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Council of Young Scientists

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Ladies and gentlemen, colleagues. I am glad to welcome you on the official site of the forum. I believe that the presented materials in different sciences will be useful for you.

*Sincerely yours, Chairperson of the Council of Young Scientists, **Yuri Dragnev.***
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Colleagues, young scientists! Scientific youth always acts as an active force of social changes. Reaction to these changes will largely depend on the future of the society of our state.

*Sincerely, Chairperson Assistant of the Council of Young Scientists on the Scientific and Organizational Activity, **Olena Tararina.***

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Ladies and gentlemen, colleagues. I am glad that you have visited our site, conference. I hope you'll find much useful information for your research on the page of our site. I wish you success in your academic endeavors, as well as happiness in your personal life.

*Sincerely yours, Chairperson Assistant of the Council of Young Scientists on the Scientific and Integration Work, **Mykhaylo Chekunov.***

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ADAPTATION OF A FIRST-YEAR STUDENT TO THE NEW STUDY CONDITIONS

The modern system of education requires the new going near the studies of students in the conditions of work of college. Optimal organization of educational activity of student, motive to educational activity, success of professional activity after completion a college in a great deal depends on the level of his adaptation to the new educational environment.

To the question of adaptation of students to the terms of studies in modern psychological literature gets

considerable attention. In particular, it is scientific searches of T. Alekseeva, Y. Bohonkova, N. Gerasimova, V. Demchenko, O. Kyznetsova, L. Litvinova, V. Skripnik and others.

Term "adaptation" is used in the different areas of scientific knowledge, however it is yet mine-out only idea about his maintenance. One authors examine adaptation as process, result of "adaptation", and other as "co-operating" of man with a man (by a certain collective, group), or as "co-operation" of man and environments. The process of adaptation envisages, first of all, activity of subject of activity. This activity needs difficult and emotionally-tense psychical activity of freshman [1].

Clear that consideration of process of adaptation of students to the studies in a college must include the row of aspects:

- psychologist-pedagogical (related to adaptation of students to the new didactics system that fundamentally differs from forms and methods of school);
- socially – psychological (has connection with mastering of social norms, establishment and support of social status students in a new collective);
- motivational – internal (forming of positive educational reasons and personal internal determines);
- psychophysical (provides for, adaptation of functions and reactions of organism to the requirements of new environment).

Thus, basic tasks on an assistance to adaptation of freshmen to the professionally-educational environment

of college serves as: preparation of first-year students to the new terms of studies, establishment and support of social status of freshmen in a new collective, forming for the freshmen of positive educational reasons, prevention and removal for the freshmen of the psychological and physical discomfort related to the new educational environment.

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MEDIA AS A FORMATION FACTOR OF A NEW WORLDVIEW

In conditions of the complex transformation processes that take place in the world, the dynamic formation of the modern high-tech society, the emergence of new forms of social and cultural life intensified communication connection, social relations have undergone significant upgrades. Innovative shifts in the technological, social, human spheres caused the transformation of traditional communication models, transformation of agents of communication (creators and consumers of cultural

meanings), changes of the cultural paradigm, the creating of the new world view.

The complication of structures that mediate communication relations has led to the actualization of media phenomenon. The basic spiritual and cultural structures of the individual, the formation of a special symbolic order, the manifestation of the new conventional conditions for the coexistence of the individual and the environment are in the focus of their influence. The development of modern form of media creates zones of transgression in the social, cultural body and requires a study of innovative technologies.

The mass-media and the information and communication technology (ICT), are the most important elements of the medial areas that enter the global mass communication system (MCS). According to the traditional view, printing media (periodic press, books), audio-visual or electronic (radio and television), and in recent years – the online media (Internet) are the basic components of the mass communication system (MCS).

So there are three elements in the emerging new ternary structure of the world: empirical reality, virtual reality and mass- media as a measure of compromise. Moreover, because of its proteistic nature mass-media is in a state of constant transformation, it is deprived of claims to certainty, consistency, stability, design, it flows into another state and merges with the environment, whose borders have pledged to defend from the enemy invasion and from agents of the illusory reality. As a result of the morphing process media prolong itself in

both realities setting new parameters for the image of the world (dissipative, multi, polilogic, unstable, invariant) and for its edges (the elusive, mobile, changing, uncommittable).

The process of transformation of the ontological properties of man and with it – the means of their realization in the outside world is gaining momentum. Incorporated in the media objects represent the image of the (real) prototype, a replica of the original, an individual who is trying to update and adapt to the new social and cultural realities, meets the risk of his almost-actualization (under-actualization), gaining signs the of non-authenticity, imaginary, needing a different identity.

Note that the development process of newest means of mass communication faces a number of complicating factors: a significant number of human communities remain isolated from the media gains; there is a negative attitude to the representatives of the traditional or conservative culture; there is impersonal frustrated individual in the countries that rapidly enter the information age.

So, thanks to its ontological features, media directly contribute to the establishment of a new picture of the world and the emergence of a particular type of individual.



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FACILE METHOD OF SYNTHESIS NEW 3 - METHYLFLAVONES

The flavones are yellow pigments found in plants. Flavones belong to the group of compounds known as flavonoids. Flavonoids an important class of organic compounds occur naturally in fruits, vegetables, nuts, seeds flowers and certain beverages that have divers beneficial bio chemical and antioxidant effect.

Experimental:

Initially, substituted phenols were directly converted to phenols propionates. A mixture 1mmol of substituted phenols and 1.5 mmol of propionyl chloride in dichloromethane was refluxed for 2-3 hr. then reaction mixture was added to water, and extracted with dichloromethane, ester obtained as liquid on evaporation of solvent, followed by Fries migration to give the corresponding substituted 2'-hydroxypropiophenone. A mixture 1 mmol of ester and 1.5 mmol of anhydrous aluminum chloride was heated at 70-90 c° for 1-2 hr. The reaction mixture was carefully added to ice water and 20% HCL. Then filtered. precipitate washed with water, and dried. The crude product was dissolved in methanol by heating, then, poured into crushed ice. The product was filtrated and dried to give the corresponding substituted 2'-hydroxypropiophenone, in high yield and purity as a white solid. Therefore, we turned our attention to employment of substituted 2'-hydroxy-propiophenone as starting material. The corresponding α - methylchalcone was synthesized in presence sodium metal. The Claisen-Schmidt condensation was carried out to a solution 1 mmol of substituted 2'-hydroxypropiophenone **1** and 1mmol of aromatic aldehydes **2** and 4 mmol of NaOMe was refluxed for 48 hr. After completion of the reaction, the reaction mixture was carefully poured into crushed ice and neutralized with dilute HCl, to form a major product. The crude product was purified by recrystallization from methanol to give 2'-hydroxy- α -

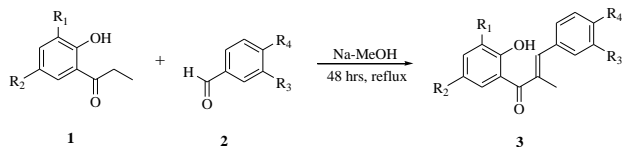
methylchalcones **3** in good yield (Scheme I). The introduction of methyl group at 3-position of flavones is difficult. Therefore, we started our approach to the synthesis of 3-methylflavones with high selective precursors.

We wish to report, a high yield synthesis of new 3-methylflavones (Scheme II). In the present study, the intermediate 3 mmol of 2'-hydroxy- α -methylchalcones **3a–o** and a catalytic amount of iodine 10 mg were heated at 130°C in dimethylsulphoxide for 30 min via the intra-molecular oxidative cyclization of 2'-hydroxy- α -methylchalcone to the corresponding 3-methylflavones **4a–o**. The results of the study are summarized in (Table 1). It is interesting to note that excess iodine I₂ **led to a decrease in yield and purity.**

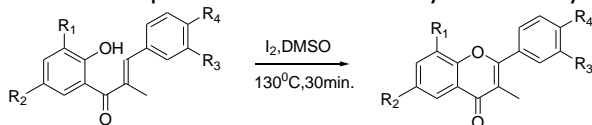
Preparation of new 3- Methylflavones from 2'-hydroxy α - methylchalcone. (general procedure)

To a solution of 2'-hydroxy α - methylchalcone **3a** (907.5 mg, 3mmol) in dimethylsulphoxide (5ml) was needed catalytic amount of iodine (10 mg). then reaction mixture was heated at 130 C° for 30 minutes. After completion the reaction (monitored by TLC), carefully poured into crushed ice, after filtration, precipitate, washed with saturated solution of sodium thiosulfate, dried to give white solid which was recrystallized from methanol, to give 4a as white needles (880mg, 97%) mp.160C.

Scheme I.



Scheme II. Preparation of new 3-methylflavones by using Iodine.



3a-o

4a-o

Table 1. Preparation of New 3-Methylflavones from α -Methyl-2'-Hydroxychalcones.

Prod.E ntry	R ₁	R ₂	R ₃	R ₄	Mp (°C)	Yield %
4a	H	Cl	H	OCH ₃	159-160	97
4b	H	Cl	H	Cl	236-238	95
4c	H	Cl	H	H	125-127	96
4d	H	Cl	OCH ₃	OCH ₃	138-140	92
4e	H	Cl	O-CH ₂ - CH=CH ₂	OCH ₃	140-142	94
4f	Cl	Cl	H	Cl	218-220	96
4g	Cl	Cl	OCH ₃	OCH ₃	176-178	94
4h	Cl	Cl	H	OCH ₃	175-177	85

4i	Cl	Cl	H	H	158-160	92
4j	Cl	Cl	O-CH ₂ - CH=CH ₂	OCH ₃	139-141	90
4k	H	CH ₃	OCH ₃	OCH ₃	158-160	96
4l	H	CH ₃	H	OCH ₃	118-120	90
4m	H	CH ₃	H	Cl	141-143	93
4n	COOH	Br	H	H		70
4o	COOH	Br	H	Cl	263-265	75

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HYPERTENSION DAISES AND THE IMMUNITY SYSTEM

In modern society, one of the leaders among the diseases belongs to varying degrees of hypertension, while noting "rejuvenation" of the disease. Regulation of blood pressure is one of the autonomic functions of the body, which is also true of the immune response. One of the promising and not sufficiently developed areas of modern biology and medicine is the study of the state of systemic immunity in hypertension of various origins and

extent. That may complement the theory immunoregulation functions.

The purpose of research to study the characteristics of immunity in hypertension. The study was conducted at five General Hospital of Lugansk. Were examined in 120 patients with a diagnosis of hypertension between the ages of 25-55 years.

Used the following methodology: Defines the total number of leukocytes in peripheral blood leukocyte formula was calculated, the total and relative number of monocytes, neutrophils, total and relative number of T lymphocyte subpopulations of them all, B cells, natural killers concentration of immunoprotein class names Ig A, Ig M , Ig G and CEC concentration in the serum.

In patients with hypertension, a decrease in neutrophil phagocytic activity by 6% reduction in the number of T lymphocytes (CD3 +) by 9%, due to reduced number T-helperov/inductors and cytotoxic T-suppressors, but the increase in the number of B-lymphocytes by 15% and also had to increase the concentration of trends Ig A and CEC. Thus, hypertension accompanied by dysfunction of immune system, reducing the number of T-cells and increased the number of B-lymphocytes.



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TRENDS OF STUDYING THE PROBLEM OF HEALTH CARE ASPECT IN FRAMES OF A SOCIAL PERSONALITY

An important place in the structure of social health of personality occupies its orientation on satisfaction in present and to the future of healthy vital necessities. Under healthy vital necessities we understand satisfaction personality, within reasonable limits, by material welfares of civilization. The question is about such necessities without which it is possible to live, at the same time, which provide our life a certain comfort (expansion of area of habitation, presence of own motor transport

which can be instrumental in diminishing of risk of infection of contemporaneity illnesses which are mainly passed in a public transport (flu, tuberculosis et al), feed high-quality products with sufficient quality of green-stuffs, fruit, meat, sea products, and others like that, providing of children and all family by clothes, and shoe, from high-quality raw material, grant the own children of beautiful education (in a that number studies at musical school, employment sporting sections and others like that) et al. Taking into account afore-mentioned, consider necessary to mark that personalities must be able to distinguish healthy vital necessities from luxurious life.

Exactly healthy necessities of personality, but not aspiration of luxurious life can well influence on personality. Direction to the luxury, that attempt to provide itself those, which are not obligatory (extraordinarily large houses for the not far of his inhabitants, maintenance of numerous maids, et cetera) often badly reflected in the spiritual world of personality which can appear in an enhance able relation above other people, division of people on more high and lower sorts and others like that, and consequently all of it negatively will affect the state of social health of human. Thus, aspiring of personality exactly to satisfaction of healthy vital necessities is if not the most important by an important enough rich in content constituent it social health.



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TYPES OF TESTS AND TIPS FOR TEST DESIGNING

Teachers and other education professionals spend a lot of time testing, evaluating and assessing students. Sometimes this assessment is formal and public, and sometimes it is informal and takes place during day-to-day lessons. We can make a difference between *summative* and *formative* assessment [1, p. 379]. Summative assessment is the kind of measurement that takes place to round things off or make a one-off measurement. Such tests include the end-of-year tests that students take or the big public exams that many students enter for. Formative assessment relates to the kind of feedback teachers give students as the course is progressing and which, as a result, may help them to

improve their performance. This is done at a micro-level every time we indicate something wrong and help students to get it right. Formative assessment, in other words, means that teachers as well as students may have to change and develop.

There are four main reasons for testing, which give rise to four categories of test:

- *Placement tests:* placing new students in the right class in a school is facilitated by the use of placement tests. Usually based on syllabuses and materials the students will follow and use once their level has been identified, these test grammar and vocabulary knowledge and assess students' productive and receptive skills.

- *Diagnostic tests:* while placement tests are designed to show how good student's English is in relation to a previously agreed system of levels, diagnostic tests can be used to expose learners' difficulties, gaps in their knowledge and skills deficiencies during a course. Thus, when we know what the problems are, and we can do something about them.

- *Progress or achievement tests:* these tests are designed to measure learners' language and skills progress in relation to the syllabus they have been following. These tests are often written by teachers and given to students every few weeks to see how well they are doing. In this way they can form part of a programme of formative assessment. Achievement tests only work if they contain types of items that the students are familiar with. If students come across quite new

material, the test will not measure the study that has been taking place, even though it can still measure the general language proficiency.

- *Proficiency tests:* they give the general picture of the students' knowledge and abilities (rather than measure progress). They are frequently used as the stages people have to achieve if they want to enter a foreign university, get a job or obtain some certificate.

- *Portfolio assessment:* many educational institutions allow students to collect a portfolio of their work over a period of time (a term), and a student can then be assessed by looking at three or four of the best pieces of work over this period. Portfolio assessment provides evidence of students' efforts. It helps students to become more autonomous and has clear validity since students will have a chance to edit their works before submission, and this approach to assessment has an extremely positive flashback effect. However, there are pitfalls of the portfolio assessment. First, it is time-consuming. Second, teachers will need clear training in how to select items from the portfolio and how to give grades.

Before designing a test and then giving it to a group of students, there are a number of things we should do:

- Assess the test situation: we have to decide how much time should be given to the test-taking, when and where it will take place, and how much time there is for marking.

- Decide what to test: we have to list what we want to include in our test. It means to know what

syllabus items can be legitimately included and what kinds of topics and situations are appropriate for our students.

- Balance the elements: if we are to include direct and indirect test items, we have to make a decision about how many of each we should put in our test. Balancing elements involves estimating how long we want each section of the test to take and then writing test items within those time constraints.

- Weight the scores: however well we have balanced the elements in our test, our perception of our students' success or failure will depend upon how many marks are given to each section of the test. If we give two marks for each of our ten MCQs but only one mark for each of our ten transformation items, it means that it is more important for students to do well in the former than in the latter.

- Make the test work: it is absolutely vital that we try out individual items or whole tests on colleagues and other students before applying them to real candidates. Such trialing is designed to avoid disaster and to yield the whole range of possible answers / responses to the various test items. This means that when other people finally mark the test, we can give them the list of possible options and thus ensure reliable scoring.

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THE PEARL OF LUHANSK

In the history of any city or village occupied monuments of the past. Under the sights we understand the place of military glory, memorials, monuments, prominent figures, historical buildings, the walls of which have seen a lot. They remind us of the events passing the long days, the memory of which is alive in our time. One of these historic buildings has Luhansk region – the architectural ensemble of Casimir Lyudvihovych Mstsyhovskii, located in the Seleznivka village, Perevalskii area. It is represented in the form of gates of the castle,

the estate (in the style of an Italian villa Florentine type) and the church, where there was a school (Romano-Byzantine style). Thanks very not typical architectural style for our area, it is considered an ornament land, its pearl.

The appearance of the Mstsyhovskii' estate and church impresses with its grandeur and beauty. However, the interior suffered greatly for a hundred years of existence. Their walls have seen two world wars, the revolution of 1917 and the establishment of Soviet power. As glass Salle fate of the owner is still not known. That's when buildings used for other purposes, were in poor condition, but in the last two decades, interest in them has grown again. Custody architectural complex has local authorities and those who are not indifferent to the fate of the building. Thus, the architectural complex got a chance to be completely restored. Maybe in a few years after the restoration it will affect their beauty not only area residents, but also residents of the country and foreigners.



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TRAINING OF TEACHERS FOR PROVIDING DISTANCE EDUCATION IN HIGHER EDUCATIONAL INSTITUTIONS

The usage of distance education in the beginning of the 21st century and its future development has been studied. Characteristics of approaches, forms, methods, means and technologies of distance education were represented.

In this work, basing on didactics of higher school pedagogy a system of psychological and pedagogical characteristics for higher school teachers was created. Due to pedagogical experiment, the particularities of training of

teachers for providing distance education were found out. They are informational and communicative, didactical, constructive, organizational, cognitive, communicational, perceptual, suggestive, practical skills as well as in the sphere of the applied psychology.

The result of the research gave the possibility to create the model of training of teachers for providing distance education in higher education establishments that consists of five fields of trainings. They are: organizational, guidance, informational and communicative, normative-legal, psychologically-pedagogical directions. A list of criteria of forming of skills, knowledge and experience was represented.

The prior direction that was controlled during the process of experimental works was the preparation of a teacher to practice distance education.

The organizational direction of level of preparation of the teacher was determined by the organizational skills in the sphere of distance education.

The guidance directions included for creating distance course in the selected discipline and studying using technologies of distance education.

The informational and communicative directions were determined by some skills and methods that a teacher must have, especially, skills of D-education at lecturing for students of continuous, correspondence and others forms of education (skills of producing information data in a electronic virtual database environment.

The normative-legal directions in the preparation process of distance education specialists based on the skills

of using necessary normative and legal documents of the system of distance education prepared and approved at the different levels.

In the result of the work, using the experience of leading the Ukrainian educational establishments, unified model of training of teachers for providing distance education in higher education establishments was created.



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LEADING OF THE RESEARCH COMPETENCE OF FUTURE HIGH SCHOOL TEACHERS

Teacher competence research higher education institution can be defined as a holistic, integrative personality traits that combine knowledge, skills, research experience, personal values and qualities (creativity, creative thinking, imagination, observation) of a researcher and is can be found in an ability to effectively carry out its own research and ability to organize productive research work of students. For

purposeful formation of definite properties need to know factors and conditions that activate this process

To determine the factors that have the greatest influence on the research competence master students was carried out questionnaire teachers involved in the preparation of future masters in "Pedagogy of high school." According to the results identified the following set of factors: 1. Mastery of the course "Fundamentals of scientific and educational research" 2. Pedagogical skills of teachers involved in the program preparing future teachers. 3. Pedagogical practice, 4. Natural inclinations inherited ability to research, 5. Organization of research students at the university, 6. Experience in research, obtained in a previous study (baccalaureate, etc.) 7. Materially and morally stimulating research students at the university, 8. Teaching technologies used in the preparation of master 9. Future prospects for post-graduate studies, 10. Control mastery of undergraduates in research activities in the course of study; 11. The presence of modern education; 12. Training and educational environment; 13. Financial opportunities of students; 14. The combination of theoretical and practical kinds of trainings.

