia technologies and the ability to Orient in the information society it is impossible to become competitive specialist. Problems of Informatization of higher physical education were engaged in such scholars: Y. Dragnev, R. Klopov, L. Sushchenko [1; 2; 3; 4; 5].

### Results and Discussion

Define the positive side of using multimedia in the teaching process of the future teacher of physical culture: provide a high level of interactivity between the student and the material; you can develop and improve a variety of learning styles and interaction, became possible thanks to the use of interactive video etc.

Among the negative aspects are: reduction of social interaction and communication; each student needs access to a multimedia computer; development can require significant financial expenses and time; the Internet provides a vast amount of information that can shoot down students; standards are still under development and not yet allowed to determine who will occupy the leading positions; multimedia systems are rich information environment to operate in full, need a selection of a significant amount of materials.

### Conclusions

The main advantages were defined to ensure a high level of interactivity between the student and teaching materials; development and perfection of different learning styles of interaction. The disadvantages are the following: inability to transfer personal attitudes or behavior and there is no method of use of multimedia in higher athletic education.

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## CATEGORY OF ARTISTIC AND IMAGINATIVE THINKING IN PROFESSIONAL DUCATION OF FUTURE STYLISTICS

**Abstract.** Suggested lighting category of artistic and imaginative thinking in the professional training of future designers, hairdressers. Justification certain categories of educational professional development of future designers, hairdressers in the professional training help to activate the artistic and imaginative thinking.

**Keywords:** artistic and creative thinking, fashion, hair stylist, art image, professional preparation, composition

### **Аннотация.**

Предлагается определение категории художественно-образного мышления в процессе профессиональной подготовки будущих модельеров - парикмахеров. Обоснование определенных категорий педагогической системы профессионального развития будущих модельеров-парикмахеров в процессе профессиональной подготовки способствуют активизации художественно - образного мышления.

**Ключевые слова:** художественно-образное мышление, модельер-парикмахер, художественный образ, профессиональная подготовка, композиция

**Анотація.** Пропонується висвітлення категорії художньо-образного мислення у процесі фахової підготовки майбутніх модельєрів-перукарів. Обґрунтування визначених категорій педагогічної системи професійного розвитку майбутніх модельєрів-перукарів у процесі фахової підготовки сприяють активізації художньо-образного мислення.

**Ключові слова:** художньо-образне мислення, модельєр-перукар, художній образ, фахова підготовка, композиція

### Introduction

Artistic and creative thinking is one of the main types of learning of future designers, hairdressers and is characterized by certain features (the ability to nominate creative and original imagery solutions, constructive activity and categorical flexibility) and the presence of specific operational structures (visual analysis and synthesis, visual analogizuvannya differentiation and integrate elements shaped structure). Significant contribution to the study of the problem of artistic and creative thinking are the works of L. Vygotsky, V. Kuzin , T. Shamenkova [1 , 2, 3].

L. Medvedev [4 ] in their study reveals a close relationship with the creative thinking of creating an artistic image that" emerging during the analysis and synthesis of specific objects, people , events where a single transmitted in all its complexity, multiplicity and subordinate ideas imagery images». According to scientists, artistic image " has the emotional and aesthetic, associative , holistic qualities " reflection of the objective world through art .

### Results and Discussion

1. Artistic imagination and fantasy draws its meaning directly in sensory perception and storage of memory. The conditions of its activity is the wealth of impressions. And imagination and fantasy, with its mobility, flexibility, interconnected with all elements of the creative process, so for future designers, hairdressers these skills is a prerequisite pedagogical and creative activity.

2. Basics of composition, as one of the leading professional disciplines in art and system of teacher education and aesthetic education of future designers, hairdressers, has unlimited opportunities to develop creativity, formation of aesthetic taste and aesthetic requirements for the development of practical skills shaping hairstyles, which is an artistic image.

3. The development of artistic perception of future designers, hairdressers in learning the basics of composition is done in stages, due to the large number of exercises and special assignments to perform a variety of thinking operations during the execution of academic, educational and creative compositional tasks (reading, creating, analyzing the composition), master- classes during practice.