The next stage of the research was formed expert group, which had to rank the factors identified by the degree of importance on forming research competence master students. Without going into detail on the process of peer review, we note the following key results of the factor analysis: - The sum of ranks first place belongs to the following factors: 1. The organization of research

work at the university. 2. Mastery of the course "Fundamentals of scientific educational research", 3. Organization of educational and research activities at the masters 4. Materially and morally stimulating research students at the university, 5, control mastery undergraduates in research activities in the course of study, 6. Pedagogical skills of teachers involved in the program preparing future teachers, 7. Teaching technologies used in the preparation of masters;

Defined concordance coefficient ($\tau = 0,54$) at a significance level $p \leq 0,05$ shows that, firstly, the unity of expert opinion is sufficiently high and the second - with a probability of 95% can be said: got ranked number of factors of the research competence of future teachers is not accidental.

The results of expert evaluation factors of the research competence of future teachers of higher educational institutions provide the opportunity to substantiate a set of pedagogical conditions as conditions that ensure the effectiveness of certain determinants. In these aspects, and stop its further scientific research.



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STRUCTURAL AND SEMANTIC ANALYSIS OF METAPHORS IN THE WORKS OF T. OSMACHKA

The study of the individual style of writers, characteristic of their lingual means of expression belong to the topical issues of the modern linguistics of style. Works of art is a mirror reflecting the processes typical of a certain stage of development of the literary language. It is known that one of the most common and complex artistic means is a metaphor. It is the universal semantic law, and according to it the author provides things, phenomena and abstraction with features, attributes and actions intrinsic to living beings. A metaphor is related with the abstractive activity of thinking and development

of poetic imagination, fantasy, and due to it human emotions are transformed into the leading images of reality. The nature of the poetic creativity of T. Osmachka is naturally connected with the peculiarities of the poet's artistic thinking embodied in a variety of poetic imaginary metaphors different in structure and semantics. Thus, the relevance of the study of metaphors as the structural-semantic phenomena and means of cognition and the world exploration is determined by the fact that this trope represents clearly the processes typical of the definite stage of the poetic language development. In addition, the author's metaphors are the exponents of the individual worldview. In determining the metaphor we take the structure of the image as a leading differentiating factor, and we observe the preservation of the image's integrity. The specific three-aspectological structure of the author's poetic model of the world determines the distribution of the used images into those that correspond to the "astral" model of the world, the "terrestrial" model of the world and the mental sphere.

Peculiarities of the picture of the world by T. Osmachka imply revitalization of the natural phenomena. The highest tier of the author's poetic model of the world involves metaphors to designate the "astral" model of the world, and among them there are a number of metaphors with the component "star". While creating an image the writer uses such options of figurative comparisons: the "stars" – the grains of sand; crumbs (the second component of the model, some small friable material); "the star-bee-gnat" (the second component –

the movable object of a small size) and related to the associative source "stars-sparks". It is also possible to transfer the schemes of "the stars-liquid; instruments of labour; the Golden tillage; flowers". Metaphor with solar component, undoubtedly, belongs to the landmarks of the poetic language of the author. T. Osmachka resorts to the use of such figurative comparisons: "the sun- a plant, a flower, a bird, heart, bread, clanging, a tub, a signet, a wheel, the truth, smeltery". The prominent feature of the author's poetic language is also the interaction of the image of the sun with the thematic component of the "liquid" and the structure of numerous personalized images of the sun. A striking example of individual figurative comparisons used for the earth portrayal by the poet is the image of Ukraine – a demonic machine, the symbol of the country-camp.

Images of the soul and the heart belong to the mental core of the Ukrainian spirituality. T. Osmachka takes these images as dominants of his poetic language. In the majority of examples the lexeme "heart" possesses a topical seme "an organ of a man as a symbol of concentration of feelings, moods, emotions". A characteristic technique of the image creation is the empowerment of the heart with communicative abilities. According to the poetic model of the writer's world the absence of these abilities in the heart means spiritual surdity, indifference, loss of sensitivity. The poet often uses idiomatic basis of the Ukrainian language. As the result there appear phrases like "soul weeps", "heart pain".



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HUMAN REPRESENTATION OF URBANIZED SOCIETY IN THE WORKS OF VALERIY SHEVCHUK

Public opinion of the twentieth century is characterized by the appearance of the leading trends such as existentialism, that put the idea of the uniqueness of human life in the foreground. Philosophers have focused on the problems of the individual and his place in the world, on the crisis in man's life and mankind. Modern literary science is closely linked with the philosophy of existentialism, widely uses its postulates in interpreting urban literature. Subject of city appears in works of art that with the psychological

accuracy show a person and the nature of its relationship with the city.

The fundamental existentials include loneliness, fear and death. These key points are also close in the creative works of V. Shevchuk. The story "Yellow light windows" raises the problem of the existence in the city. The protagonist Kozlovsky is coming to a city for the assigned job. The first mention of the city is quite negative, because "this is completely alien city" [1, p. 106], that is a reproduction of the Ukrainian mentality in a negative attitude towards the city. On the example of this work the antithesis "city – emptiness" is revealed. For the protagonist the notions "city – limited space – emptiness" are interrelated, and therefore the image of the window was used in the book as a mean of expanding space. The story by V. Shevchuk "Band of misery" tells about lots of misery for one day in the city. We can see a city which with the arrival of the morning does not change and remains as it was in the evening: dirty, tired, hot; such picture makes it clear that the hero is heading to a heavy, stifling day without any changes for better. The story "Ghost House of the Dead" is a reception of the author's memories of home. He was situated behind the Chudnovsky Bridge in Zhytomyr. As V. Shevchuk recalls, as he arrived one day to his hometown, he asked his brother about the destiny of this house. House at that time was already dismantled. The creation of this story is an opportunity to get rid of obsessive visions. This is the existential features of human existence in a society where the house is its personification. For the first time

the narrator left the neighbourhood, joining the University, he moved to Kyiv and Zhytomyr in order not to return for a long time. Kyiv city became his release, where he was hiding from the ghosts of the past – hiding in the vast concourse of people.

Thus, the essence of the human person in the urbanized society in works by V. Shevchuk is the presented by such traits as compassion, kindness, justice, tolerance, resulting in the soul of the hero, despite the feelings of sadness and loneliness. Looking at the absurdity of existence, Shevchuk's characters do not rebel against it but confront it, trying to find strength to remain individual.

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THE DEVELOPMENT OF COMMUNICATION SKILLS OF DEVIANT ADOLESCENTS

The success of communication is determined by the existing level of communication skills, that have a complex structure and a number of mechanisms in it: perceptual, motivational, regulatory, operational.

Most often the estimation of a skills and their development level is based on a sequence of development stages: inclinations – skills – talent – genius [1, p. 100-101]. However, this approach does not allow

to measure the existing level of skills of deviant-adolescents. Therefore, given the defined structure of communicative skills, were proposed following their levels, which are adapted to the assessment of adolescent deviant:

1. Reproductive (low) level – an individual is locked on itself, reluctantly included in the communicative activity, no initiative, rarely expresses personal opinions about his environment, participating in social activities without interest; in communication activities dominated elementary reproduction of the known schemes and patterns.

2. Adaptive (average) level – an individual is preferably open for communication; interested in the contacts with others, takes part in social activities, but with external stimulus; no initiative, doesn't always express personal opinions; answers only after requesting; in communication activities can apply this knowledge and experience in situations that are different from the standard, can adaptat studied schemes and templates to the specific situation.

3. Modeling (high) level – an individual open to communication, the first coming in contact with others, is active in social activities; proactive, not afraid to express a personal opinion about his environment; creative in the communication process, has behavior flexibility; independently finds and uses new ways of achieving the goals of communication; predicts the result; communication becomes a random internal deterministic

activity for working and transforming experience and competence.

This approach to the definition of the levels of communicative skills can be characterized each level on the basis of indicators and criteria, based on the proposed structure of communicative skills [2, с. 316-317].

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INFORMATION TECHNOLOGIES IN EDUCATION AS PREREQUISITE FOR THE FORMATION OF INFORMATION CULTURE OF THE FUTURE TEACHERS OF PHYSICAL EDUCATION

Technical progress, the introduction of new information technologies at all levels of education, increasing the flow of information and the ability to orient in the information flows requires from the modern

specialist with physical education a high enough level of knowledge in the field of information technologies.

P. Petrov believes that now the system of the higher sports education should be structured in a way that would not only equip the knowledge of the student, but also as a result of the continuous and rapid update of knowledge form the need for continuous self-mastery of them, abilities and skills of self-education, as well as an independent and creative approach to knowledge throughout the active life of the man [3]. Improving the quality of education and professional training of specialists on the basis of wide use in the educational process of information and computer technologies, which allow to introduce students to modern methods of work with the information [1, p. 112], that, in turn, puts a fundamentally new challenges for the scientific-pedagogical style of thinking, before general communicative and informational culture of a teacher sets new requirements to information technologies of education, material, technical and methodical support of educational process, the forms and methods of training specialists in physical culture and sports [2; 3]. In this, connection it is of great importance professional preparation of future teachers of physical education, among the main abilities of which during training should be formed skills appropriate to use in their professional activities of the new wealth of information society, and this cannot be achieved without a high level of information culture of the future teachers of physical education.

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THE USE OF INFORMATION TECHNOLOGIES AT THE LESSONS OF SPECIAL DISCIPLINES PROFESSION MECHANIC ON CAR REPAIRS

A modern system of vocational-technical education in Ukraine is undergoing significant change, all the more urgent becomes the problem of training of mechanics on repair of the car competitive in the labour market. This is primarily due to the growing number of foreign cars on the roads of our country, which significantly increases the demands on the preparation of the students of the profession. If earlier the program was limited by the framework of studies of the Domestic automotive industry that now there is a need for the training of car mechanics able to actively use of means of information

technologies in their future work. Secondly, modern cars are equipped with modern electronic equipment (computers), maintenance, repair and diagnostics of such car can carry out only by highly qualified technical worker, who perfectly knows, its structure and rules of operation, as well as able to practice the use of means of information technologies. In our view the introduction of information technologies at the lessons of special disciplines in the process of preparation of the future of mechanics on repair of automobiles, will contribute to the solution of the following didactic tasks:

- Improvement of organization of teaching, increasing individualization of education;
 - Increase the productivity of the self-study of students;
 - Individualization of work of the teacher;
 - Acceleration of replication and access to the achievements of pedagogical practice;
 - Strengthening of motivation for learning;
 - The intensification of the training process, the possibility of engaging students in research activities;
- Provide the flexibility of the learning process.

Thus, the use of information technologies at the lessons of special disciplines profession mechanic on car repairs will help to increase the level of knowledge of the students, as well as to increase interest in the chosen profession. Therefore, there is a need for training of specialists in the field and constantly improve their technical and professional level of the means of information technologies of training.



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CREATIVE ACTIVITY OF STUDENTS, FUTURE HAIRDRESSERS, AS MEAN OF FORMING CREATIVE PERSONALITIES

Forming well-educated creative personality is a strategic direction of reformation in Ukrainian educational system. That's why the objective for teachers of all higher educational establishments is to promote creative potential of every student.

This problem is actual enough. Creative activity of students determines character of their social and professional aspiration. Work is purposeful activity of personality from cognition and transformation of outward

things, society and own intellectually-emotional and moral culture. This problem is examined in the aspect of forming of new creative type of personality of student, enriching him by creative abilities, preparations of future specialist to the active social and professional role.

Influence of creative activity on forming of creative personality of student is a research aim.

It is impossible to imagine the learning hairdressing art without the individual creative fantasy of every student.

The teachers of the technical school put an individual task before every student. These tasks require not only clear observance the tested "algorithm actions", but creative thinking.

The results of researches show that effectiveness of labour has large influence on the process of development of students creative activity. Thus, to wake up in aspiring to independent creative work it is necessary to dip each in the terms of production, where everybody will account for the personal actions not to the face to the model, but looking into client's eyes.

To educe individual creative fantasy a student has the opportunity at the various professional competitions, fashion shows, work in the workshops.

Thus, the teachers of technical school came to the conclusion, that for more effective mastering of maintenance of special subjects "Hairdressing art and decorative Cosmetics" it is necessary to use the problem-searching methods of learning.

The role of teacher consists not only in creation of problem situation but also in a help to the student to perceive and realize her maintenance, determination of way of her decision, organization of process of labour and, certainly, to control of quality of implementation of practical work. Thus a student not only masters maintenance skills of theory but also seizes practical.

Using problem type of teaching gives the teacher an opportunity to carry out the individual, individually-group and differentiated going to the process of studies.

As a result, teachers of the technical school came to a conclusion that the process of designing at the workshops and beauty salons stimulate students for independent and creative work. They have a desire to obtain more thorough knowledge in theory and to prove practical skills to be successful in our life.



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TESTS APPLICATION ON THE MATHEMATICS LESSONS

The important link of process of educating is control of knowledge and of abilities of student. From that, how he is organized, at what aimed, efficiency of all educational work depends substantially.

The specific of lessons of mathematics, characterized by the high level of integration of material, requires the acceleration of process of verification of knowledge of students. It is maybe due to the use of testing.

Test control optimally corresponds to complete independence in-process every student. It – one of facilities of individualization in an educational process,

because takes into account the psychological features of students, interfering with their successful activity.

In addition, test control of knowledge has a row of advantages before other types of control. He gives an opportunity to the teacher to check the considerable volume of the studied material small portions and quickly to diagnose a capture educational material by the large number of students. Thus hard procedure of verification of knowledge students practically eliminates subjectivism. Systematic character in application of test control, as a rule, forms discipline and aspiring to contentionness in mastering of programmatic material.

In the structure of verification of knowledge on the lessons of mathematics use tests: preliminary, current, thematic, repeated, periodic, result.

Test tasks are initial unit of test, containing some element of knowledge. They are united so that to overcome the major elements of knowledge, connections between them. Thus, answering of questions is provided the purpose for the sake of that testing is conducted.

Test tasks can be:

- the closed type with the choice of answer – a student gets possibility to choose right answers from the offered variants;
- on establishment of accordance – to define accordance of elements of one row other. Thus the amount of elements of one row not necessarily must correspond to the amount of elements of other row;
- on establishment of logical sequence,

- open type – tasks with an answer, a that student must construct;
- free form is drafting of charts, choice " of superfluous" data;
- combined.

Systematic application of tests of different kinds allows quickly and for certain enough to analyze success to educating to mathematics. The results of tests are necessarily analyzed, to attain realization every taught reasons of origin of error.

Thus, tests execute diagnostic, teaching and organizational to the function. Their plugging in an educational process assists upgrading of knowledge. However, testing, as method of verification of knowledge, is not deprived defects, therefore him it is expedient to combine with the traditional methods of control.



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THE MORAL AND PHYSICAL HEALTH OF THE STUDENT YOUTH AS AN IMPORTANT ELEMENT OF THE CULTURE OF THE PERSON'S HEALTH

The moral and physical health of the student youth of Ukraine is the highest national value. Proceeding from this, we believe that the revival of the responsible attitude to their own health should begin realization of its importance in the life of. In the issues of rehabilitation of students next to go, parents, doctors, teachers, psychologists, valueology, social pedagogues and other specialists, as well as the students themselves. The

General health of the personality is formed throughout life. After all, moral and physical development of the future generation begins to be laid in early childhood. Morality is a concept that characterizes the whole of society, and personality. How much we would not speak about the current crisis of morality in our society, never forget: the company is a collection of individuals. Only a person, at the cost of their own efforts, can achieve success in the moral construction of the organism, and the teacher, the family, close people – to help her in this. Only healthy people can make their country a happy and prosperous. However, health cannot borrow from other or take from the external environment. The only way to be healthy – it is human self-development, then there is a constant internal work to ensure the integrity of the organism, the intellectual work and moral top. The possibilities of self-development, laid down by nature in every living being. But only man can realize, targeted use and enhance these capabilities. Proceeding from this, it is necessary to raise the level of health culture of the student youth of Ukraine.



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PROFESSIONAL DEVELOPMENT OF A FUTURE TEACHER OF PHYSICAL CULTURE: THE APPLICATION OF A SYSTEMS APPROACH

In recent problems of professional training of the future specialists of the physical culture compounded the fact that each new generation should be able to quickly learn new paradigms and approaches to the perception of the future professional activity. This also applies, to a greater extent, the clash with the problem of the complexity of training material in conditions of Informatization.

Professional and personal development of future teacher of physical culture without rationally and intelligently built an independent educational process is impossible. Self-education is one of the mechanisms of transformation of the personality of the future teachers of physical culture in a creative personality with the contemporary creative thinking. Proceeding from this professional development can be called the finding his way in the conditions of information-educational space of Ukraine.

Definition of scientific approaches to solving the problem of future teacher's professional development in the conditions of information-educational space is an integral characteristic in the process of construction the areas of research, the choice of the means, forms and methods for solving the problem; impact on the logic and strategy studies, the justification of the methodological platforms, etc. Relying on the typological theory of professional development Y. Holland [1] we have defined the methodological approaches to the professional development of the future teacher of physical culture in the conditions of information-educational space. One of the priority theoretical-methodological approaches we have chosen the system approach.

During the development of the description of future teacher's professional development of physical culture in the conditions of informational-educational space, we will proceed from the position that a professional activity in such a space is characterized by the information and pedagogical process, where the main task of the

educational system is to support the professional development of a future teacher of physical culture, that provides the transfer of information, knowledge, abilities and skills, as the elements of the information-educational space.

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PECULIARITIES OF DECISION-MAKING IN PEDAGOGICAL ACTIVITY

The theme of the peculiarities of decision-making in pedagogical activity is relevant, because teachers are constantly in the situation of making a decision. Pedagogical activity – is one of the types of leadership. Making decision, as the exchange of information, is the main component of any management and is always associated with the selection of the most acceptable alternatives of the variety of options.

Recently, psychologists pay great attention to the study of the decision-making process in pedagogical activity, because this process takes place in the problematical pedagogical situations and is an integral part of the teaching-educational activity at school.

In the course of such interaction is the search for answers to the questions about new knowledge of the subject, methods and terms of the actions, and productive development of the subject itself.

The decision-making process is central to all levels of information processing and mental regulation in the system of purposeful activity. The pedagogical activity is a continuous process, because teachers are constantly in the situation of choice, requiring making decisions. This process is complicated by the fact, that is happening in the problematical pedagogical situations.

Pedagogical situations differ in unexpectedness, dynamics, half functioning and uncertainty, therefore, the status of teachers during the solution of every situation is different. The concept of «a problem» characterizes the interaction of the entity and his environment, as well as the mental state of the person, who studies contradictory environment and is one of the Central concepts of problem training.

Pedagogical activity – is a separate kind of human activity, in which from generation to generation is realized the transfer of social experience, material and spiritual culture, which is saturated with different kinds of problem situations and the various factors that are associated with the possibility of heightened emotional

response. It gives the impetus to the study of decision-making process in pedagogical activity.

The correct understanding of the situation and the skillful selection of methods of the decision of a problem situation will allow teachers to find an optimal way out from the problem situation and does not amplify the problematic situation in the interaction with other participants of the educational process. The ability to calculate the situation on the basis of the integrative data and knowledge, in many cases, determines the efficiency of the pedagogical impact and the possibility of the effective decision of a problem situation teacher in pedagogical activity, which will allow the teacher consolidate his reputation among other participants of the educational process.