### Conclusions

As a result of our study we can conclude that the required components of artistic and imaginative thinking of future designers, hairdressers are: artistic (aesthetic) perception of the presence of expressive figurative comparisons, a clear view of the generated image and a clear image, the ability to synthesize ideas in result of which formed an artistic image. It is important also developed an emotional relationship to work, volitional orientation. All these factors contribute to the activation of artistic and imaginative thinking, stimulate desire for creativity, self-development and self-realization of future fashion designer, hairdresser.

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## POSSIBILITIES OF COMPUTER GRAPHICS IN TEACHING OF SOME DISCIPLINES OF DESIGN

**Abstract.** The article deals with the possibility of using computer graphics and the special software in the study of other disciplines training designers. The use of modern information technologies in the study of the course "Fundamentals of design graphics" has a positive effect on the formation of professional competence of the designer.

**Keywords:** modern information technology, computer graphics, professional competence of designer.

**Аннотация.** Рассматривается возможность применения средств компьютерной графики и специального программного обеспечения при изучении других дисциплин профессиональной подготовки дизайнеров. Применение современных информационных технологий в процессе изучения курса «Основы проектной графики» оказывает положительное влияние на формирование профессиональной компетентности будущего дизайнера.

**Ключевые слова:** профессиональная подготовка, современные информационные технологии, компьютерная графика, профессиональная компетентность дизайнера.

**Анотація.** Розглядається можливість застосування засобів комп'ютерної графіки та спеціального програмного забезпечення при вивченні інших дисциплін професійної підготовки дизайнерів. Застосування сучасних інформаційних технологій у процесі вивчення курсу «Основы проектной графіки» позитивно впливає на формування професійної компетентності майбутнього дизайнера.

**Ключові слова:** професійна підготовка, сучасні інформаційні технології, комп'ютерна графіка, професійна компетентність дизайнера.

### **Introduction**

Widespread modern information technologies and improved graphics software has led to the fact that the designer perform professional tasks without using a computer is not currently possible.

The current trends of contemporary learning design professionals - using modern information technology in the classroom as computer graphics, and the study of other disciplines training as a new environment for the development of creative personality.

### **Results and Discussion**

Currently, in the Brianka College Lugansk Taras Shevchenko National University students in the study of "Design" of some special subjects used the possibilities of modern computer graphics. In addition to disciplines for the study of computer graphics, computer capabilities are used in carrying out practical work in disciplines where the introduction of computer graphics is not necessary but gives a significant positive effect.

Training course "Fundamentals of design graphics" is constructed in such a way that the themes for the development of traditional graphical tools are discussed in the context of the use of computer graphics. In practical work, students use the capabilities of computer applications CorelDraw and Adobe Illustrator for training exercises to create compositions using various types of design graphics, graphic design decisions still life, landscape, and portrait.

Using computer graphics animates and accelerates, arouses interest, stimulates new ideas and opens up new possibilities for their implementation, thereby expanding the creative possibilities of the students. Improved skills of direct recourse to computer applications. Students realize that the computer does not negate the use in the classroom traditional means sketching, sketching, sketching, and is an instrument of such work and obtain a qualitatively new result. There is awareness of interdisciplinary connections, clear idea that using computer graphics can solve various problems.

### **Conclusions**

Introduction of computer graphics in specific disciplines has a positive effect on the formation of professional competence of the designer. In addition to the development of practical skills in design

engineering, actively develops thinking, imagination, and identified interdisciplinary communication. The student gets the opportunity to see the task from different perspectives, competently and skillfully approach to its decision, as well as interesting and modern to realize the idea.

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### APPLICATION OF METHOD OF PROGRAMMING OF REHABILITATION CYCLE OF READING WITH THE STUDENTS OF TASK MEDICAL FORCE

**Abstract.** The system of programming of rehabilitation cycles is offered for the students of task medical force. Ground of programming of rehabilitation cycles at students of task medical force with the purpose of improvement and increase of functional possibilities of organism.

**Keywords:** students of task medical force, rehabilitation cycle, programming, adaptation possibilities.

**Аннотація.** Пропонується система програмування реабілітаційних циклів у студентів спеціальної медичної групи. Обґрунтування програмування реабілітаційних циклів у студентів спеціальної медичної групи з метою поліпшення і підвищення функціональних можливостей організму.

**Ключевые слова:** студенты специальной медицинской группы, реабилитационный цикл, программирование, адаптационные возможности.

**Анотація.** Пропонується система програмування реабілітаційних циклів у студентів спеціальної медичної групи. Обґрунтування програмування реабілітаційних циклів у студентів спеціальної медичної групи з метою поліпшення і підвищення функціональних можливостей організму.

**Ключові слова:** студенти спеціальної медичної групи, реабілітаційний цикл, програмування, адаптаційні можливості.

### **Introduction**

Problem of adaptation of students of task medical force in connection with the change of usual appearance life, the sharp changing of intensity of overpressure, changing of climatic terms in transition from a school rhythm to studentcheskoy life, entails the enormous physical and psychological loadings for students in higher educational establishment. Consequently, adatacionnye possibilities of organism of students which go down, in same queue, on the state a health appear in task medical force.

### **Research purpose**

To set the basic criteria of programming of rehabilitation cycles for the students of task medical force.

### **Research method**

Analysis and generalization of the special scientific literature on questions of rational methods of construction of rehabilitation cycles for the students of task medical force.

### **Results and Discussion**

The questions of adaptation and renewal of functional possibilities of organism of students of task medical force are examined many authors. In opinion of Blavt O.Z. functional possibilities of organism of students can be improved by means of the motive mode on employments by a physical culture. Other author (2), considers that influence of korregiruyuschikh of respiratory exercises on the serdechno-sosudistuyu system of students of task medical force will be effective. An author (Klimenko I.V., 2013) examines the problem of adaptation of students by the complex of social, psychological and physical rehabilitation. In basis of programming of the rehabilitation programs most essential yavlyayut'sya the followings tasks: increase of functional possibilities of organism, improvement of the state of health. In our view, exactly, system of programming of the individual rehabilitation program which will be directed on an improvement and increase of adaptation possibilities of organism of students of task medical force will be most effective.

Because program the choice of optimum variant of the rehabilitation program in relation to the functional state of every student within the framework of nosology group and forming of the



individual program is underlaid on achievement of local purpose, related to adaptation possibilities of student.

### Conclusions

At programming of the rehabilitation programs it is necessary to take into account nosology and individual functional possibilities of organism of student of task medical force.

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## METHODICAL BASES OF THE EVALUATION OF EFFICIENCY OF INNOVATION ACTIVITIES

**Abstract.** The method of evaluating the economic efficiency of innovation is investigated. This methodology should provide the decision of such problems as the justification of scientific researches, the definition of criteria and indicators for evaluating of the economic efficiency, the assessment of the impact of innovation on firm performance, and choice of effective methods of innovation.

**Keywords:** innovation, innovation activities, efficiency of production, evaluation of efficiency of innovative activities.

**Аннотация.** Рассматривается методика оценки экономической эффективности инновационной деятельности, которая должна обеспечить решение вопросов обоснования научных исследований; определения критериев и показателей оценки экономической эффективности; оценки влияния инновационной деятельности на эффективность предприятия; выбора эффективных методов осуществления инновационной деятельности.

**Ключевые слова:** инновация, инновационная деятельность, эффективность производства, оценка эффективности инновационной деятельности.

**Анотація.** Розглядається методика оцінки економічної ефективності інноваційної діяльності, яка повинна забезпечити вирішення питань обґрунтування наукових досліджень; визначення критеріїв і показників оцінки економічної ефективності; оцінки впливу інноваційної діяльності на ефективність підприємства; вибору ефективних методів здійснення інноваційної діяльності.

**Ключові слова:** інновація, інноваційна діяльність, ефективність виробництва, оцінка ефективності інноваційної діяльності.

### **Introduction**

The problem of an increasing the effectiveness of activities of enterprises of all forms of ownership, and the ensuring of high rates of economic development becomes very relevant in the present conditions of the economy. It is well known that innovation activities can provide a quick exit from the country's economic crisis. However, an innovation is costly and has a high degree of risk. In this regard, there is a need to identify and justify the methodology for assessing the cost-effectiveness of innovation.

### **Results and Discussion**

Method of calculating the cost-effectiveness of innovation of activities must provide the following: the justification of scientific researches, the definition of criteria and indicators for the assessing the economic efficiency, the assessment of the impact of innovation on firm performance, the choice of an efficient implementation of innovation.