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MARKETING ACTIVITIES OF VOCATIONAL AND TECHNICAL SCHOOL IN MODERN CONDITIONS

At the present stage of development of society most precious resource is the information to be competitive as a member of such a society, need to own it and be able to correctly use it. A help in this rather difficult case better schools cannot nobody. So today educational institutions become important suppliers of the main resource for the public. A huge part of educational services should be easily understood by all parties of the educational process.

Quality higher education and training are crucial for the economy, which is trying to move forward.

Vocational and technical schools, as well as the education system as a whole, now operate in market conditions [1]. In order to effectively work in a competitive environment prevailing need to skillfully use of the market mechanism. One of these mechanisms is the marketing activity. It was her tools and instruments should be used primarily for competitive existence.

Professional schools to use in their marketing efforts concept of interaction [2, c. 128], because it allows you to set educational services between producers and consumers of long-term friendships that help educational institution and as an effective, relatively inexpensive, advertising, and in the form of sponsorship, and raise rating and image of the institution in the eyes of society. Also use in its marketing of the concept of cognitive, because through it is possible not only to attract contingent by individualization of educational services, but also to educate, improve quality of service.

Following the example of British universities to create "Club of Graduating" [3], at least once a year to meet former students. This positive impact on the image of the institution, will allow to attract sponsorship, as many graduates now quite wealthy people. This policy is good will and involvement contingent.

For the survival and development of educational services professional bodies simply must use marketing. In marketing activities should be involved all the staff of the institution. For competitive existence vocational schools should use all the tools and opportunities of

marketing activity – only this can provide development of educational institutions in the modern market conditions.

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PSYCHOLOGICAL ANALYSIS OF DIFFICULT LIFE SITUATIONS IN THE PERIOD OF EMERGING ADULTHOOD

One of the widely recognized problems of modernity is the need for dynamic adaptation of a personality to the rapid changes happening in the society in whole, and particularly, in information, technology, professional sphere. The majority of psychologists define the main age tasks of emerging adulthood as inclusion in all kinds of social, professional and family life, development of the diversity of social and interpersonal roles.

The difficult life situation is a situation in which as a result of external influences or internal changes a disturbance of human adaptation to life happens, as the result of which a human is unable to satisfy his/her basic necessities of life with the help of models and ways of behavior produced in earlier periods of life. Accordingly, a human behavior in a situation is caused not so much by external conditions themselves but also by subjective interpretation (perception, attitude, etc.) of these conditions [2].

Depending on how the situation is perceived by a person, to which changes in a human life it leads (or may lead), which motives, values, beliefs are involved in this situation, etc., all the life situations gravitate toward one of two poles – "positive" one and "negative" one.

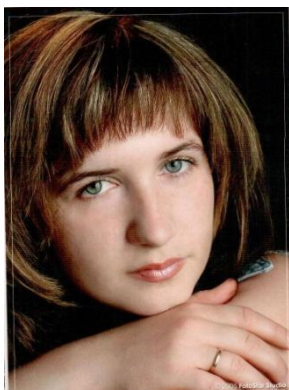
Usually the situations of the "negative" pole are connected with a certain neuropsychic, emotional (in the negative register) tension. In the psychological literature you can find different names for the following situations: intense, difficult, problematic, dramatic, stressful, frustrating, deprivation, crisis, critical, of psychological threat, complicated, etc. [1]. Intense situations are characterized, in particular, by the occurrence of such conditions that have special significance, value for the individual, (where this value is under the threat of unrealisation), and also the occurrence of a complex problem for the subject, a "complex" mental condition. The complexity is stipulated, primarily, by a cognitive uncertainty (strangeness, obscurity) of the situation, and also the contradiction between the desire to achieve

important goals and acknowledgement of the availability of methods, tool possibilities that would provide this achievement [the same].

As a result of our study the situations that are perceived by persons of young age (this is period of emerging adulthood is – from 20-23 up to 30 years) as difficult were identified. Namely: situations of the lack of mutual understanding; strained relations with a beloved person; the presence of financial problems; situations associated with learning (exams, getting a second education, requalification etc.); acknowledgement of necessity to render a decision; illnesses or loss of a loved one, problems with housing (search, repair), job loss, divorce, instability in the country. Most respondents indicated that they had means of solving difficult life situations.

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MULTILEVEL EDUCATION

Education is considered to be differentiated if takes into account individual differences of students, meaning the basic features of the individual student.

According to the research of Y. O. Samarin [1], human actions are decisively effected by both the properties of the nervous system, and some activities that trains the relevant properties of the nervous system.

Considering this is particularly important in terms of leading creative activity of students.

Any student-oriented educational technology requires consideration of the individual characteristics of every student.

Different levels of education is an educational technology within educational process, which provides different levels of assimilation of the material in groups A, B and C. This allows each student to master the learning material on specific subjects curriculum (in this article mathematics is described) at different level, but not below the baseline, depending on the abilities and individual characteristics of each individual student. For teachers it is important because this technology allows to follow not only the success of every student in a group, but also estimate his efforts and desire on mastering the material. This approach makes students to appreciate received knowledge, not only grades.

Group A works with advanced level program, which is achieved through intensive learning of the material by students. In group C students are taught according to the basic program of the educational standards as some of them may not be good at mathematics, but still need to master basic level. The group B provides a basic level with extended elements. However, depending on the ability of students in the group, the group can work closer to group A or, alternatively, to group B. In all groups, at all educational levels teacher presents topics proposed standards of education. What makes the main difference between levels is how soon the students are capable to master the material. The transition of students from one level to another is possible: from group C to group B from group A to group B, and vice versa.

The characteristics of physiological and psychological development is strongly effected on the effectiveness of

teaching and learning activities (students performance, their mathematical abilities and creative thinking). Sometimes there is a reverse process. The specificity of the learning process in mathematics, especially the content, forms and methods of work also influence the formation of personality traits such as focus on systematic work, perseverance, thinking about future action, the habit to analyze information.

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GYMNASTICS IN THE STATE SYSTEM OF PHYSICAL EDUCATION

Gymnastics, as a scientific discipline is a part of the science of physical education, which studies the regularities of physical development and perfection of a human with the characteristic for the gymnastics means, methods and forms of organization of classes. So, gymnastics – is a system of specially selected physical exercises and scientifically sound methodological techniques, aimed at solving problems of pedagogical and sanitary, hygienic character, comprehensive physical

development, improvement of motor ability, strengthening of health.

The main tasks of the Committee are: training and development (the armament of special knowledge, theoretical material, improvement of the functional state of organism, acquiring life skills, which are needed in everyday life and production, improvement of motor abilities). Health (fully – balanced development of the organism as a whole and of individual systems, health promotion, hardening of the body, rehabilitation, provision of creative longevity of people, prevention and treatment). Education (upbringing of morally-strong-willed qualities and aesthetic qualities of the person).

Therefore it can be assumed, that the gym is one of the leading places in the system of physical education and is characterized by a specific content, a kind of physical exercise, methods of their application and the specific forms of organization of classes. A feature of most of the exercises is that they are specifically created for the solution of certain pedagogical and sanitary – hygienic problems.

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THE LEGAL SOCIALIZATION: PSYCHOLOGICAL ASPECT AND PROBLEMS

For some reason there hasn't been much attention paid to the issue of the legal socialization in the modern world. The term «socialization» appeared long time ago and its content is being changed during several centuries. Currently socialization is understood as the complex process of mastering the specific social roles and (or) the integration in the particular social group. The legal socialization is considered to be the part of the general process of socialization. This process implies the primary learning of the legal values by an individual, converting them into permanent rules of behaviour and life.

It's necessary to emphasize that the legal socialization has some psychological aspect. It means that psychological purpose of legal socialization is the psychological and legal development of any individual.

The legal socialization is usually very slow and this process does not measure up. There are a number of reasons to justify this phenomenon, so you shouldn't consider the individual's unwillingness as the leading cause. The main reason may involve less attention of the government to the development of the positive regulation of the legal socialization.

The development of the legal socialization of the young generation is a burning problem at the present historical stage. On the basis of its psychological characteristics there is a withdrawal of some generally accepted rules of behaviour in the society regardless the fact that these rules may even exist in the form of regulations and be compulsory. That means that the development programs and some actions' commitment should be taken carefully with the previous analysis of the situation.

The legal socialization generally occurs under the influence of deliberate actions as well as in the course of certain situations where a person has to choose what to do, and what step is good or bad. Generally speaking this choice accompanies us throughout our lives.

On the basis of the general definition of the legal socialization it's possible to assume that the immediate impact on this complex process has a social-psychological phenomenon that we call a lifestyle. We could even

admit that this microclimate may influence our actions substantially that can change the attitude of the people around us. There is a classic formula in the literature: circumstances affect our psychology so much, as we handle them. So, people who work in the same team on an equal footing create certain images of themselves, and these images will speak volumes about them in future. For example, one person usually performs his or her duties assiduously, while another may be violating the rules.

Thus, we can conclude that there exists a complex and urgent task at present: to improve the impact on the process of the legal socialization. We can offer certain actions to tackle this problem:

1. Create the systematic legal act about the issue of the legal socialization.
2. Create the system of task-oriented measures.
3. Create methodological support.



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SOCIAL AND PEDAGOGICAL ASPECTS OF YOUTH FORMATION IN UKRAINE

Youth is the socio-demographic group that goes through the period of social maturity formation, adaptation to the world of adults and future changes. During this period person experiences the important stage of the family and outside the family socialization process of personality formation, study, values learning, norms, attitudes patterns of behavior accepted in particular society.

Recently many youth problems have exacerbated, among which the most important are low living

standards, unemployment and significant economic and social dependence on parents, marriage and family, low fertility - the fertility rate does not provide continuation of generations, poverty, lack of resources to improve living conditions, poor health and growth of social deviation, loss of ideals, social perspective, life optimism.

The younger generation is left without reliable social orientations. The destruction of traditional forms of socialization increased personal responsibility of youth for their own destiny, having put it in front of a choice necessity, revealed most of them unavailable to engage in new social relations. Choosing life path is determined not by abilities and interests of a young person, but the particular circumstances.

Young people hope first of all for themselves and their own power, but are not confident in it. Almost every tenth young person does not reckon on anyone or anything. The feeling of confidence is inherent in only a bit more than every twentieth young citizen of the country.

Difficulties concerning the definition of "youth" are connected with that it is the object of study of many social and human sciences. And, of course, every science studies youth in its own terms, defining for itself the subject of study. Therefore, the content and scope of the concept of "youth" in this case responds to its definition within each science.

In conditions of profound transformation of social relations significant part of Ukrainian youth lost positive life orientation, the possibility of realization of life plans

and aspirations. The weakening of the old regulatory factors and unformed new ones caused significant intensification of negative phenomena, dissemination of behavior stereotypes, mistakenly perceived as expression of individual freedom. What youth needs is provision with material needs for its development and continuation of its generation, full-fledged communication, which raises the problem of suicide. It is important to work in professional occupation with worthy reward for the work.



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THEORETICAL ASPECTS IN THE MANAGEMENT OF CUSTOMER LOYALTY

Nowadays marketing strategies and turn their attention in the first place, not on attracting new consumers, and keeping existing ones, shaping their loyalty and loyalty to the company. The cause of these changes is the realization that a long-term relationship with customers is economically profitable, because guaranteeing regular purchases, require more low cost marketing on other consumer and thanks to loyal customers helping to increase their numbers.

Distinguish the two approaches to the interpretation of the concept of loyalty. The first approach is based on

the fact that loyalty is seen as a particular type of behavior of consumers, which translates into long-term interaction with the company and in the repeatedly making purchases. The second approach defines loyalty as the advantage of the consumer, which is formed as a result of generalization of feelings, emotions, thoughts about the service or product [1, p. 140].

Traditionally in consumer loyalty marketing divided into behavioral perception and loyalty. Behavioral loyalty is determined by the buyer's behavior when purchasing a product or service, and loyalty of perception – two components: awareness and customer satisfaction.

One of the main tools of management commitment to customers is to create loyalty programs. The loyalty program is a complex of marketing actions for the development of repeated sales to existing clients in the future, selling them additional products and services, promoting corporate values, ideas and other kinds of potentially profitable behavior. It is important to note that loyalty programs allow you to reach a new level of enterprise [1, p. 145].

Creating loyalty programs needed, firstly, to customers. People like it when they smile, give gifts, give discounts, greet happy birthday – in general, distinguish them from the general masses and a nice delight. Second, it is financially advantageous for the company: to attract a new customer is four times more expensive than the hold of the old. Thirdly, according to many economists, the future for companies those are able to build long-term relationships with customers. To create

effective loyalty programs, you need a few conditions: constant underlining the significance of the client to the company, the constant dialogue with customers, getting feedback from consumers, as well as continually providing the necessary information to consumers.

Therefore, you can safely say that the presence of loyal consumers for each enterprise, because it creates some support for its functioning. Management of customer loyalty by creating loyalty programs allows you to build long lasting relationships with customers, which in turn will contribute to the long-term financial success of the organization.

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THEORETICAL AND PRACTICAL ASPECTS OF MARKETING RELATIONS IN MODERN CONDITIONS

Recently, ways of communicating with partners, service of existing ones and strategies recruiting new members in the process of product distribution has changed a lot. Markets in many countries are mature or, at best, characterized by very slow growth. Number of clients for whom struggling companies reduced. The cost of attracting new customers is very high. To improve the efficiency of business paid more attention to creating mutually beneficial, long-term relationship between

economic market activity. To obtain competitive advantage and greater satisfaction partner distribution channels output jumps to the concept of a new type – relationship marketing.

There are some main causes [1, p. 77-78]:

- Reducing of clients of 5-10% can bring the company 75% of additional income;
- As market saturation cost of attracting new customers are increasing, and the cost of maintaining client stay at a stable low level;
- A large percentage of repeat customers provides high stability of the business and its attractiveness for new investments.

Despite of many approaches to the interpretation of "relationship marketing" there are some features that distinguish the concept considered in a separate category. Firstly, relationship marketing encompasses not only customers, but also other subjects of the market economy. Secondly, relationship marketing, unlike traditional transactional marketing, is not aimed on meeting the specific needs only, it is aimed to satisfaction partners' needs in general (complex needs). Marketing relationships appeared as a protest against traditional marketing, where customers are a faceless crowd, which is divided into social segments.

Thirdly, relationship marketing mention an existence a permanent "reverse connection" with the buyer, and other business partners that reduce transaction costs and save time, which transferes the transaction from the subject of negotiations to a routine process.

Thus, it is proposed to interpret the concept of relationship marketing as the formation of long-term relations of cooperation and trust between market actors in order to get bilateral benefits. Consequently, managing relationships with customers means a complete orientation to the client, making personalized approach while observing. The feasibility of building long-term relationships between the company and the buyer, namely the implementation of customer-focused strategies in the relationship marketing may be defined by the following advantages: increasing the number of repeat purchases, reducing losses due to customer dissatisfaction, attract new customers, increase productivity, speed up output of new products and reducing risks.

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THE ANALYSIS OF LEARNING GYMNASTICS EXERCISES CONTENT OF SECONDARY SCHOOL STUDENTS AT THE LESSONS OF PHYSICAL CULTURE

Adolescence is a critical period in the development of impellent functions of the child. They have formed a very favourable preconditions for the in-depth work on the development of motor abilities. In this connection one of the main tasks, which should solve the teacher, is to ensure the comprehensive development of coordination (orientation in space, the speed of adjustment motor action, speed and accuracy of motor reactions,

coordination of movements, rhythm, balance, accuracy and differentiation of power, spatial and temporal parameters of movements) and standard (high speed, quickly sorts feet-strength, power, endurance, speed, and flexibility) abilities of students, as well as their combinations.

Given the large variety of gymnastic exercises, their full impact on the organism of schoolchildren and positive influence on the upbringing of morally-strong-willed qualities of children, it should be recognized that the section of the gymnastics school curriculum for physical education is one of the leading for the solution of the main tasks of physical education of pupils in secondary schools. According to the existing programmes for physical culture, which includes theoretical training, funds General and special physical training due to mastering gymnastic exercises in climbing, jumping, equilibrium and the teacher may also identify and content of the self-study exercise, taking into account not only the educational standards, but also the state of health, level of physical training, the interests and needs of school children in such classes, with the use of individual and differentiated approaches.

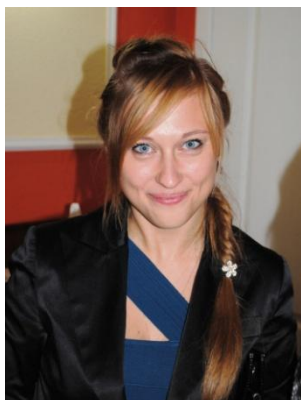
As noted Houdoliy A.M. [1], the general objectives of gymnastics recreational and educational nature permeates throughout the years of schooling, specifying depending on the age of pupils. Frequent educational objectives ensure consistency, regularity and continuity in training the gymnastic exercises and implemented in a

shorter time, in the course of one, two or series of lessons.

The special value of gymnastics is in her educational opportunities. Mastering the analysis and synthesis of the movements of the human body, the gradual complication of the studied motor action, the possibility to use the infinite variations of gymnastic exercises (according to their form, structure, and sequence of performance of) allow you to visually expand the idea of the motor abilities of the organism, to know their General regularities and, thus, the practical implementation of the connection between mental education and physical education.

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DESIGNING OF EDUCATIONAL INTERACTIVE ANALYTICAL GEOMETRY PORTAL FOR TEACHING OF PRE-SERVICE MATHEMATICIANS

Today one of the priority directions of education is the implementation of Internet technologies which can provide further improvement of the educational process and prepare young people for living in the new information society.

The students of the new millennium are characterized by their ability to engage in "multitasking," that is, to do many things concurrently. Their language is made up of text messages, acronyms, blog posts, music listened to

on an mp3-reader, Internet site, videogames involving less and less text, and more images, animation, video, audio, etc. So now the main task of teachers is “to speak to the student” with his language to involve him in a learning process which is more active, rich, engaging and motivating. Internet technologies are continuously introducing new interactive and multimedia web-based tools. Younger students who grew up with the Internet are well trained in using many of the interactive tools and services it offers. It may, therefore, be possible to exploit the experience they have by providing web-based tools to support learning as individuals and in groups projects.

Therefore, our team designed the educational interactive Analytical Geometry Portal for teaching of pre-service mathematicians in Donetsk National University (Ukraine).

It was built on the basis of requirements for site courses offered at Stanford University (U.S.) and includes:

- briefly about teachers of this course with a link to personal website of the lecturer;
- schedule
- curriculum;
- abstracts of lectures with links to download;
- slide lectures (programmed in Notebook);
- recommended literature with links for downloading it;
- topics of creative tasks on discipline;
- library of completed projects (the best works of students of previous generations).

Here is a Home Page of Analytical Geometry Portal <http://agportal.org.ua/> (Fig. 1).

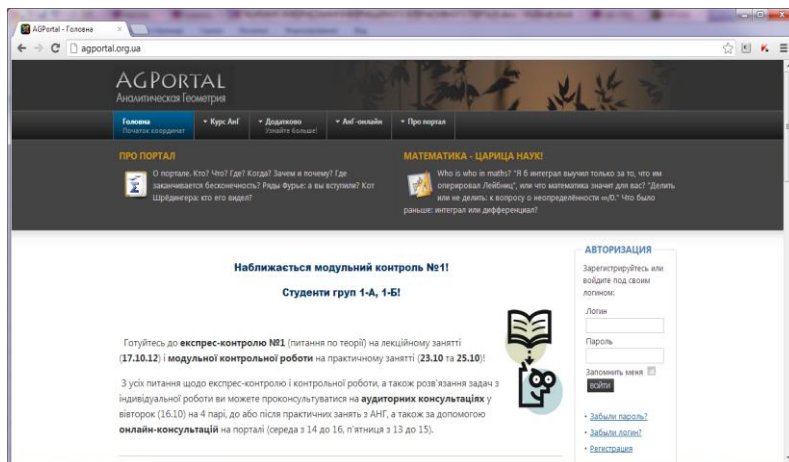


Fig. 1 – Home Page of Analytical Geometry Portal

The author's experience of implementing the Analytical Geometry Portal for teaching of pre-service mathematicians suggests that such interactive tool can facilitate a professional competencies development of pre-service mathematicians, including technological competence, competence with IT and increase students' motivation for learning the discipline.



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USE OF PREVENTION AND CORRECTION OF AGE-RELATED CHANGES IN THE HUMAN BODY (GEROPROTECTORS)

The significant growth of the elderly population in developed countries is accompanied by an increase in mortality from major diseases of old people - diseases of the cardiovascular system, malignant neoplasms, neurodegenerative processes, reduced immunity to infection, diabetes. It is no accident that UN project "Programme of research on aging in the twenty-first century" the concept of healthy aging assigned to the highest priority areas.

Geroprotectors are already rooted in the scientific literature is because it literally means "protection from aging." The term "geroprotectors", which means "protector from old age", was first proposed in 1956 by professor Vladimir Alpatov during the meeting of gerontology section of the Moscow Society of natural sciences. Unlike geriatric facilities for the treatment of diseases in the elderly or improve their quality of life, geroprotectors can and probably should be used in young and middle age. It should be noted that the proposed on the basis of various theories of aging geroprotectors have different mechanisms of action and comparing the data of their impact on life expectancy and on indicators of biological age, on the one hand, and the data of their impact on the development of spontaneous neoplasmas and other pathological processes, allows deeper understand the nature of the interaction of two fundamental biological processes – aging and life prolongation [1].

Talks about the development of geriatrics (treating of elderly patients), suppose ineffectiveness of premature aging prevention measures. Actuality of the topic considers that the prolongation of life is one of the most important tasks of Gerontology and modern preventive cosmetology in general.

Their contributions to the study of problems of gerontology and longevity made by such scientists as Z. Frenkel, V. Nikitin, I. Arshavskii, I. Davidovsky, A. Nagorny, V. Khavinson, V. Morozov, V. Skulachov, A. Tarnavskiy, A. Ryazanov, V. Anisimov and others.

Nowadays we have more than 200 different theories of aging. Bulgarian gerontologist G. Stoynev thinks that the theories and concepts which understand aging as a biosocial phenomenon and genetic, social, and economic factors influence on its dynamics are closest to the truth. In fact, each of these theories of aging is a function of time, which presents a specific type and form of i aging processes hronopatology [2].

Research in the field of geroprotectors should become one of the directions of national programs to increase life expectancy in Ukraine. Thus, modern geroprotectors are biologically active substances, various vitamin complexes, antioxidants, peptide bio regulators, woven products, inhibitors of protein biosynthesis, inhibitors of cross-linking, adaptogens, immunomodulators, hormones and some other substances of plant and animal origin and mechanism of action of which directed to improve metabolic processes, including energy metabolism, thereby increasing physical performance, resistance of organism to stress conditions.

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ROLE OF INFORMATION TECHNOLOGIES IN THE STUDY OF VOCABULARY WHEN LEARNING ENGLISH

In recent years, increasingly raised questions about the use of new information technologies in higher education. It is not only new hardware, but new forms and methods of teaching, new approach to the learning process. The main purpose of language teaching is the formation and development of the communicative culture of students, teaching practical mastery of a foreign language. Development and implementation of the learning process of new information technologies are actively engaged in such researchers as E. Dmytryeyeva, S. Novikov, E. Polat, T. Polipova, L. Tsvetkova etc. Information technologies opens huge possibilities of computer as a means of learning. Computer training programs have many advantages over traditional methods of learning. They allow you to train different types of speech activity and to combine them in different combinations, to help understand the linguistic phenomena, to form linguistic abilities, to create communicative situations, to automate language skills, and also provide the possibility of accounting leading representative system, implementation of individual approach and intensification of self-student work [1, p. 16].

There are many computer programs that help English teachers and students in learning English. With the introduction and working off thematic vocabulary, such as shopping, food, clothing, etc., you can use computer programs "English on holidays", "English Gold" and others. Stages of computer programs following:

demonstration, consolidation, control. Many training programs include work with a microphone. After listening to the words or phrases student repeats after the announcer and the screen shows a graphic representation of audio announcer and student when comparing which show all the flaws.

The use of computer programs in the classroom requires sophisticated skills of the teacher working with this means: read the program instructions to work, think over at which stage it is expedient to use one or another element of the program, eliminate the problems before starting work, observe the students during operation, to provide the necessary assistance.

All these possibilities tutorials to help solve the basic problem of language education – the formation of students' communicative competence. The decisive factor in the successful introduction of new information technologies in the educational process is the willingness and ability of teachers to master new technological means and suggest new methods of teaching using these tools.

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JOURNAL "POLIS" AS A SOURCE OF JAPANESE HISTORY

The main goal was to study the dominant specific principles by which reveals the history of Japan in the journal "Polis". As a result, it was found that this source is a classic example of presenting scientific material, in particular, is consistent with the norms of journalistic censorship. A characteristic feature of the "Policy" is patriotic, as evidenced by the large number of articles on the problems of Russia and countries in the international relations with her [1].

The historical course of events in Japan is highlighted as one of the components of the overall progress of

civilization, an integral part of the process of world globalization. Development of Japanese society is seen as a synthesis of Chinese and, in fact, Japanese culture, not excluding the direct impact the Asian region.

As the basic principles in the history of Japan, the magazine uses a critique and evaluation. Every historical event is subject to a detailed analysis of the definition of both positive and negative features. Questioned exposed allegations of identity of Japanese ethnicity, caused by geographical isolation of the country and served their own vision of Japan's policy during the Cold War (1946-1991) [2].

Political – literary equality is another important principle of this source. Despite some tenets of Soviet ideology, the process is considered with all the points without any emphasized and propaganda accent. The right to make final conclusions give to reader.

Thus, the magazine "policy" can be considered sufficiently thorough and valuable scientific source, due to the presence of the three above-mentioned characteristics. As nonfiction publications and current source of information, it is a special case, study which is one of the most objective and substantial method of acquiring relevant skills the students today [3].

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TEACHING FOREIGN LANGUAGES IN SECONDARY SCHOOLS OF THE USA AND UKRAINE

Recently Ukraine is in the process of transformation of social development and radical change in education. In the life of modern Ukraine there are socio-political changes that lead to new trends in development of education science. These changes are provided with the basic provisions which are set out in the State National Program "Education" ("Ukraine of the XXI Century"), the Law of Ukraine "About Education", the Law of Ukraine "About Secondary Education". According to the concept

of language education in Ukraine mastery of languages is one of the determinants of the formation of the human personality, the main core of which is the comprehensive development of oral and written speech, slave mastering language as a means of communication and cognition. Growing interest in the study of foreign languages is the result of relations between Ukraine and other countries, including the United States. The experience of the last decade shows that the United States and Ukraine cooperate more closely in various fields, especially in education [1; 3]. Therefore it is important and interesting to study and analyze the existing experience of teaching foreign languages in secondary schools in both countries. The study of the US experience reveals interplay of national and American educational processes and offers an important landmark and a source of correct educational policy.

V. Raushenbah, L. Scherba, H. Vedel, K. Hanshyna, I. Rahmanov and others have devoted their works to the problem of foreign languages teaching methods.

It is expedient to study and understand the relevant foreign experience. The most important incentive motivational of learning a foreign language is, of course, the desire to expand a general outlook, and the leading role is played by the desire to get acquainted with the life of the country which language is studied, its geography, history, life. The factor that the internationalization of all aspects of society, changing policy enables to get acquainted visually with the country which language is studied, or to visit it as a tourist, or to train there,

participate in numerous international educational programs is important.

Indeed, a foreign language makes a significant contribution to the expansion of a comprehensive outlook of students. Its role can be strengthened through more consistent and broader implementation of the linguistic aspect, which is a part of the implementation of interdisciplinary relations [2, p. 158]. A foreign language faces many school subjects and, above all, offers students a way to learn more about geography, history, literature and other subjects [3, p. 45].

Thus, the results and conclusions of the research can be used to strengthen the teaching foreign languages in secondary schools in Ukraine.

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THE GREAT GAME: GEOPOLITICAL CONFRONTATION BETWEEN RUSSIA AND BRITAIN IN TIBET IN THE EARLY XX-TH

By the end of the Russian-Turkish war of 1877-1878. Russia in Central Asia had annexed almost all independent Khanates: Bukhara, Khiva, Kokand, Tashkent, Samarkand, etc. This expansion was caused by the activity of Russia's foreign policy in Europe had been blocked by Britain and Austria-Hungary, and Central Asia promised huge profits with its vast undiscovered markets, and advanced to India, the main pearl of the British crown. In turn, the British tried to keep the Central Asian khanates buffer, blocking in any way the direct way of Russia to Afghanistan. The only

main way to India through the passes of the Hindu Kush. The buddhist religious center of Lhasa, was the object of pilgrimage for Buddhist monks, but as an economic region was of no interest either in Britain or in Russia. However, the geopolitical version, it was just another way to India, which the British had to be closed. Russia needed was this mountain, in many poor area in order to have extra diplomatic leverage to blackmail Britain. The people who first understood the importance of Tibet, and decided to pre-empt the opponent's expansion there was Britain. The expedition of the famous Russian explorer Nikolai Mikhailovich Przewalski, aimed exclusively scientific and cartography, however. It was showed the vulnerability of the geopolitically important area in front of Russian expansion. Dalai Lama who was a ecclesiastical and secular leader of the country, had known that Britain may annex his small state soon. He decided to seek protection for Russia. Because its religious tolerance, and far location of the north empire offered hope to it would contented with a protectorate only, and wouldn't interfered in the domestic affairs of the Tibetan kingdom. In 1898 Dalai Lama sent to St. Petersburg one of his higher-order approximation man Aghvan Dorjiev (former subjects of the Russian Tsar). The summit trip finally convinced of the British in necessary for the British to occupy Tibet, while it did not Russian. In 1903 the Viceroy and Governor-General of India Lord George Curzon gave to Colonel Younghusband order by any way to set the British Embassy in Tibet and protect Dalai-Lama from the relationship with Russia.

The Colonel was escorted by 1,000 Gurkhas. On the border the British troop met resistant Tibetan, and Younghusband had to move by force. In August 3, 1904 the British came to Lhasa. The Dalai Lama fled to Mongolia, and the British signed peace with the Chinese representative in Tibet. As a result of the direct military intervention, the British received a contribution of 7 and a half million rupees and created exceptional conditions for British traders in Tibet. In 1905, Britain withdrew its troops from Tibet, but the influence of Russia in Lhasa was replaced by British. The agreement between Britain and Russia in 1907 frozen the geopolitical confrontation.

On the terms in the agreement Tibet passed to Chinese sovereignty. "Convention between Russia and Britain concerning affairs in Persia, Afghanistan and Tibet, which was signed by Minister of Foreign Affairs of Russia Alexander Izvolskii and British Ambassador Arthur Nicholson in St. Petersburg, in fact, meant the part of Persia, the obligation not to seek unilateral concessions of political and commercial properties recognition of British influence in Afghanistan, with liabilities of non-interference in internal affairs, and non-Afghan loss of, neutrality in Tibet, over which recognized China's sovereignty". [1, p. 152-153.]

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FORMING OF PROJECT CULTURE OF FUTURE SPECIALISTS IN ADVERTISING DESIGN AS A SCIENTIFIC AND PEDAGOGICAL PROBLEM

Twenty-first century – a time of transition to high-tech information society in which the quality of human potential, level of education and culture of the population is crucial. A characteristic feature of this process is the rapid spread of information and technology potential, is the rate of production and consumption of information grow a thousand times. The process of accumulating information gained cascade nature, creating new

information requires constant recourse to large arrays of all mankind accumulated prior information and critical thinking.

In this regard, the intensification of the processes of creation and processing requires continuous updating of forms and methods of its organization at the level of representation, and the level of consumption. But media that provide information of any nature with increased efficiency problem of perception of the information provided. The said problem, in turn, requires sealing semantic component and increase readability, the information provided. For this informational messages widely implemented gains accumulated by mankind in the arts, as they are based on experience coding using sign systems at different levels of complexity of these systems and the emotional coloring that holds the attention of observers and accelerates the perception of the content.

A special place belongs to the work of scholars, among whom must allocate E. Faylovu, V. Molyako, K. Kondratyev, T. Samaru, M. Tinker, believe that design culture now permeates virtually all aspects of life in developed countries, it is an indispensable component of the mass and elite culture, which will determine the ability of society to share information more effectively in the future.

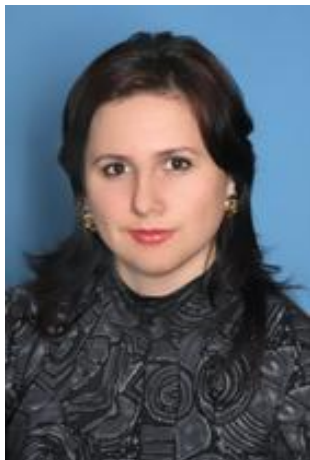
To ensure the necessary level of individualization is needed to form new knowledge and continually improve them. Accordingly, the design, as an activity aimed at solving well-defined tasks in vtanovlenyh conditions. It is

an integral feature of contemporary culture and artistic and formative activities through which solved the fundamental contradiction between preconceived objective of peace and harmony nonstop its scientific and technological changes.

In the design process of design objects designer must consider the impact of the three systems of knowledge: 1) design, 2) technical production, and 3) social value. Thus, the specific content of future specialists in advertising design involves solving professional tasks that require simultaneous use of components from different fields of knowledge and innovation use of innovative thinking.

Based on the above, the project should be considered as culture signifiers integrated indicator of quality in the training of future designers, because it shows the results of the compliance with the goals and targets set out in its implementation. But it remains controversial questions about the nature of the coverage of design culture and the requirements for its formation as academics teaching field, and most designers practitioner's properties.

Important for future research is conclusion what mastery of design culture provides efficiency play the most important qualities of things and ideas, implemented in the projective plane.



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THE GRADUATE SCHOOL AS A POWERFUL FACTOR OF PATRIOTIC EDUCATION OF THE YOUTH TODAY

At the modern stage of construction of the Ukrainian state is an urgent is the problem of education of the young generation of Patriotic feelings, active civil position, the promotion of awareness of the pupils of his civic duty on the basis of national and universal spiritual values.

Patriotism is a most urgent needs of the state, which needs to nationally conscious citizens, capable of

ensuring the country a worthy place in the civilized world, the person, who with their activities, love to the native land strive to create a society that is interested in, to the self-development of the individual, the formation of the Patriotic identity were carried out on a moral basis and the recognition of the priority of human rights.

The graduate school is a powerful factor in the education of future citizens of their country. One of the main tasks of secondary and high schools, public institutions and organizations is the formation of the world Outlook of every young person, education of the conscious and active member of society who is familiar with the processes, taking place in the country and abroad, a citizen with high Patriotic feelings, ready for labour and the heroic feat in the name of Ukraine. Modern higher school must form not just a specialist with one or another branch, but also a patriot, which can not be indifferent to the fate of the Ukrainian state, the economy, education and culture.

Patriotic education begins with the knowledge of the value of the Motherland. Sukhomlinsky defines love to the native land as the basis of moral and Patriotic upbringing of young people: Therefore, one of the most important tasks of modern education is the formation of concepts homeland. Rodina contains in itself all the variety of the social and natural factors, which combines the notions of Motherland, district or village, town or region.

The assimilation of Patriotic values and norms of young people is a long process. They are not included in

the genes, it is not a natural quality, and social, and therefore is not inherited, but are formed deliberately, systematically, with the use of certain principles and methods of activity in the work with the younger generation.

In the higher educational establishment significant pedagogical possibilities for Patriotic upbringing, education of the professional socialization of students, the formation of the it system of socio-value orientations, professional self-consciousness, the development of communicative abilities has a Museum.

So, today a Patriotic upbringing is a component part of the entire educational process, which should pay great attention to, because we don't just teach and bring up children, and prepare their heirs, specialists, who carry on with us.



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THE APPLICATION OF INNOVATIVE PEDAGOGICAL TECHNOLOGIES IN THE ORGANIZATION OF STUDENTS' SELF-WORK OF PEDAGOGICAL COLLEGE

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.

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.

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.

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.

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.

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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INTIMACY AS A PSYCHOLOGICAL CONCEPT

Intimacy and its outcomes. With the growth in population, with urbanization, industrialization, with the increase in the speed and world-wide expansion of TV and internet, people watch live among others instead of living it ourselves, they dive into digital friendship and extensive social contacts to run away from loneliness instead of experience intimacy. Our lack of touch with oneself and others, lack of intimate contacts results in high divorce rate, alcohol and drug abuse, neurosis and psychosis. According to researches people who lack of intimacy are at risk for chronic illnesses, they have higher mortality rates, more accidents (Berman and Margolin),

they show depressed immunological system (Kiecolt-Glaser), and they are more likely to develop the symptoms of psychological disturbance (Peterson). The absence of beneficial healing effect in the close relationships that did not allow intimate self-disclosure of stressful or negative information was figured out by Coffman, Levit, Deets. All of that inspires us to seek a deeper understanding of the concept of intimacy and research the conditions necessary for intimate experience. *Definitions of intimacy.* In intimate experience you reveal your inside being, the real you, the you that only you can know. The outstanding quality of this experience is the feeling of “being in touch” with the real selves of each other. Still no consensus exists for an operational definition of intimacy in research. We support the definition of Wynne & Wynne: intimacy is “a subjective relational experience in which the core components are trusting self-disclosure to which the response is communicated empathy”. In other words, intimacy is the disclosure of innermost personal feelings, experiences, fantasies, meaningful thoughts and beliefs expecting from the listener to accept the revelation, to understand, to support with empathy and not to decrease the trust. *Space and time of intimacy.* Closer look at the concept of intimacy allowed researches to distinguish the time and space of intimacy. Through time and space perspective we may speak of short-timed intimate interactions and intimate relations, as a process prolonging over a period of time, both revealing from small to extensive parts of personal space.

Developing the ability to be intimate. Erikson, describing the psychosocial functioning of individual during adolescence, stated that if adolescents do not use their inner resources to seek and utilize intimate relationships, they may have a tendency to engage in stereotypical patterns of relationships. He emphasized that the crisis of young adulthood should be successfully resolved in ability to experience intimacy, and when seeking of intimacy fails, a likely consequence is a sense of loneliness and isolation. Moreover, poor resolution of intimacy may increase the probability that individuals will experience difficulty with self-disclosure among others, fears of intimacy; individuals with healthy amounts of intimacy are able to love others and have the ability to be intimate (Erikson). *Types of intimacy.* Intellectual (cognitive), emotional (psychological), physical (sexual) intimacies are considered to be the most common source of meaningful experiences. There are as well social and recreational intimacies that are mentioned by fewer researchers. *Conclusions.* We identify the following discrepancies in the intimacy concepts based on the different approaches of researchers: a) differences in the classification of types of intimacy; b) seeing intimacy as a long-term process and a short-time intimacy experience that has a situational or fluctuation character; c) classifying intimacy as individual reality that exists as a subjective experience as opposed to the research of interpersonal intimacy in relationships; d) the recognition or non-recognition of gender differences in the occurrence of intimacy.