The implementation of methodology should allow a decision on whether innovation in the earliest stages. Methods for assessing of the effectiveness of innovation based on the comparison of costs and outcomes. But the ending result can be obtained only when a comprehensive assessment of enterprise innovation [1]. In this evaluation of innovation activities of enterprises can be carried out by conventional economic areas: scientific information enterprise level; technical level of the enterprise; technically-economic efficiency of innovative projects.

Thus, evaluation criteria of innovation are the scientific level of the enterprise, the level of information management, competitive developments, ensuring achievement of company objectives.

The scientific level of the enterprise may largely be characterized shares of execution and implementation of their own research and the development into production. In this scientific enterprise level can be defined as the ratio of the cost of innovation to the overall cost of production. When necessary this indicator can be used to assess the place of the enterprise among competing organizations.

The rating of innovation enterprise can also be done by a coefficient of reflecting the implementation of their own development

share in the total number of made developments. This indicator can be used to study and assess their own level of scientific innovation enterprise.

To assess the innovation activities of enterprises and definition of good relations and acquired of its own developments, you can use the ratio of the specific indicator of their own development in the total number of embedded designs. With the help of a coefficient applying of the results of their own development can be judged on the level and pace of development of researches on the enterprise.

At the same time, noting the importance of developing and implementing of its own innovations, it must be emphasized that to improve the effectiveness of innovation is very important timely identification and justification of the acquisition and implementation of different developments [2].

An integrated assessment of innovation enterprise of considerable importance is the analysis of its technical level. The main technical indicators of the level of the enterprise are ratio of enterprise competitiveness, the coefficient of product updates, and the coefficient of updating technology.

Taking into account the low technological level of industrial enterprises the actual problem is the intensification of innovation [3].

Thus, a comprehensive evaluation of enterprise innovation activity can be carried out on the following such parameters as the coefficient of the scientific level of developments, the factor of a parity of its own and acquired developments, the coefficient of competitive products in the total volume of production, and the coefficient of economic efficiency etc.

### Conclusions

The achieving of a high level of efficiency of production and in particular the innovation of activities is based on the identification and implementation of reserves of improving of mentioned indicators of the activities of enterprises.

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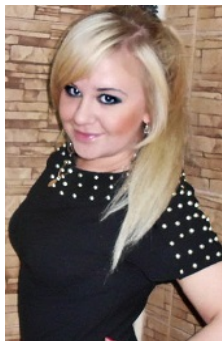
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## THE HISTORY OF ENGLISH-SPEAKING TRANSLATION

**Annotation:** In this article was discussed the emergence of the first translations of literature in the Russian language. English-Russian translation of literary texts started in Russia only in the 18th century. Before that, sought to translate texts from English, which were mainly for business purposes. In this article also was considered, that English language is one of the major languages of the world is the language of diplomacy, international trade, and the primary language of the United Nations.

**Keywords:** literary text, translation, history, outstanding writers, Russian-British relations.

**Аннотация:** в статье рассматривается зарождение первых переводов художественной литературы на русский язык. Англо-русские переводы художественных текстов начали осуществлять в России фактически лишь в 18 веке. До этого перевести с английского стремились тексты, которые в основном носили деловой характер. В статье также было рассмотрено, что английский язык является одним из главных языков мира - это язык дипломатии, международной торговли и основной язык ООН.

**Ключевые слова:** литературный текст, перевод, история возникновения, выдающиеся писатели, российско-британские отношения.

**Анотація:** у цій статті розглядається зародження перших перекладів художньої літератури на російську мову. Англо-російські переклади художніх текстів почали здійснювати в Росії фактично лише в 18 столітті. До цього перекласти з англійської прагнули тексти, які в основному носили діловий характер. В статті також було розглянуто, що англійська мова є одним з головних мов світу - це мова дипломатії, міжнародної торгівлі і основною мовою ООН.

**Ключові слова:** літературний текст, переклад, історія виникнення, видатні письменники, російсько-британські відносини.

### Introduction

English language history is inseparably linked with the history of England. When the Romans left the British Isles in 410 g, together with them had gone, and the Latin language. The true inhabitants of the island (the British) continued to use Celtic languages. The ancestors of the modern British did not lose the gift of time. In the year 449 Germanic tribes of angles, Saxons and Jutes began the first raids on the island.