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THE PLACE OF KHARKIV REGION IN THE HIGHER EDUCATION SYSTEM OF UKRAINE

The main component of the social infrastructure, the education system of Ukraine in particular takes the higher education system providing a training of qualified workforce and their reproduction.

Simultaneously with the constant development of this branch there are its regional differences. Thus there is a necessity to determine the place of a certain Ukraine's region in the higher education system of Ukraine in order to understand the directions of this branch of improvement. Kharkiv region has been taken for an example.

In order to identify the place of Kharkiv region in the higher education system the method of linear scaling has been applied. For that 6 indicators have been chosen: provision of population by higher educational institutions of I-II and III-IV accreditation levels, a quantity of students, lecturers in these institutions per 1000 population. These indicators have been normalized, the indexes for each region of Ukraine have been obtained, the total index has been defined and the rating has been assigned. This indicator defines the general level of the higher education development.

Conducted calculations have been shown that Kharkiv region takes the third place on the level of the higher education development (the total index is 2,71) [1]. Higher indicators have the city of Kyiv (5,5) and Zhytomyr region (2,78). Such high place of region can be explained by a great deal of the higher education institutions (HEI) in particularly III-IV accreditation levels (2-e place in Ukraine) [1]. Such situation is due to capital position in the past – the city of Kharkiv was the capital of the USSR from 1919 till 1934. At that time sectoral institutes, academies were being created. But at the same time the region takes the 11th place on the indicators of the activity of HEI I-II accreditation levels. It's due to Kharkiv is a scientific center of the state, there are high-technology industries which require a high qualified workforce, so HEI of III-IV accreditation levels are paid greater role than to the institutions of I-II levels.

Thus Kharkiv region is characterized by the high level of the higher education development and takes leading

positions across Ukraine. It is accounted for the high intellectual potential of the region. But it is necessary to conduct such socio-geographical investigations in the future for improvement of territorial organization of region's higher education and social infrastructure in particular.

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LEXICO-SEMANTIC FEATURES OF STAR NAMES IN MODERN ENGLISH AND FRENCH LANGUAGES

Astronomers have long been turning to the interpretation of celestial names, often limited to references to ancient mythology. Ethnographers and folklorists also take profound interest in the space objects. However, the development of science which concerned with the study of the names of celestial bodies began only after linguists' joining it, as the names of dimensional space objects are the words, so they must be studied by linguistic methods.

Among the star names in English and French languages, there are names that are based on nouns

denoting animals, birds, plants, people, parts of the body, inanimate objects, clothes, mythical creatures, as well as the name of the stars with the component "star", "l'étoile" [1; 2].

1. Animals and birds: *the Bear* (engl.), *l'Ours* (fr.); *the Horse* (engl.), *le Cheval* (fr.); *the Snake* (engl.), *le Serpents* (fr.); *the Dove* (engl.), *le Pigeon* (fr.); *the Cattleman* (engl.), *le Bouvier* (fr.).

2. Plants: *the Mimosas* (engl.), *le Mimosa* (fr.); *the Wheat* (engl.), *le Plé* (fr.).

3. People: *the Maidens* (engl.), *les Vierges* (fr.); *the Swallower* (engl.), *l'Avalant* (fr.); *the Bear Guard* (engl.), *la Gardeur de l'Ourse* (fr.); *the Cattleman* (engl.), *le Bouvier* (fr.); *the Queen* (engl.), *la Reine* (fr.); *the Nicolaus* (engl.), *Nicolaus* (fr.).

4. Mythical creatures: *the Dragon* (engl.), *le Dragon* (fr.); *the Ghoul* (engl.), *le Monstre* (fr.); *the Fabulous Bird* (engl.), *l'Oiseau Féérique* (fr.).

5. Inanimate objects: *the Boat* (engl.), *le Canot* (fr.); *the Water-jar* (engl.), *la Carafe* (fr.); *the Club* (engl.), *le Bâton* (fr.); *the Shield* (engl.), *le Panneau* (fr.); *the Gem* (engl.), *la Perle* (fr.).

6. Abstract nouns: *the Maidenhood* (engl.), *la Virginité* (fr.); *the Joy* (engl.), *la Joie* (fr.) 'Радость'; *the Lightning* (engl.), *l'Eclar* (fr.); *the End of the River* (engl.), *le Bout du Fleuve* (fr.); *the Luck of Lucks* (англ.), *la Fortune des Fortunes* (fr.).

7. Parts of the human body: *the Head of the Kneeling one* (engl.), *la Tête de l'Agenouillé* (fr.); *the*

Palm (engl.), *la Main de la Rien* (fr.); *the Little Belly* (engl.), *la Ventre* (fr.); *the Shin* (engl.), *la Jambe* (fr.).

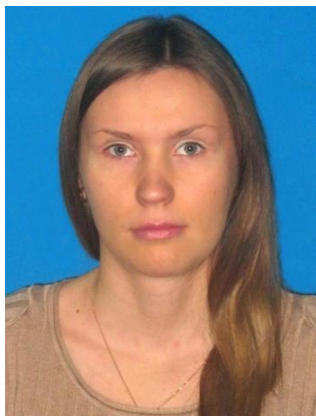
8. Parts of the animals' body: *the Head of the Snake* (engl.), *la Tête du Dragon* (fr.); *the Claw* (engl.), *la Pince* (fr.); *the Tail of the Goat* (engl.), *la Queue de la Chèvre* (fr.).

9. The names of the stars with the component "star", "l'étoile": *the Star* (engl.), *l'Etoile du Nord* (fr.); *The Lucky Star of the King* (engl.), *l'Etoile Favorable du Roi* (fr.); *the Garnet Star* (engl.), *l'Etoile de Granat* (fr.).

Considering the lexico-semantic features of the names of space objects as a special class of lexical items, we deal with the group of objects in the external world, united by their belonging to outer space, on the one hand, and with the group of lexical items belonging to the category of onyms, on the other hand.

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EXPLAINING OF POLITICAL CONFLICT IN THE REGIONAL PRESS

Journalistic activities focus on objective reflection of current events and important issues of the present time. Honest informing the audience depends on comprehensive and professional conversion of material by employee of Media. Figure's impartial opinion of "fourth branch of authority" is one of the defining principles of good journalism. Honest determinant of information requires the author of information, analysis or journalistic texts to acquaint readers with all available viewpoints of concerned question. Pluralism of opinions is a measure of ambiguous attitude of individuals to the

certain issue or event. The clash of different views, interests, needs and values is becoming a jerk producing conflicts. Journalist performs intermediary's mission in regulating of antagonistic fight. For peaceful resolution of misunderstandings he must familiarize himself with the scope of the dispute, its participants, the subject of disagreement and possible measures to avoid it. On the column of periodical regional publications are given locale of social, political, economic, family, ethnic and intrapersonal oppositions. The participants of the conflict could be individuals, social groups, organizations, states or other structures. Conflict is the one form of life and is characterized as well as constructional and destructive features. The greatest interest of audience causes political battles. Because readers are the supporters of a particular party. Disagreements between the leaders of the main political groups have directly proportional effect on the economic and social situation of the population. Considering of mentioned theme by journalists can have positive and negative consequences. The nature of information depends on the employee's personal position and commercialization of Mass Media publication. Provoking of political conflicts by Mass Media's members contradicts to ethical standards of journalism: instead of truthful presentation of information, they protect the interests of its owner, using dishonest methods. The local press is characterized by such incidents and it becomes widespread. As a result, readers stop to trust the media channels and identify all journalists as corrupt men. The social nature of individuals makes them on a

subconscious level to pay attention to the numerous problems in the interaction between people. The press, television or radio create and offer a model of behavior. Stereotype thinking affects on people's following activities. Thus, the established media ideology, determines the level of culture and education of the population. The basic rule for journalists during explaining political debate has become his own impartiality. The author's sympathy to one of the participants in the controversy will lead to indispensable distortion of information. Using degrading vocabulary in the newspaper creates its prestige of unprofessional edition. Ambiguity of interpreting themes requires indispensable appeal to independent and authoritative sources of information.



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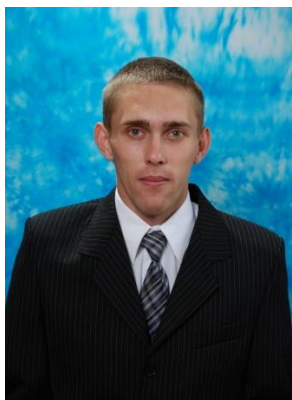
CRITERIA FOR EVALUATION OF DEVELOPMENT OF AN ELECTRONIC LIBRARY OF INFORMATION AND LEARNING UNIVERSITY ENVIRONMENT

To develop a system of digital library development in the educational environment of the university, it is necessary to establish an evaluation system of performance management, which would reflect the content and structure of management processes and outcomes. Defining criteria for evaluating the level of development of e-libraries, which represent system characteristic features of this process, carried out in two stages: the first stage compiled a list of all the possible

criteria for evaluation of an electronic library development is based on analysis of scientific literature on the research and development of e-library entity governance, on the second – to obtain objective information on the expert survey method. The experts were asked to identify the most significant signs of development of digital library from the provided list within social forecasting, organizational, legal, human, material and financial conditions and the resources and services of digital library. Summarizing response of experts, it is considered appropriate to give the results.

Each of the criteria is characterized by a number of parameters. For example, the criterion „Regulatory support of the development of digital library” has the following parameters: the presence of the Regulation on the electronic library, the presence of the uniform requirements and procedures for transmitting electronic documents to fund the DL and others. Criterion „Staffing of electronic library” is estimated because of the quality of personnel, availability of training and qualification DL to ensure its operation and Development, the presence of motivating employees serving DL etc. Material and financial support for the development of digital library is characterized by the quality of computer equipment necessary for the functioning of EL, the presence of universities and LAN bandwidth connection to the server library, the presence of Internet network in subdivisions of universities, dormitories and others. Resources and services of electronic library with parameters - quality information resources, range of services provided by DL;

availability monitoring system activity using resources and methodologies to study the degree of user satisfaction. Criterion „Social predictive provision of electronic library” is estimated because of the strategic plan and program for EL, a system for implementing social innovations in work and others. Organizational support for the development of digital library has the following parameters: the presence of the normalization of the responsible employees situation for the organization, operation and development of the DL, the presence of the developed system forms of organizational order to ensure increasing manageability DL, consistent objectives and content of the DL with libraries management structure, the presence of the organizational protocol DL.



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MENTAL AND PERSONAL QUALITIES IN THE STRUCTURE OF PROFESSIONALLY-APPLIED PHYSICAL TRAINING OF THE FUTURE TEACHERS OF PRIMARY CLASSES

Recently, the national higher education system has undergone significant changes, resulting in the increase of requirements to the quality of training of the future teachers of primary classes. In this context, particularly relevant is the definition and development of professionally important qualities (mental and personality) in the process of professionally-applied physical preparation.

The important mental qualities, which are necessary to the future teacher of initial classes observation, the high volume of distribution, switching, concentration, developed short and long-term memory, attention span, operational thinking, as well as a high level of analytical and synthetic thinking [1].

Our investigation on the basis of the ranking has allowed to establish the most appropriate personal qualities. On account of the fact, that discipline is the most important of physical qualities, expressed the opinion of 80 % of the respondents. On the second place pitched teamwork and dedication, were of the same opinion on the 20 % of the respondents. The third place in the list of the most necessary personal qualities took the will to win (26,7%). The fourth and fifth place occupies accordingly determination (33,3%), and courage (66,7%).

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W.H. KILPATRICK'S PROJECT METHOD AS SUMMING UP OF THE BEST TEACHING RESULTS

William Heard Kilpatrick (1871 – 1965) is an American scholar, a man of extraordinary ability and character, a very outstanding figure on the pedagogical background, who could design and develop educational trends in the form of the project method concept according to contemporary social, economic and political situation and despite the wave of harsh criticism. Besides, it is effective and popular in the world for about a hundred years.

In contemporary pedagogy there are many disputes around W. Kilpatrick and his educational heritage,

including the project method. World science recognizes him as a founder of the project method concept. Nevertheless, M. Knoll believes that historians worldwide have fallen victim to an error. Contrary to conventional wisdom, W. Kilpatrick is not the classic of the project method, but rather the classical outsider [1]. Obviously, such a conclusion is made through epistolary inheritance, including W. Kilpatrick's letters to friends and family, and personal diary entries where 'Mr. Project Method' (W. Kilpatrick's nickname among his supporters) has written about the acute disappointment concerning the concept in the closing stages of his life.

Despite the author's disillusion, the project method concept has absorbed the best international teaching experience:

- R. Descartes: empirical knowledge, purposeful activity, forwardness, induction, logic, greenadine, thinking;

- J. Pestalozzi: freedom, independence, interdisciplinary connection, teacher-mentor, elements of labor, purposeful activity, physical, mental, spiritual development;

- F. Froebel: hard work that brings knowledge and pleasure, will power, responsibility;

- The American Dream: the idea of better future, decent life, no division into rich and poor, people union;

- H. Thoreau: analytical discovery, new type of school, lifelong learning;

- R. Emerson: independence, patriotism, desire to live in a democratic society, freedom of speech and expression;

- J. Dewey: projecting children's capabilities and instincts, progressive education, wholehearted activity.

In conclusion, following S. Tenenbaum, we agree that if we understand the damage done to children's character, the twisted and warped lives that resulted of that time (turning point of the XIXth – XXth centuries) traditional school practices, only then we can appreciate how illuminating, how healing, how truly revolutionary were W. Kilpatrick's contributions, how much he did to enrich children's lives, how he broadened the very foundation of education, making it as wide and pervasive as life itself [2, p. 109].

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INFLUENCE OF COMPREHENSIVE SECONDARY SCHOOL ON A FAMILY IN PREPARING OF SENIOR PUPILS FOR FAMILY LIFE IN 70-80S OF THE XXTH CENTURY

The influence of school on the family in preparing of senior pupils for family life has been changing significantly since the years of the declaration of independence in our country.

Nowadays a purposeful training of seniors for family life often remains outside of the reach of not only parents, but also society as a whole, especially

concerning the modern school. In this regard, we believe that learning of experience gained in past periods, namely 70-80s of the XXth century can be of great help.

In 70-80s, developed under the leadership of Grebennicov, a program of parents' teacher education came from the assumption that most of the shortcomings and errors in family education and family relationships are associated with psycho-pedagogical illiteracy of parents. The development of such program has been focused on the features of upbringing, specific families and family problems, as well as school teachers training, issue of special directories, encyclopedias of family life and family education that would greatly intensify attention to the problems of parenthood [1, p. 48].

As it is noted by G. Sutrina in the thesis "Relationship of Ukrainian ethnopedagogy and pedagogy in preparing senior pupils for family life" it was necessary to take into account the peculiarities of education, capabilities of each pupil's family, moral and psychological atmosphere, the nature of the relationship between all members of the family, cultural and educational level of parents, teaching competence in order to raise parents' educational culture in preparing children for family life. Consistent and systematic use of lectures, seminars, conferences, "round tables", "parents' days", ideas of Ukrainian folk pedagogy, pedagogical tasks promoted mastering the means of active influence on pupils. High pedagogical tact in dealing with parents, reliance on the positive aspects of family education, customs and traditions of each family was a necessary requirement for

understanding between parents and school in preparing of senior pupils for family life [2, p. 14-16].

Thus, the school and the family were immediate and most important elements in preparing senior pupils for family life. Possession of past experience today will only enrich the educational process in any family, and the use of this experience in the education of future family man can bring good results.

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THE SOCIAL AND EDUCATIONAL PREVENTION OF TEENAGERS' SUICIDAL BEHAVIOR

Nowadays the problem of suicide in the world remains unresolved, and therefore becomes more vital especially in terms of increasing indicators of this phenomenon. Suicide is the 13th cause of death by rating worldwide, and in the age range of 15-35 in Europe it ranks second.

The challenge of preventing teen suicide is among such issues, the relevance of which has increased dramatically in terms of socio-cultural crisis of recent decades.

Prevention of suicidal behavior includes various measures aimed at reducing auto aggressive activity, and in particular at preventing the formation of suicidal intents, committing suicidal acts and relapses of suicidal behavior [1, p. 80].

For the purposes of suicidal behavior prevention the following measures are determined: specialized, psychiatric, therapeutic (medication and non-medication) measures, psychological, rehabilitative measures, social events, information and training activities.

According to sequence of suicidal tendencies preventing there are: primary prevention (measures, taken to suicidal individual to prevent repeated attempts, information and training activities on suicidology for all categories of population), secondary prevention (work with individuals who have attempted suicide to avoid relapses of suicidal behavior), tertiary prevention (supporting assistance to inner circle of suiciders) [3, p. 85].

Activities of social pedagogue on this issue should be conducted in two ways. Preventive activity is supposed to identify individuals prone to suicidal behavior and carry out group and individual social and educational work with them that will prevent suicide. Interventive work (in cooperation with psychologist) – is carried out during the period when a young person is on the level of suicidal thoughts and intentions. [2, p. 56]

Preventive technologies of suicidal behavior in their contents may combine features of social, educational,

medical and legal character and be continuous and consistent.

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STATE OF THE WORKERS' AND PEASANTS' ARMY BEFORE SOVIET-FINNISH WAR 1939-1940

During the years of First Five Year Plan (1929-1933) (from 25% to 35%) the power of artillery, aviation and Fire Power of the infantry and cavalry of the Workers 'and Peasants' Red Army increased significantly. Red Army gained a worldwide recognition and respect. An example can be given to approve it. Thus, Kyiv military district maneuvers were held from 12 to 17 of September, 1935. District commander I. E. Yakir supervised the maneuvers. Kiev military district

maneuvers were attended by delegations of France, Czechoslovakia and Italy. That is after them the Head of French delegation, General Louiseau wrote in his diary: "The Armed Forces of the Soviet Union are not inferior by their fighting characteristics to the armies of other European countries [1, p. 56].

In 1938 the USSR leadership in order to protect Czechoslovakia was ready to military conflict with Germany. A year later, when discussing the military plans to prevent aggression in Europe B. M. Shaposhnikov declared that in case of necessity the Soviet Union was ready to find 136 divisions, 5,500 cannon gunnery, 18,000 tanks and 10,000 aircrafts. These facts suggest that the power of Red Army was wax in size and strength.

Serious impacts on Red Army combat capability and force caused reprisals, which at that time prevailed in the echelons of power. According to Lieutenant General L. Todorovsky calculations from 1937 to 1938 the PCIA bodies subjected to repression about 70,000 of intermediate and top officers.

As a result, to the leadership of armies, formations and units came commanders who had little experience in commanding. Rapid turnover of staff was observed in the troops, only during 1938 and in the first half of 1939 the total number of key personnel assignments and transfers in post was 68% of the full strength, and on posts from commander of the regiment and up -73.9%.

Almost all commanders of military districts and armies graduated from military academies in the late 1920s and

in the beginning of the 1930s, and significantly fell behind the constantly progressing theory of command and control. Soviet-Finnish war revealed all the drawbacks in the organization of Red Army, discredited its international authority. It was after the defeat of Red Army in Finland, when Hitler ventured into a plan of attack the USSR. Red Army was able to rehabilitate its authority only after victory in the Great Patriotic War.

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TRAINING INTERNET RESOURCES IN FOREIGN LANGUAGE TEACHING

Information resources on the Internet contain textual, audio and visual material on various topics. However, in order students to make productive use of it to satisfy educational and professional interests and needs, there must be developed special educational Internet resources. English scientific researches mark out five types of Internet educational resources: hotlist, treasure hunt, subject sampler, multimedia scrapbook and webquest.