They spoke dialects, developed on the basis of the low German language. The Britons, as conquerors, spoke Indo-European languages, but the language of the Britons belonged rather to the Celtic than a Germanic. The language of the invaders, which was added only a handful of Celtic words, now called Anglo-Saxon.

### Results and Discussion

English-Russian translation of literary texts started in Russia only in the 18th century. Prior to that, sought to translate from English texts, which were mainly for business purposes. Besides, in the 18th century the English language in Russia was still very limited.

In the 18th century the English language has been actively to translate articles from English journals. Most Russians attracted entertaining «Viewer» and «Chatterbox». During the whole 18th century were translated from English to more than 400 from the articles, and it is only those of which we know. Many translations and remained unknown. The authors just «forgot» to sign, that the text is transferable.

The most nimble of them were put under your foreign articles of their names. Even the Empress Ekaterina 2 not averse to paste into your journal «sundries» excerpt from the English text. In the 18th century, many English authors were little known to the Russian public, even despite the huge number of articles, translated the English-Russian translators.

This happened with Shakespeare. The great English playwright was fond of Empress Catherine 2. She signed the complete works of this author. In a letter to the Empress mentions that «nine volumes already swallowed». Great Empress one of the first tried to translate from English Shakespeare's tragedy into Russian.

Her hand had made four translation, although they are pretty far from the original. Rather, it works were «inspired» by Shakespeare. And the first English-Russian translation of Shakespeare's work was made only in 1787. The history of Russian-British relations had been considered since the middle of the XVI century. Since then broke out the interest of the British to the Russian culture, Russian-English translation of various texts.

In 1618 - 1619 years has visited Russia Englishman Richard James. Everything I saw he described in five notebooks, which, alas, have not survived. But survived recorded for James Russian songs, as well as Assembly of Russian words", with comments and translation into English. In fact, it was the first Russian-English dictionary. The result of frequent embassies was the appearance in British libraries of Russian books and the emergence of the British interest in studying Russian language.

Despite all efforts, the massive interest in the Russian culture appears only in the 19th century. It was then that the Russian-English) was translated most of the works of Turgenev, Tolstoy, Dostoevsky and Gogol.

### Conclusions

English language is one of the major languages of the world is the language of diplomacy, international trade, and the primary language of the United Nations. But it was not always so. In Shakespeare's time, English spoken only a few million people.

He had important social values in Europe and was unknown to the rest of the world. Your real status of the English language acquired thanks to its dissemination outside the British Isles. Today about 75% of the international communication and more than 60% of telephone conversations are in English. Therefore there is nothing surprising in the fact that an English translation is one of the most popular directions of translation.

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## CRISIS MANAGEMENT NOW

**Annotation:** Offers steps for the removal of a crisis, which aim at the gradual improvement of the quality financial condition and enterprise transition from of the category the crisis in the category of the wealthy.

**Keywords:** bankruptcy, «insolvent enterprise», crisis management, financial condition of the enterprise.

**Аннотация.** Предлагаются этапы по выведению предприятия из кризиса, которые направлены на постепенное улучшение качества финансового состояния и переход предприятия из разряда кризисных в разряд состоятельных.

**Ключевые слова:** банкротство, «несостоятельное предприятие», антикризисное управление, финансовое состояние предприятия.

**Анотація.** Пропонуються етапи по виведенню підприємства з кризи, які направлені на поступове поліпшення якості фінансового стану і перехід підприємства з розряду кризових в розряд спроможних.

**Ключові слова:** банкротство, «неспроможне підприємство», антикризове управління, фінансовий стан підприємства.

### Introduction

The modern economic reality makes business managers constantly make decisions under uncertainty. Under conditions of financial and political instability commercial activity fraught with various crisis situations that can result in failure or bankruptcy.

Procedure of bankruptcy, the term "failing company" in the perception of most people associated with the destruction.

However, this pattern is almost final future of process, which take place during several months. But this is not necessarily final. Throughout the period when the case is heard on bankruptcy law gives the company the opportunity to stop this process and choose a different path, if there will be a hope that the company can be saved. In practice, with every six businesses it's happen, and for them launched into action his plan of salvation [1].