A Hotlist is a list of Internet sites (with text material) on the studied topic. It does not take a lot of time to find necessary information to make a hotlist. All you need is only to enter a keyword into a search engine and you will get the wanted one.

A Multimedia scrapbook is a collection of different multimedia resources. In contrast to the hotlist a multimedia scrapbook contains the links not only with textual sites, but also to the photos, music and video clips, graphic information and up-to-date 3D tours.

A Treasure Hunt resembles the Hotlist and Multimedia scrapbook. It contains links with various sites on the studied topic. The only difference is that the each link contains some| the questions on the website content.

By means of these questions the teacher directs the search and cognitive activities of students. At the end of the Treasure Hunt students may be given one more general question on the total topic understanding.

A Subject sampler is more difficult thing than the Treasure Hunt. It also has links with the textual and multimedia Internet materials. After studying every aspect of the topics the students need to answer these questions. However, in contrast to Treasure Hunt, which helps to study the facts, Subject sampler is aimed to discuss the vexed questions and debatable problems. Students have to study material and also express and argue their own opinions on the studied debatable question.

Webquest is a scenario of students' project activities organization on any topics, using the Internet resources.

It includes all components of the four foregoing materials and implies realization of the project with the participation of all students.

Using resources of the Internet in study process contributes to development of students' cognitive activity and achievement of the main aims of teaching subject.



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ROLE-PLAING GAMEIS AN EFFECTIVE WAY OF A CORRECTNESS OF SPEECH FORMING OF FUTURE ECONOMISTS

One of important directions of improvement of training of Ukrainian language according to professional orientation is the forming of vocal competence of students – future economists, in fact, the ability to communicate Ukrainian is the guarantee of success in future professional activity. The special value for forming of correctness speech of students of economic specialities is acquired by the use of role-playing game. Pedagogical supervisions, own experience, enable us to assert that the role-playing games foresee bringing into educational

creative activity practically all of students of the group, stimulate them to intercourse, correct and normative recreation which is essential for processing of communicative material. The analysis of scientific literature allows to assert that it is an active form of training, which is enough productively used by the teachers with the purpose of forming of linguistic and vocal abilities, also the didactic game can be considered as a method of training which stimulates vocal activity of students and can be a part of a lesson. One of varieties of didactic game are role-playing games with the help of which the search of optimum alternatives for solving linguistic problems is carried out by: knowledge of business vocabulary, proper terminology, linguistic stamps, cliches and ability to express correctly the opinions according to the norms of literary language. Basic signs of the role-playing game are: imitation of terms of realization of vocal activity; designing of typical situations, which are actual for the participants of game situations with the purpose of training in vocal intercourse; problem character of those situations which are being designed; distributing of roles between the participants of game; description of structure and scenario of the game; distributing of role-playing tasks and the presence of playing package of documentation; realization of game's aims; the presence of criteria according to which the actions of players are estimated [1, p. 57].

The role-playing game is a design of the real activity in the specially created problem situation. It is the

effective method of forming of correctness of speech of students-economists, it assists in achievement of concrete tasks, structuring of the system of business relationships of participants. *Example of the role-playing game:* «Advertising» – a group is divided into sub-groups. First and second are advertisers, third are members of expert commission. The task for advertisers: to make and present advertising on a product or service (at choice). The task for the members of expert commission: to edit, to estimate the advertising. Thus, it is possible to draw a conclusion: a modern didactics appeals to the playing forms of training, because sees possibilities of effective co-operation of teacher and students in them, productive form of their intercourse, with the incident to them elements of competition, spontaneity, unfeigned curiosity; role-playinggame has for its goal achievement of initial aims, characterized by activity, dynamism, collectivity, emotionality, problem, independence, competition of cognitive activity of students. The value of the method of the use of didactic games on the lessons from Ukrainian language according to professional orientation consists in that playing activity educational, developing and educational functions operate in close intercommunication.

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THE USE OF VIDEO TUTORIALS AT THE LEARNING PROCESS

The use of video tutorials became wide spread recently. At the same time theoretical works dealing with video lessons are missed. Video tutorials let to study material faster and easier due to such advantages:

- Material is perceived by several sense organs (vision, hearing). It let to improve the perception of knowledge.
- Ability of rescan of the entire material or its part.
- Study of material in an appropriate place and time.
- Unlimited time for training.
- The saving time and costs.

There are such disadvantages of video tutorials' use:

- The use of them does not let to understand how students have understood material. There is no feedback.

The development of video tutorials is not a difficult task.

For improving the presentation material's quality through video tutorials a developer has to follow such rules:

- A lesson must be adapted for perception. There shouldn't be hard phrases for understanding.
- A tutorial must have a clear plan.
- A lesson must have more descriptive material, examples and demonstrations.
- There should be conclusions and knowledge control at the end of a lesson.



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COMPUTER PROGRAM CONSTRUCTION FOR SCHOOL STUDENTS' TEACHING WRITING

According to the new educational standards computer science will be studied at the primary school since 2013 year. That's why the development of computer application for graders is important. There are a lot of applications for teaching mathematics, computer science,

the development of logic, reaction, but specialized programs for teaching writing are missed. At the same time, a lot of children have some problems with writing. The urgency of solution this problem is defined by a big “social order” for computer program, which let to demonstrate the letters writing process.

We have developed an application for teaching writing for graders. Developed program satisfies all the requirements of primary school’s computer programs (age appropriate, friendly interface, ease of use, the presence of visual content (animation, video), etc). The developed application can be used in any operation systems (Windows, Linux, MacOS). The advantage of program is the ability to work with Ukrainian and Russian alphabets, availability of sound.



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IMPROVING THE QUALITY OF PHYSICAL CULTURE LESSONS WITH THE HELP OF FUNCTIONAL TRAINING

Physical culture is an integral part of the educational process in the school. At the present stage of improving the methods of teaching the lesson of physical culture acute is the issue of improving the quality of lessons of physical culture, namely, raising the level of schoolchildren health, motivation and interest in school of physical exercise on the lessons of physical culture.

Physical culture schoolchildren should contribute to all-round physical development in the interest of forming

a healthy way of life. Bring up the need in motor activity for the whole life, to strive to physical improvement, strengthening of health is possible only then, when every student in itself will feel the benefits of good health and spirit, reliability and security, that they have the necessary strength, speed, endurance, and agility, a great variety of motor skills and habits.

In our view, an effective means of improving the quality of lessons of physical culture can be functional training as a variety of fitness.

Functional training assumes a qualitatively different approach to the classes, when every muscle is seen as a link in the chain. Used exercise, in which the participation of a large number of muscle groups. Considerable attention is paid to the concentration in the zone, which receives a basic action. And also trains the ability of man to be aware of your body as a whole. The totality of these factors functional training, contributes to active development of not only the main superficial muscles, but also deeply underlying muscle-stabilizers, the majority of which we, as a rule, do not control consciously. It is these deep underlying muscles is the base, which begins with each of our correct movement, and support for our corps, which they kept in balance.

Functional training as a variety of fitness allows you to harmoniously develop and improve the body, increasing the capabilities and efficiency of the organism as a whole, improving the level of life.



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IDEOLOGICAL BASES OF THE AMERICAN FOREIGN POLICY IN THE PERIOD OF T. ROOSEVELT'S PRESIDENCY (1901–1909)

Recently, special interest of historians has been caused by the problems connected with history of foreign policy of the USA. One of the most important aspects of this subject is diplomacy and international policy of President T. Roosevelt. During this period, Washington for the first time abandoned policy of "isolationism" which pursued earlier and declared the ambitions on global leadership.

Theodore Roosevelt (1858 – 1919) was the 26th President of the United States (1901–1909). Even at the beginning of the political career he was the supporter of more active policy of the USA on the world scene. The Spanish–American War broke out in 1898 while Roosevelt had, effectively, been running the Department of the Navy. He promptly resigned and formed the Rough Riders – a volunteer cavalry regiment that fought in Cuba. The war hero was elected as the governor in 1898 and in 1900 he was appointed to the position of vice president [1, p. 151].

In 1901, President William McKinley (1843 – 1901) was assassinated and Roosevelt became the President at the age of 42. At the beginning of the XX century he determined the main directions of the American foreign policy.

On the world stage, Roosevelt's policy was characterized by his slogan, «The foreign policy in which I believe is in very fact the policy of speaking softly and carrying a big stick”. This slogan Roosevelt first used in a speech at the Minnesota State Fair on September 2, 1901, twelve days before the assassination of President William McKinley. The idea of peaceful negotiations simultaneously intertwined with the «Big Stick» policy, or the military, ties in heavily with the idea of «Realpolitik», which implies pursuit of political power that resembles Machiavellian ideals [2].

The USA used the «Big Stick» policy during the «Canal Diplomacy» which meant the questionable diplomatic actions of the U.S. during the pursuit of the

canal across Central America. Upon the initiative and support of the USA, Panama proclaimed independence of Colombia in 1903. The channel and the land near the channel were placed under control of the USA. This was achieved by methods regarded as scandalous and illegal at the time, including the support of separatist movements in Panama from Colombia, despite legal obligations towards Colombia, in violation of the Monroe doctrine. This action greatly enriched certain American investors including J. P. Morgan (1837 – 1913) and T. Roosevelt.

Also Roosevelt sent the Great White Fleet on the world tour to demonstrate American power (1907 – 1909) and negotiated for the end of the Russo-Japanese War (1904 – 1905), for which he won the Nobel Peace Prize.

Thus, T. Roosevelt's foreign policy was directed on strengthening the positions of the USA on the world scene and the increase of participation in international policy.

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THREE-DIMENSIONAL HOMOGENEOUS SPACES AND AFFINE CONNECTIONS ON IT

Let (\bar{G}, M) be a homogeneous space, x an arbitrary point in M , and let $G = \bar{G}_x$ be the stationary subgroup of x . Then we can correspond the pair (\bar{g}, g) of Lie algebras to (\bar{G}, M) , where \bar{g} is the Lie algebra of \bar{G} and g is the subalgebra of \bar{g} corresponding to the subgroup $G \subset \bar{G}$. This pair uniquely determines the local structure of (\bar{G}, M) . An *isotropic g-module* m is the g -module \bar{g}/g such that $x.(y+g) = [x, y] + g$, representation $\lambda: g \rightarrow \text{gl}(m)$ is called an *isotropic representation* of (\bar{g}, g) . The pair

(\bar{g}, \mathfrak{g}) is said to be *isotropy-faithful*, if its isotropic representation is injective.

Invariant affine connections on (\bar{G}, M) are in one-to-one correspondence with linear mappings $\Lambda: \bar{g} \rightarrow \mathfrak{gl}(\mathfrak{m})$ such that $\Lambda|_{\mathfrak{g}} = \lambda$ and $\Lambda([x, y]) = [\Lambda(x), \Lambda(y)] \quad \forall x \in \mathfrak{g}, y \in \bar{g}$.

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

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

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

torsion tensor

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

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

Suppose that there exists at least one invariant connection on (\bar{g}, \mathfrak{g}) . Then this pair is isotropy-faithful.

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



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Z. BRZEZINSKI'S ACTIVITY AS NATIONAL SECURITY ADVISOR OF PRESIDENT JIMMY CARTER'S ADMINISTRATION (1977 – 1981)

One of the main creators of modern foreign policy of the USA is Zbigniew Brzezinski (born March 28, 1928). He is the American political scientist, geostrategic, and statesman who served as United States National Security Advisor to President Jimmy Carter from 1977 to 1981.

Major foreign policy events during his term of office included the normalization of relations with the People's Republic of China; the signing of the second Strategic Arms Limitation Treaty (SALT II) between the USA and

the USSR (1974); the brokering of the Camp David Accords; the transformation of Iran from the US important client state to an anti-Western Islamic Republic, encouraging dissidents in Eastern Europe and emphasizing human rights in order to undermine the influence of the Soviet Union; the financing of the mujahedeen in Afghanistan in response to the Soviet deployment of forces there and the arming of these rebels to counter the Soviet invasion; and the signing of the Torrijos-Carter Treaties relinquishing over U.S. control of the Panama Canal after 1999 (1977).

Z. Brzezinski was born in Warsaw, Poland, in 1928. In 1945 his family moved to the USA. After attending prep school in Montreal Brzezinski entered McGill University in 1945 to get both Bachelor and Master degrees of Arts (which received in 1949 and 1950). Then he attended Harvard University to work on doctorate, focusing on the Soviet Union and the relationship between the October Revolution, Vladimir Lenin's state, and the actions of Joseph Stalin. After the victory on elections in 1976, the President Jimmy Carter assigned Brzezinski as National Security Advisor. He considered that the main task of foreign policy of the USA is weakening of the Soviet Union on the international scene. On its initiative in 1979 diplomatic relations were established between the USA and People's Republic of China. Also in 1979 two major strategically important events happened: the overthrow of U.S. ally the Shah of Iran, and the Soviet invasion of Afghanistan. The Iranian Revolution precipitated the Iran hostage

crisis, which would last for the rest of Carter's presidency. Brzezinski anticipated the Soviet invasion, and, with the support of Saudi Arabia, Pakistan, and the People's Republic of China, he created a strategy to undermine the Soviet presence. Using this atmosphere of insecurity, Brzezinski led the United States toward a new arms buildup and the development of the Rapid Deployment Forces – policies that are both more generally associated with Ronald Reagan now.

Also, Z. Brzezinski actively supported dissident movement in the USSR and Poland who spoke out in defense of human rights.

After completion of work in the White House, Brzezinski kept his mind on scientific work. In his major works: «The Grand Chessboard: American Primacy and Its Geostrategic Imperatives» (1997) [1] and «The Choice: Global Domination or Global Leadership. Basic Books» (2004) [2], he proved the need of further strengthening the USA role of international policy.

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CONCEPTIONS OF SOCIAL AND PEDAGOGICAL TECHNOLOGY OF THE FORMATION OF CONSCIOUS PARENTHOOD OF YOUTH IN ACTIVITIES OF THE LOCAL COMMUNITY

The formation of conscious parenthood of youth is an urgent problem of modern Ukrainian society, which requires new approaches to its solution. We formulate conceptual rules that are the basis of social and pedagogical technology of the formation of conscious parenthood of youth in the activities of local community, namely:

1. The formation of conscious parenthood of youth in activities of the local community is seen by us as a meso level of social and educational activities aimed at developing responsibility of young people for the process of conception, birth, upbringing and development of a healthy child, based on the development and improvement of cognitive, emotional and behavioral components of parenthood and forming personal position to fulfill the social role of parents and to create favorable conditions for the harmonious development of the child in the family, and carried out by using appropriate technologies.

2. Under the content of the formation of conscious parenthood of youth in activities of the local community, we understand the direct formation of thorough socio-medical, psychological, educational, moral and legal knowledge about parenthood; development of attitudes towards parenthood as a life value, the formation of reproductive attitudes, awareness of parental roles and determining the style of family education, the formation of high-level skills and habits of conscious parenthood.

3. The purpose of the formation of conscious parenthood of youth in activities of the local community is to promote the idea of responsible parenthood as indispensable condition of harmonious physical, mental, personal development of children in the family, as well as the formation of young people's cognitive, emotional and operational components of conscious parenthood.

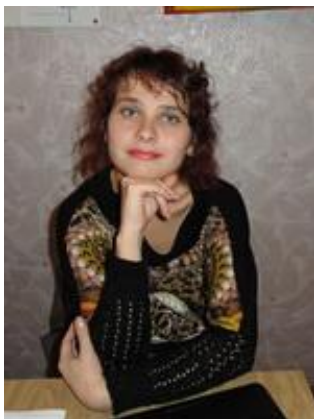
4. The basic component of mechanism of the formation of conscious parenthood of youth in the

activities of the local community is a professional complex of social and educational services to all subjects of the local community, founded on the principle of combining educational, social and educational, social and psychological, social and medical, social and legal programs based on preparation for the birth, upbringing of young children.

5. Leading activities that act as a backbone factor in the formation of conscious parenthood of youth in activities of the local community is a social and educational, social and preventative, social and upbringing work, which are interdependent and mutually reinforcing components of social and educational activities of the local community to ensure the achievement of the main goal of creating of conscious parenthood of youth.

6. The formation of conscious parenthood of youth in activities of the local community means not only to provide the youth social and educational services but also a set of activities that contribute to the formation of young people's values of parenthood, development of the skills of conscious parenthood and increasing of the activity of young people, who are the subject of the formation of conscious parenthood in local community.

This is a general view of the original concept of developing social and pedagogical technology of the formation of conscious parenthood of youth in activities of the local community.



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THE PROBLEM OF FATHERLESSNESS IN THE USA

The importance of father in the family other than the creation of children is in doubt. There are lots of American scientists, investigating fatherless families, including D. Popenoe, J. Elshtain, S. McLanahan), M. Baniels, Dan Quayle, M. Gallagher, R. Griswold, F. Dodson, and others. They are divided into three camps: conservatives, feminists, and liberals.

Conservatives make efforts to restore the lost value of the two-parent family. They consider single-mother families as rather harmful for children. Popenoe [1], for example, states that up to 60% of rapists, 70 % of long-term prisoners, and 72% of killers are the victims of

fatherless upbringing. Such children commit suicide more often, as well as use drugs. To the opinion of the scientist, a child, who is brought up by mother alone, will not become a good person. The main reason for the decrease of a child's well-being is the lack of money. So, a child should live in a full family. Both parents should take care of their children for the full and harmonious development of their personality. That is why the conservatives stand for the renovation of family values, and support of families by the church. Most conservatives are males. The following family researchers are conservatives: D. Popenoe, J. Elshtain, S. McLanahan, C. Daniels, D. Quayle, R. Griswold etc.

As for feminists, they respect various forms of a family. Nevertheless, they stand for the independence and equality of all family members. The majority of feminists are females, and they admit personal independence and individuality. Thus, feminists accept various forms of relationships among family members, and respect the family as a social institution, but they strive to be modern, to have freedom and equality in relationships and bringing up of children, as well as prefer to have financial independence. Feminists think that a family disruption does not cause any long-term effect on children. Besides, it may even give them some life experience. M. Krantzler [2] thinks that children may survive any family crisis without much trauma, and will eventually become nice people. The feminists include the following scientists: J. Giele, M. Krantzler, A. Skolnick etc.

Liberals deny negative effects of fatherless, though, they accept structural changes in the modern family. They acknowledge that a family has lost its values, and should not exist just to burden a man and a woman. Single-parent families also have a right to exist. And they do not differ much from full families. M. Gallagher [3] admits that children from single-mother families do well at school, just like children from intact families. Besides, they are more successful in their study than children, who live with a single father. M. Gallagher blames conservatives for inaccurate statistics they give. The only major problem fatherless families may come across is of financial nature. Although, not all women suffer from the shortage of money, as lots of women are independent and earn as much as men do. Among liberals there are the following scientists: F. Dodson, M. Gallagher, K. Keniston, K. Pollitt, etc.

Thus, as we can see, the majority of scientists believe that family is changing now, and fatherless families are not worse than those, who have both parents. Single-parent families are treated as normal ones in the USA.

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ACTIVATION OF COGNITIVE ACTIVITY OF JUNIOR SCHOOL STUDENTS

Activation of cognitive activity can be carried out through interactive methods, design technologies, didactic games. Working with first made sure that the most close and understandable to them gaming activities. Children at this age are asking a lot of questions, independently search for answers to them, strive to learn about the world. With the help of didactic games cognitive interest becomes the basis of a positive attitude to teaching, improvement of the level of academic achievement. Training becomes attractive to children,

where in the situation of the success of the student develops, becomes the subject of activity. Cognitive interest of a positive effect not only on the process and results of activities, but also on the mental processes of thinking, imagination, memory, attention.

So, cognitive interest – it is emotionally colored need, the most important motive of the teaching of students. Under his influence, even weak students work more productively.

However, it should be noted that only a systematic and purposeful organization of didactic games in the classroom and in extracurricular will have a strong impact on the development of Junior schoolchildren.

By not developing the cognitive interest of the children, the teacher complicates their pedagogical work. Only game point may stir the imagination, a child's imagination, desire to think, to think. Personality-oriented approach implies the activity of the student, subject-subject relationship of teacher and student, which is also a condition for organization of didactic games.

The result of training in many respects depends on the skill of the teachers motivate students, to make the process fun, choose the means for the activation of cognitive activity. Creative teacher constantly in search of new forms and methods of training, the main proceed from the needs and interests of the child.



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MODERN PRECONDITIONS OF PREPARATION THE FUTURE TEACHER OF PHYSICAL EDUCATION TO PROFESSIONAL ACTIVITY IN INFORMATIZATION EDUCATION

In the modern Ukrainian society, there was a transition to Informatization of professional training of the higher sports education. Today the future teacher of physical culture should be guided freely in the world information space, have the necessary knowledge and skills for the use of information technologies in professional activities in accordance with the requirements of the information society.

Informatization of higher sports education implies the direction of the professional preparation of future teacher of physical culture on the mastery of information products to be applied in the educational process of innovative and information technologies. In accordance with the state national program „Teacher” among the leading directions of the development of the education system provided by updating the content and forms of professional activity of pedagogical workers, increase of the role of the teacher in the development of society.

The main measures defined by the provision of training of the future teachers to professional activity under the conditions of introduction of modern information technologies, which in turn contributes to the implementation of this program.

Now there is an increasing demand to improve the process of professional training of students of the speciality „Physical education” for the period of their training at the higher sports education institution, based on the fact that the reform of higher education in Ukraine provides for the improvement of quality of training of specialists in the field of knowledge „Physical education, sport and health”.



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PSYCHO-PEDAGOGICAL PORTRAIT OF LABOR MIGRANTS' CHILDEN AS "AT RISK"

The word "risk" means the possibility, the high probability of something, usually negative, undesirable that can happen or not happen. So when people talk about children "at risk", we mean that these children are under the influence of adverse factors that can work or not work [1, p. 40].

Prominent representatives of "at risk" can be considered the children of migrant workers, one or both

of whose parents moved to a temporary paid activities abroad. In the absence of parents these children are often supervised by relatives, neighbors, acquaintances or family friends. But actually they are overlooked by adults, and, above all, without parental attention.

Children of migrant workers are mostly very vulnerable, more exposed to stress, they are depressed, feel hesitation, distrust of others, become withdrawn and anxious, and sometimes aggressive.

After parents' leaving the child changes his or her social environment, habits and values. Thus, according to experts, before parents' leaving position of the family in society, place of residence, studying in a prestigious school, high academic achievements are the most important for a child. After parent's leaving the system of child's values changes, trendy clothes and fashionable dress style, ability and possibility to live "nice", travel abroad become: more important. As for the success in studying, this index is almost unvaluable. It is therefore not surprising that with the parents' leaving abroad to work many students significantly worsen their studying, increase omission of classes without valid reasons [2, p. 17].

There appears a possibility of abuse of such children, the danger of being drawn into illegal activity, the possibility of deviant behavior.

It is worth mentioning that in general, children of migrant workers have the same problems as their peers. However, due to the absence of parents they have additional difficulties, such as worrying for parents,

anxiety, loneliness, fear, excessive attempts to self-assertiveness [2, p. 19]. Problems, which an ordinary child solves in the family through the advice of parents, can not be solved by children of migrant workers in their social environment because they do not apply to social workers, teachers, psychologists through the lack of confidence in them. So often, these children find themselves in a complicated conflict situations. Therefore, they need special attention from the state and society, social and educational support and assistance from social workers and schools.

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THE INTRODUCTION OF ALCOHOLIC ICE CREAM ON THE MARKET OF UKRAINE

Analysis of the practice shows that the life of now existing products is reduced. Businessmen are increasingly aware of the need for the continuous development of new products and services and the associated benefits. Therefore in our time technologies of making of new commodities develop so headily.

The aim of our research was taken analysis of features development and introduction of a new product on the market for example of alcoholic ice cream «Extrem».

The process of the development and introduction of a new product on the market place in several stages: 1. Creation of idea of new product. 2. Development of conception of new product (transference of idea is on a thing). 3. Development of a marketing strategy. 4. The introduction of product on the market.

The observance of sequence of these stages allows maximally effectively to prepare of the firm to release of a new product and its distribution.

The idea of production of alcoholic ice cream is not new. In 1999 in the USA was presented ice cream, which contains 3.6% of the alcohol. In Great Britain too a long ago and successfully sell a similar dessert [1]. An alcoholic ice cream in Ukraine will be produced under the name of trade mark the «Royal ice cream» under the name «Extrem». The production of alcoholic ice cream will be engaged public corporation «Luganskhold». «Extrem» it is ice cream cone filled with alcohol inside (a rum).

Transference of idea on a thing is verification of conception of new product that assumes testing on the group of having a special purpose consumers, for finding out of their reaction. Based on this very important to choose the right marketing strategy. The company choose strategy of the average market prices for realization of our idea. The buyer of a new product will be the segment of target market with an average income that is sensitive to price changes. The target audience of alcoholic ice cream will be people at the age of 18 years. The company will cover the part of the two segments of

consumers goods because the product combines the characteristics of two products: alcohol and ice cream.

When introduction product on the market necessary to consider that competitors new product in Ukraine company will not have. PR – marketing instruments that convert a products into a goods: 1) Advertisement: in the media, on the posters that are placed in places of sales, on the transport of public corporation «Luganskholod». 2) Channels of distribution of product through wholesale to retail. 3) Stimulating sales promotion through advertising, public relations.

Summing up the results we can say that public corporation «Luganskholod» realizing our idea, expand its target audience and consequently the idea of producing alcoholic ice cream will be quite effective and will bring great profits.

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PEDAGOGICAL CONDITIONS FOR THE FORMATION OF APIRITUAL VALUES OF SENIOR SCHOOL STUDENTS

Nowadays, the peculiarity of the formation of spiritual values of school students through art is characterized by the following facts: the coexistence of various artistic phenomena in our modern world, the increased activity of artistic environment, on the one hand, and the inertia of the system of art education, on the other hand, in the conditions of educational development of each student.

At present, the leading scientists and educators have gained a rich experience in the theory and practice of forming spiritual values of the youth. At the pedagogical

level, this problem has been solved by the following scientists: T. Anokhin, A. Gazman, V. Bederhanova, N. Krylov, N. Mikhailova, S. Polyakov, T. Frolov, S. Yusfin etc. [1]. It is important to recognize the following fact that cultural values are not realized automatically, it is necessary to determine and implement the appropriate conditions, which can effectively carry out the process of forming spiritual values at pupils through special forms, methods, psychological and pedagogical mechanisms. Pedagogical conditions represent an integral system of circumstances that define (or not define) purposeful instruction of education, its content and technology as well as the relationship between teachers and students. Systematic approach to the development of pedagogical conditions of spiritual values of pupils corresponds the methodological principles that are not based on scientific understanding of sub-objects and entities operated in this system. Systematic approach directs research on disclosure of integrity in the educational process, identifies various relationships of the complex matter and brings them into a general theoretical picture. On the base of scientific and educational literature we have identified a set of leading pedagogical conditions: organizational, substantial and methodological.

1. Organizational conditions are subjected to the principles of formation of spiritual values in high school: the position of a teacher, of a student, of the nature and forms of the teaching interaction and the sequence of steps of the very process.

2. Substantial conditions are referred to all kinds of activities in the process of forming spiritual values and characterized by the concept, program and working plan for the formation of cultural value.

3. Methodological conditions foresee all educational techniques and methods of pedagogical interaction in the process of formation of cultural values.

An organization of pedagogical support in the formation of spiritual values of high school students has been chosen as an important condition for strengthening the formation of spiritual values. The complex of these conditions is aimed at the desired result and it is programmed to develop a high level of spiritual values of pupils. It should be taken into account that pedagogical conditions are a purposeful category. They can have quality indicators and can be assessed both favorable and real ones. Teaching conditions are formed not only under certain circumstances in a particular environment, but also in the process of different activities and, as a result, take different forms. Pedagogical conditions influence the process from the aim to the result, because the components of the pedagogical process (subjects, contents, forms, means and terms) are general characteristics of pedagogical conditions.

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VOCATIONAL GUIDANCE WORK IN UKRAINE IN 60-80'S OF THE XXTH CENTURY: HISTORIOGRAPHIC ASPECT

Underestimating the importance and role of vocational guidance is one of the reasons for lag of Ukraine from modern standards of developed countries, and studying the experience of these countries may not always lead to the desired result.

In the 60-80's of the XXth century the USSR accumulated rich experience in vocational guidance, Ukraine formed career counseling service that effectively worked in the late 1970's – early 1980's.

Consideration of historical subject and pedagogical research from historiographical point of view is very urgent, it's an important methodological condition to complete historical and educational exploration that must act "as the methodology, making your own conception on the analysis of made or evaluation and comparing of various concepts on a selected object and choosing the most appropriate"[1, p. 8].

Review of the documents relating to the history of vocational guidance of students in Ukraine in the 60-80's years of the XXth century provides a general picture of the history of the scientific study of outlined problems.

60-80's years of the XXth century is a very important step in the development of vocational guidance for students in Ukraine, because at this very period the attention of the society was drawn to this problem.

Issues of vocational guidance in Ukraine in the 60's - 80's are covered but not superficially and sparingly in historiographical sources, especially Ukrainian ones.

I. Kharlamov in the book "Pedagogy" (1999) devotes an entire section to the problem of vocational guidance, determines its directions, points out advantages and drawbacks. In the "History of Pedagogy and Education" (2001), edited by O. Piskunov we see understanding the decline of vocational guidance work in the USSR and Ukraine.

Historical sources published in Ukraine either ignore or consider the outlined problem briefly: "History of Education" (2003) by M. Levkivsky, "History of Education" (2006) by L. Artemova, "History of National

Education and educational thought in Ukraine" (2003) by L. Medved., "History of Ukrainian schools and pedagogy" (2006) by A. Lubar, M. Stelmahovych, D. Fedorenko.

Historiographical review of literature on the the outlined problem shows that vocational guidance work in Ukraine was considered only in the context of vocational guidance work in the USSR. Modern theorists of educational thought in Ukraine almost do not pay attention to this component of the educational process, hardly concerning the development of vocational guidance work in Ukraine in the 60-80's years of the XXth century when all the attention of the state was focused on the problem and there was accumulated a great experience, the use of which can help plan approaches to vocational guidance work with pupils at schools in Ukraine.

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TEACHER'S CREATIVE COMPETENCE: PROBLEM STATEMENT

Development of creative competence is an important component of professional competence of a higher school teacher. Teacher's creative competence ensures effectiveness of scientific research, helps to organize the content and methods of teaching students.

One of the trends of modern education is the development of creative personality, but regardless of the educational conditions creative competence is an objective factor that plays a key role in assessing teacher's professional skills.

Referring to this problem we must understand the essence of the concept of "creative competence". Combination of this term does not exist in a permanent scientific use, but separate concepts are consistently used in pedagogy.

Many scientists consider and interpret these terms in different ways and separate them from one another. For example, O. M. Babiyenko considers competence to be an ability of individual to overcome a variety of obstacles, a combination of knowledge, skills and abilities required to perform a particular work. At the same time the effective and cognitive skills must interact along with motivation, emotional aspects and corresponding system of values. I. O. Zymnya interprets competence as some internal potential and hidden new psychological formations that are later developed into the competence of person [2]. The attitude of A.V. Khutorskoi lies in the fact that he considers competence as a combination of semantic orientations, knowledge, abilities, skills and student's experience in relation to the circle of the reality objects necessary for personally and socially significant productive activities [2]. This definition best matches the meaning of competence, which we subsequently plan to consider in combination with term "creativity".

When it comes to term "creativity" there is no single interpretation. For the first time the concept of "creativity" was used in 1922 by D. Simpson. By this term he meant the ability of a person to abandon stereotypical ways of thinking [1, p. 156]. Researcher M. O. Kholodna remarked that in the narrow sense "creativity" is

divergent thinking, characterized by the willingness to suggest a multiplicity of right ideas of the same object. One of the classical definitions of "creativity" was made by P. Torrance who believes that creativity is the ability of individuals to think creatively and unconventionally, their sensitivity to problems and finding solutions to them, flexible thinking and ability to suggest new ideas [1, p. 158].

We assume that creative competence is a symbiosis of the mentioned definitions by A. V. Khutorskoi and P. Torrance. Consequently the objective of our scientific research is to introduce and adopt this term, to identify its important role in formation of individual features of contemporary higher school teachers during their professional training. Especially since teacher's creative competence develops over the entire period of educational work and is one of the critical factors to boost their teaching skills.

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**NAMES OF DWELLING AND AGRICULTURAL
BUILDINGS IN THE IDIOMS OF ENGLISH,
GERMAN, FRENCH, RUSSIAN AND UKRAINIAN:
ETYMOLOGICAL SURVEY**

The paper focuses on the etymology of the names of buildings that function in the idioms of the English, German, French, Russian and Ukrainian languages. There are a number of names with a general or specific meaning of a building, and the given review covers the analysis of two lexico-semantic groups among this range, the names of dwelling and agricultural buildings (NDB and NAB) in particular. The lexical units under consideration are chosen on the relevance basis. The

importance of etymological studies is emphasized by O. M. Trubachov who considers etymology to be the overall comprehensive linguistic discipline to provide a scholar with a complete set of word meanings due to its ability to combine the modern data, the written history, the prewritten reconstruction and the semantic typology [1, p. 148]. The groups of NDB and NAB number 806 lexical units that may act as components of 787 idioms. Since NDB and NAB denote multifarious buildings it's necessary to single out frequently used nouns of general or common for the particular country meanings and unique nouns typical of certain terrains. The origin of words has an impact on the frequency of their usage and participation in the idiom formation. Only 75 lexemes among NDB and NAB in English, German, French, Russian and Ukrainian can function as components of idioms. There are 11 lexemes in English, 9 – in German, 35 – in French, 10 – in Russian and Ukrainian. The number of French NDB and NAB surpasses all the others.

The given languages reveal the following common feature: the majority of idioms with NDB and NAB can involve the general name of the universal artifact inherent in any verbal environment. Thus, the core element of idioms in English is the NDB *house* with its counterpart in German *das Haus*, in French – *la maison*, in Russian – *дом*, in Ukrainian – *хата*. For instance, Fr. *c'est gros comme une maison* 'it is obvious, it sticks out a mile', *faire les honneurs de la maison* 'to do the honours of the house, to have guests'; Ukr. *моя хата з краю* 'I stand aside, it does not concern (interest) me'. The

languages under analysis embrace elements of genetically different lexical units: native words, borrowings from other languages. Taking into account the generally accepted vocabulary classification according to its genesis and on the basis of the analyzed empirical material we distinguish three types of origin: borrowings, native words and a residual type. NDB and NAB in idioms belong to primordial lexemes and loanwords (see the table 1). The primordial vocabulary is in the genetic kinship with the language of the predecessor (Indo-European) and may be formed with the help of linguistic means of the given language. It covers two layers: the heritage of the language-predecessors (inherited, genetically derived words) and words formed in the certain language (the so-called proper words). Statistical data provide accuracy in the study of this issue (see the table 1).

Table 1
Etymological types of NDB and NAB in idioms of the English, German, French, Ukrainian, Russian languages

Types / Languages	Eng.	Germ.	Fr.	Ukr.	Rus.	Total
1. Primordial	8 72,7%	7 (77,8%)	34 (97,1%)	9 (90%)	8 (80%)	66 (88%)
1.1. Inherited	7	5	23	8	8	51
1.2. Proper	1	2	11	1	-	15
2. Loanwords	3 27,3%	2 (22,2%)	1 (2,9%)	1 (10%)	2 (20%)	9 (12%)
Total (100%)	11	9	35	10	10	75

The leading names of buildings as the components of idioms belong to the inherited type (they come from the Indo-European language). These nouns make up a great bulk of idioms. There are a lot of loanwords in English and German, especially lexemes from Latin: Germ. *im Keller sein* 'get a penalty point, the lag' (sport.); Eng. *lady of the manor* 'mistress'; *in residence* 'a person with some occupation who receives a salary'; Fr. *le manoir* *liquid* 'the ocean'. Some French phraseological units contain borrowings from Turkish: *homme du sérail* 'he (she) knows what the scene is, to be from the same institution in accession to office'; Fr. *nourri dans le sérail*, *j'en connais les détours* 'to grow in the seraglio, to know all the ropes'.

Prospects of the study imply the analysis of idiomatic variability and stylistic distinctions between idioms with NDB and NAB.

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THE STRUCTURE OF PEDAGOGICAL SYSTEM OF INTEGRATION UNIVERSITY SCIENCE AND EDUCATION

The most effective solution to a problem of integration scientific, research and educational work in the university training of future teachers is possible with usage of the system approach as leading and strategic direction of modern scientific cognition.

Our opinion is based on the main propositions such as the usage of the system approach relies on well-known scientists' researches, their vision of the pedagogical system (concept of the system, its elements and structure etc.); the pedagogical system has elements,

structure, aim and function; the pedagogical system has to correspond such criteria as integrity, openness, stability and also it has to correlate with principles of effectiveness and functioning.

Each pedagogical system has its own structure. A structure (from Latin *structura* is a structure) is a location elements in the system, resistant order and relations with elements and subsystems. The structure of the system is made by the elements (components) and also connections between them which are separated on a certain criterion.

We will define the structure of the pedagogical system of integration of future teachers' research and educational work:

- Target component (aim, task, result);
- Subject and object component (teachers and students, their co-operation in the context of integration of research and educational work and integration of educational work);
- Substantive component (forms of integration of scientific and research work and educational work that takes place in university training of future teachers);
- Technological component (pedagogical technology of realization of different forms of integration of scientific and research work and educational work that is carried out in university training of future teachers);
- Motivational and incentive component (mechanisms of teachers' and students' stimulation to the scientific work).

Thus, under pedagogical system of integration of

scientific and research work we understand a great number of interrelated components (target, substantial, technological, subject and object and Motivational and incentive) that are united by general aim of functioning and by unity of management that are necessary for creation of organized and purposeful pedagogical influence on future teachers' university training based on realization of educational process through research activity.



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USE OF BLENDED LEARNING IN VOCATIONAL EDUCATION

Recently, a popular trend in education is the use of "e-learning" and distance learning systems. Critics of such "innovations", not unreasonably, secrete absence of social contact with other participants in training, the risk of misinterpretation of the theoretical material, but the main thing is the need for a high level of self-learning self-motivated students.

To solve these problems, possible to use a blended learning (BL). The essence of this blended form is that

the technology of “e-learning” and distance learning systems are used as support of the traditional full-time education. Looking more closely, the benefits offered by the BL, it turns out, that it is convenient to use and in the vocational and technical education.

The introduction of the BL will involve the training of people who are already working, have families and do not have the opportunity to regularly attend school to get an education or to improve their skills. And also due to the novelty, convenience and flexibility of the BL will be interesting to young people, school-leaver, who receive first degrees. This is especially actually in a situation of demographic decline, when the only modern school can attract contingent.

BL combines the main advantages of full-time, part-time and distance, but no distinct disadvantages of distance and part-time courses. The introduction of the BL will move the study of theoretical material, monitoring, and some laboratory work in a virtual environment. This will develop a flexible work schedule in the workshops, consultations with teachers, exams. In turn, it can reduce the cost of the organization of learning process.