### Results and Discussion

The reason the bankruptcy Ukrainian enterprises is very unfavorable macroeconomic conditions: a violation of traditional economic ties, recession, sudden unpredictable changes in economic policy, financial market instability [2].

Only the application of complex methods with different sections of the economy today can give economic benefit of enterprise and withdraw from the crisis situation in which they are located.

Crisis management is a management, can prevent or mitigate the crisis and maintain operation of the business in survival mode in a given period of time and remove it from the crisis with minimal losses.

The process of output withdrawal of the company from the crisis is a set of measures aimed at gradually improving the quality of financial condition and translation companies with critical category in the category capable. This is achieved in the implementation of the management process incapable interposes in a transitional economy.

Five rotses consists of several stages which can be briefly described as follows:

- analysis of the quality of the financial condition of the company it's of identification the causes of the crisis;
- financial stabilization of the insolvent company – is stage tightening financial policy of the company to find a way out of this situation;
- analysis of the possibilities of financial recovery – is a stage alternatives, their feasibility study, choice of the best way to output the company out of crisis;
- development investment program to remove the company from the crisis it is the stage of implementation of measures to prepare the company to financial health;

- output of the company from the crisis – is the stage of improving the quality of financial condition and ability of the Company.

Anti-crisis management companies must have a systematic basis [3]. This the internal crisis in the company there is a macroeconomic crisis of the economy as a whole, which imposes certain effect on measures of crisis management.

### Conclusions

One of the main conditions for successful operation of the enterprise is a clear commitment control and early warning signs of insolvency, as well as the ability to minimize the effects of unfair competition and turmoil in financial markets.

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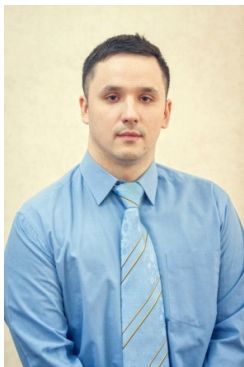
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## USING OF THE INDIVIDUALLY END ORIENTED METHODOLOGIES FOR PHYSICAL TRAINING OF THE STUDENTS OF SPECIAL MEDICAL GROUPS

**Abstract.** We have developed a technique of physical training in higher education students of special medical group. Technique aimed at increasing the capability of the body, improving motor activity and the level of development of physical qualities with the level of individual physical fitness.

**Keywords:** technique, physical education, students, special medical group.

**Анотация.** Нами разработана методика проведения занятий по физической культуре в высших учебных заведениях у студентов специальной медицинской группы. Методика направлена на повышение функциональных возможностей организма, совершенствование двигательной активности и уровня развития физических качеств с учетом уровня индивидуальной физической подготовленности.

**Ключевые слова:** методика, физическая культура, студенты, специальная медицинская группа.

**Анотація.** Нами розроблена методика проведення занять з фізичної культури у вищих навчальних закладах у студентів спеціальної медичної групи. Методика спрямована на підвищення функціональних можливостей організму, вдосконалення рухової активності та рівня фізичних якостей, з урахуванням рівня індивідуальної фізичної підготовленості.

**Ключові слова:** методика, фізична культура, студенти, спеціальна медична група

### Introduction

According to statistics in Ukraine every seventh entrant that comes a higher educational institution, has a chronic disease, and lessons on physical training related to special medical group. The modern system of physical training is built in the form of group classes without accounting differentiated nosological categories and extent of the functional state of the student [1, 2]. Promising is the development of techniques for individual selection of physical activity according to the nosology and physical fitness of the individual student [3].

### Results and Discussion

For students of special medical group developed a special complex, given the level of physical fitness of each individual. Emphasis was placed on the following exercise: general educational exercises that do not require increased physical activity. Coordination exercises that do not cause a lot of effort and is not associated with the complicated exercise equipment. Corrective exercises different purposes; exercise training and development of proper breathing, exercise on the formation of correct posture; outdoor games low and medium intensity; elements of sports, light and slow running, alternating with walking, exercises for different muscle groups, alternating tension and relaxation. Very rarely used exercise: the quickness; apnea, with slopes, on shells, with significant muscle tension.

### Conclusions

Thus, the implementation of the developed world individually oriented complex for students of special medical group allowed to conduct classes in physical culture based on individual selection of physical activity according to the nosology and physical fitness of the individual student.

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