Many teachers use the elements of the BL. But to reveal the full potential of the BL is only possible if it is not implemented at the level of a single object, and at the school level.

One of the key issues can be considered as the fear of teachers to use modern computer technology in their

work. Here possible to talk about the manifestation technophobia.

In my view, the virtues and efficacy of BL able to bring training to a qualitatively new level and to attract the attention of all those who seek to develop, despite the difficult economic situation.



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DEVELOPMENT OF AESTHETIC TASTE AND THE FORMATION OF THE DESIGN SKILLS IN TRAINING TAILORS

Modern society tends to dress in a comfortable, beautiful clothes of fashionable shape. Elegant clothes everybody wants to wear – citizens of the metropolis and residents of small towns.

The solution of this important problem mainly depends on the degree of training of tailors and cutters, their ability to use creatively the achievements of designers, fashion designers, and artists who are creating new forms of clothing and advanced technology.

Experience shows that the tailor, equipped with the knowledge of designing clothes, in his activity, will consciously apply certain methods of processing products according to different designs. The knowledge of decoration clothing will help to orientate in the changes of fashion, to choose correctly the styles that match individual needs of customers, as well as to learn the skills of cutters' work.

From the first days of students studying at the educational establishment, teacher try to create an atmosphere of creativity in study, to develop a system in formation the aesthetic tastes and designing abilities of students. The lessons of the production and theoretical training are the main forms of the work.

Establishing of close interdisciplinary relations and the connection of special subjects with the production training is one of the main tasks facing the teaching staff.

To use the material, learned in the class according to the designing clothes is a necessary condition for the formation of technical and engineering abilities of students.

Design features of intricate styles are discussed at the lessons of design and their practical embodiment - on job training. The work on the production of various styles develops students' abilities to design, form their tastes in the aesthetic perception of clothing.

The tailor of individual sewing and especially the cutter must be able to satisfy the tastes of the customers to choose the right fabric and coloring style to the customer. In order to develop the artistic taste of the

future tailors and cutters, trainers need to organize the excursions to the best studio, where students acquaint with the skilled craftsmen of sewing, attend sewing companies that have the technical equipment.

To increase the interest and creativity of students, it is advisable to conduct competitions, shows - fashion shows as well.

Competition is a good example of the fact what the students have formed a correct view on clothing as a form of art. The more competitions and exhibitions are help in school, the more often our students attend other exhibitions, shows of models, attend the factories, studios, so the larger their interest will be to their profession and their skills will form better. They begin to understand better the appropriate tissue in style, in the design of products, in the combination of colors, to feel better the harmony of products and additions to them, to understand all the details of the ensemble of clothing. In tailoring they make new versions of finishing details, embroidery, etc. All this indicates that a well-organized training process gives good results.

Large, complex, and at the same time creative work undertaken by the teaching staff to educate in students the artistic taste, skills of cutters' job, design skills, have a positive impact on the quality of students' learning, will have a great influence on the design skills and aesthetic taste of students. The whole complex of educational activities awakens the students interest and love to work.



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METHOD OF DETERMINING THE PERFORMANCE CAPACITY OF THE HEAD OF COMPREHENSIVE SCHOOL FOR QUALITY EDUCATION MANAGEMENT

Fundamental changes in social and economic policy have necessitated the reforming of the educational sector, what is reflected in the basic provisions of the Constitution of Ukraine, the National Doctrine of Education Development, Law of Ukraine "About General Secondary Education" and other public documents. A particular attention is paid to the reform process to ensure the quality of school education.

Analysis of the quality of school education demonstrates that its insufficient level caused by headmaster's incompetence of management, insufficient level of professional preparedness of secondary school managers, lack of selection of the teachers potentially capable to manage, their preparation to ensure the quality of school education.

In order to determine the level of director's of general educational institutions preparedness to manage the education we have developed a special method. To develop a methodology for determining the level of director's of general educational institutions readiness to manage the quality of education as a methodological basis we used: the method of modeling as a way to reproduce any complex system which is based on isomorphism – structural and functional similarities of different parties, a method of determining the level of readiness of director's of general educational institutions to innovation management, developed by L. Danilenko [2], the model of creative personality, developed by V. Andreev [1], methods of calculation developed by S. Sysoyeva [3, 4].

The director's of general educational institutions preparedness of quality management education is considered by us as all knowledge and skills in this type of activity, motivation and personal qualities and characterized by three components – motivation and activity (M_s), cognitive (K_s), personel (T_s).

For determination of director's of general educational institutions preparedness of quality management

education it's necessary to find out the arithmetic mean between the indicators of each component of the formula:

$$S = \frac{Ms + Ks + Ts}{3}$$

Components rate of director's of general educational institutions preparedness of quality management education (S) are measured in such a way:

- motivation and activity – with a help of the leader's participation in creating the quality management system of education or through the manifestation of his interest in the issue of education quality;

- cognitive – with a help of the determining the head's of the main provisions of quality management education level of knowledge;

- personel – with a help of determining the factor of creative abilities of the individual manager.

Levels of preparedness established as follows – high, sufficient, insufficient.

The criterion level of high director's of general educational institutions preparedness is value of the index (S), which values are in the range from 0.66 to 1.0; sufficient values are from 0,33 to 0,65; insufficient values are from 0 to 0,32.

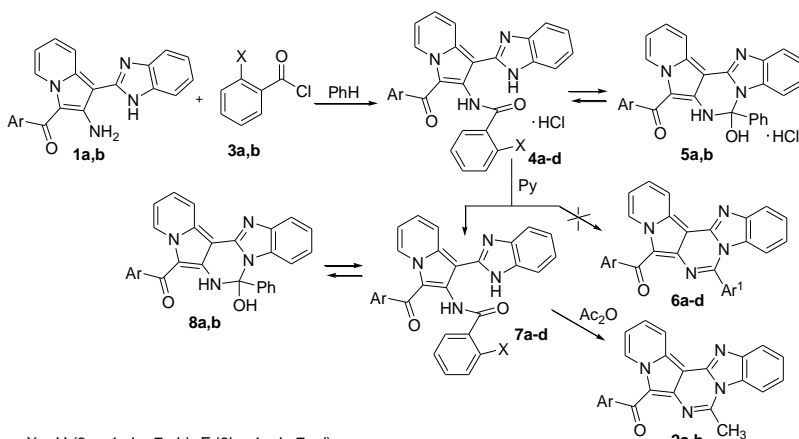
This method gives an opportunity to determine director's of general educational institutions preparedness to head an educational institution and to see the ways of

developing managerial competence of School for Quality Education.

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boiling in dry pyridine failed to lead to expected annelated systems 6. The formed *N*-acylindolizines 7 also can be in tautomeric equilibrium in DMSO- d_6 while heating with the products of heterocyclization 8. Boiling of compound 7 in acetic anhydride transacylates and heterocycles in received before aromatic annelated systems 2.



X = H (3a; 4a,b; 7a,b); F (3b; 4c,d; 7c,d)

Ar = Ph (1a; 2a; 4a,c; 5a; 6a,c; 7a,c; 8a); 4-MeOC₆H₄ (1b; 2b; 4b,d; 5b; 6b,d; 7b,d; 8b)

Ar¹ = Ph (6a,b); 1-FC₆H₄ (c,d)

The structure of received compounds are proved by IR-, ¹H NMR spectroscopy and mass spectrometry.

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PHENOMENON OF HYPER AUTHORSHIP AS ANTHROPOLOGICAL STRATEGY OF MODERN MEDIA ART

Practices of modern media art can be considered in the aspect of innovative anthropological strategies, if to weigh on their persistent desire, firstly, in relation to fragmentation of human subjectivity, and secondly – if to take into account a persistent gravitation to the design of "point" connections of the "split" personality with the surrounding world at the terms of absence of any dominant factor. The moments of artistic rationalization

of fragments of identity of artist in artistic work in detail enough are studied by non-classical aesthetics. The dialectical relations of author and hero of aesthetic activity at one time were studied by M. Bakhtin [1].

A modern media art, going out outside traditional distribution between an author and his hero, the phenomenon all more often offers plural to the individual. To the plural individual the inherent determined amount of "I", here him various "I" have, from one side, different corporal embodiments, and from other – keep common consciousness. Such plural individual the phenomenon of "hyper authorship" exemplifies in a modern media art. Fixing of the phenomenon of "hyper authorship" is a theoretical change that testifies to "reviving" of author subsequent to his "death" [2].

Hyper authorship cannot be applied to the real individuals, but in the same time hyper authorship it does not follow to "dissolve" in the structures of letter. Hyper authorship is an "association of virtual individuals", possible authors that abandon the writing "tracks". The no less educing the biological or biographic sources of such tracks is impossible. When setting biographic sources is impossible, it is necessary to notice that a presence of the real author is not substantial in relation to the analysis of authorship. Alluding to virtual practices, M. Epstein notices: "Passport verification of identity of participants of virtual actions in the Internet is not the condition of this text space". Substantial and more interesting in this plan there is correlation of "tracks" of possible authorial sources [3, p.42-44].

The phenomenon of hyper authorship however can be specified. The example of such analysis is contained in the book of G. Campbell "Hero with thousand faces". A hero with thousand faces is an old myth about a hero, which is easily modified in the contexts of modern drama, story, comedy; out-of-date acting persons are substituted by new, more modern heroes. The main personages of myth about a hero, being incarnate in texts of works of modern art, are freely combined or divided by separate figures in an order to light up the aspects of certain idea. Acting persons of base version of myth (young hero, wise old man and others like that), fantastic monsters, secret caves, are only symbols that can be varied. For example, a wise old man in the context of modern artistic work can grow into a "steep", but "kind" boss, on a non-commission officer or on a teacher. Modern heroes can appear not in a cave, but in open space, or in the depths of own sub consciousness. In any case a man recognizes a myth about a hero: although after the age a myth equals the oldest monuments of culture, the no less he did not lose the beauty and attractiveness.

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METHODOLOGICAL ASPECTS OF FORMING YOUTH' ECOLOGICAL-VALUED ORIENTATIONS

Yet quite recently that humanity becomes the determinative of forming of natural processes of biosphere or, after Vernadskiy terminology by "new powerful geological force", not only not feeling of some threat, but perceived with sense of pride human genius and stimulated the most optimistic prognoses of boundless interference with the natural rotation of matters and energy. But appeared, that scientific and technical progress can bring not only growing material

welfares but also violates an ecological equilibrium, strengthens destructive processes, that can result in extraordinarily hazard effects. Alarm for present and future our civilization, disturbance require newly to look the state of natural and artificial environment at the world of nature and world social, cardinaly to revise traditional presentations which was folded during all of history of civilization. Today we are the witnesses of becoming on principle of new type of theoretical and practical attitude toward nature. An ecological situation which was folded in the modern world does the necessity of the phenomenon of human civilization and culture, scientific picture of the world and place, in it man. Before humanity a new, grandiose task appears in a planetary scale high-quality: to make the ways of overcoming of the mentioned disproportions and provide itself the normal terms of existence and progressive development on more near and distant prospect. On the decision of these and other problems all of global intellect, all of forces and facilities must be mobilized. Humanity on Earth became the single, integral structurally function box of spheres. On such conditions uncontrolled, chaotic, elemental development of spheres processes is humanity. A clever management these processes became objective reality and natural necessity. Without him existence of spheres and steady community development is impossible. Becomes confessedly that one of the most substantial displays of wisdom of modern man is it ecological competence acquisition of which passes hardness and not so quickly, as desirable. In the modern

system of ecological education and ecological education which is actively formed, above all things attention is accented on the necessity of creation of internal of human conduct, on penetration of ecological principles in the motivational “kernel” of personality. One of major capabilities of emotions is the direct participating in the processes of studies and memory – the that magic key which opens wide prospects and possibilities of management studies and memory is here hidden exactly. It goes out thus, that persuasions give birth only then, when knowledge will get through the world of senses, will get there a personality estimation and will become a volitional act. Consequently, forming of ecological culture of child needs to be carried out taking into account its age-old features on rational and emotionally perceptible levels.



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SENSORY-MOTOR REACTIONS AS AN INDICATOR OF THE FUNCTIONAL STATUS OF STUDENTS' CENTRAL NERVOUS SYSTEM

Introduction. Insignificant violations of processes of adaptation of the person can cause serious shifts in a state of health. The functional condition of the central nervous system is one of the main indicators of efficiency of adaptive reactions.

Objective of research: to study features of sensory-motor reactions at students at various stages of academic year.

Methods of research. Students (105 people) took part in research at different period of academic year: during the intersession period, during session and after session periods. We registered various characteristics of sensory-motor reactions by means of the computer program ("Effekton", Moscow): the time of visual-motor reactions (VMR TR); the time of difficult visual-motor reactions in the conditions of a choice (DVMR TR); the time of difficult visual-motor reactions in conditions of deficiency of time (DVMR TR def.); the time difficult visual-motor reactions in conditions of audiovisual hindrances (DVMR TR without the hind., DVMR TR with the hind.); coefficient of a noise stability (CNS).

Results and their discussion. Stage-by-stage decrease in an indicator of TR of VMR that speaks about increase of the general level of activation of a cerebral cortex [1; 3]. The indicator of TR of DVMR during session increases. It is possible to claim that during examination students hardly concentrate attention on performance of sensory-motor tasks: efficiency of a differentiation of touch signals is reduced that is mainly

connected with functioning of frontal associative zones of bark [2]. According to dynamics of TR of DVMR def. during session at pupils there comes exhaustion which is observed not only during examination, but also continues to accrue during some period of time after its termination. Analyzing dynamics of indicators of sensory-motor reactions in stressor conditions of audiovisual hindrances, we can claim that the noise stability during session at students also decreases. Thus, we showed change of efficiency of sensory-motor reaction at students at various stages of academic year which reflects negative influence of examinations on a functional condition of the central nervous system.

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AN INFLUENCE OF MOZART'S MUSIC ON MENTAL ACTIVITY OF THE SCHOOL STUDENT

«Mozart's music is mobilizing all the natural ability of the brain» (B. Shaw).

An unique effect on the human brain of Mozart's music have already been proved by numerous studies of scientists. This unusual effect is called "Mozart's effect."

The most effective influence Mozart's music has on primary school children. It is providing not only developing effect but a therapeutic effect also. It includes the following aspects:

– children are developed faster intellectually by regular listening to the music of the great Austrian musician.

– this is connected with the influence of music on the activity of certain genes and the formation of a number of proteins responsible for attention and memory;

– It is useful to listen to Mozart's music before taking an exams, tests and another activity which is required creative thinking and searching for original solutions;

– Mozart's music includes a very powerful energy in it. It makes to demonstrate savvy and develop a creativity of the children. The symphonies and concerts for violin can bring the best results of the demonstration savvy and developing of children' creativity.

– Major key which is prevailing in the Mozart's music sets up to win and makes a children to strive for victory subconsciously.

So, it must be concluded that the Mozart's music performs the following functions:

- stimulates intellect of the children;
- improves memory;
- increases brain activity, significantly increase the intellectual level of the children;
- increases concentration and focus;
- strengthens microscopic middle ear muscles, that improves hearing and speech;
- helps get rid of mental problems and many digestive problems;

– restores the energy balance and harmony in the body.

Thereby, Mozart is the most “suitable” musician for children. His harmonious, light and "brilliantly simple" music has a positive and incomparable influence on the development of the children' mind, intelligence and creativity.



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DIFFICULT SITUATIONS IN ADULT PERSON'S LIFE

In our time people are faced with many complex life situations, which arise throughout the life course, in different areas of human activity. And people can never be fully prepared for the unexpected and sudden changes which offer their life, as they would not have tried the track and anticipate everything.

The study of complex situations in the psychology of the foreign authors is associated with such notions as traumatic events, and critical turning events, etc. In the national psychology the "difficult situation", "life events",

"life situations", "extreme situation", "critical situation", etc. are determined [1].

All of these terms combine the concept of "difficult life situation".

The most typical difficult age-psychological situations of the adult person are linked to dissatisfaction with life, professional activity, and also with the reevaluation of own achievements.

In the middle of the life of person in his professional activities can occur a stage of stagnation, which contributes to the violation of the psychological stability of the person, and it is connected, first of all, with a reduction in his professional activity, resistance to new information and new forms of interaction and control.

Mid-life crisis, a crisis of identity, manifests itself as inability to adapt to new circumstances, the gap between the requirements of the new situation, and the same settings and views [2].

Difficult life situations are perceived the same for men and women, as the difficult situations that arise suddenly, are unsupervised and cause changes in the life.

The most difficult situation for people of mature age is the death of a loved one, illness of relatives. Also an important situation that causes the crisis is the end of a close relationship, the inability to change jobs, change of social status (retirement). However, in contrast to women, men are more concerned about the situations of loss of work and family problems. For women of crisis

situations are diseases of children and relatives, financial problems and even natural disasters.

Therefore, difficult life situations occur almost every day and the choice of strategies will not affect sex and the status of people. It is very important the support of family and close people, and also the presence of experience of dealing with these situations, which speaks about the caution and danger. Then a person tries to prevent or predict difficult situations and the maximum avoid them without disruption of his health and health of relatives.

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DEVELOPMENT OF FUTURE DESIGNERS' CREATIVE THINKING USING MULTIMEDIA LEARNING METHODS

The complexity and magnitude of the problems and tasks which designers found in their practice is growing, so they will require new and creative solutions.

At the present stage of training future specialists stimulation of professional activity cannot be based entirely on traditional educational technologies built on explanatory, illustrative way of learning.

One of the methods of stimulation creative thinking is the in multimedia learning methods that facilitate the creation of optimal conditions for the assimilation of different kinds of information, streamline training of future designers, providing them with creative and personal growth.

The use of multimedia learning allows reach a new level of information, makes it possible to accelerate the process of assimilation of information, enhance cognitive activity of students. Using computer technology enhances the educational process, can improve the techniques and exercises that help construct new ideas using tables, graphs, methods.

The introduction of multimedia in education can move away from the simple assimilation of information, encourages students to the active in using and use their own creative projects.



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ART AS A FACTOR OF STUDENTS' CIVIL EDUCATION

The formation of civil society, qualitative changes in the socio-economic and spiritual life, value orientations of Ukrainian society as well as the integration of Ukraine into European community make it necessary to develop the system of civic education. For Ukraine, being a multiethnic state, civic education is encouraged to promote its collegiality, which is the heart of Ukrainian national idea.

„The Concept of civic education of the individual in the development of Ukrainian state” emphasizes that the

revival of the nation, the development and improvement of a sovereign, democratic state and civil society is a major challenge of our time [1].

Thus, civic education and the formation of individual as a citizen becomes a very important issue for modern society. In addition to education, training and work, the educational establishment fulfills educational work, which forms an active, helpful citizen to the society.

In the university the formation of a young person as a citizen is one of the most major, multi-faceted and difficult problems. After all, in high school, students begin to be implemented as citizens.

In civic education it is essential to use the potential of subjects related to the study of works of Ukrainian music of students at art majors. Art unites people and helps individuals feel his own fate connected with the fate of his nation. „Art in shaping the citizenship traits of a teacher is a continuous process that leads to emotional expression and consciously-willed motive ... Musical knowledge and valuable experience gained by musical education in many regions of the Ukrainian land are the epochal element of the formation of civil rights” [2, p. 97 – 98, 104].

Indeed, students of art majors are the future teachers and musicians whose work is the basis for the formation of spiritual and intellectual potential of future generations.

Thus, they are the future music teachers, who must introduce the ideas of civic education and teach students

the basics of civic culture by means of the Ukrainian musical art.

Modern school requires teachers who recognize themselves as a teacher-educator, a conductor of culture of his people.

Civic education is necessary for people. The lack of such education is dangerous for the country, because it leads to the separation of the society and immorality.

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PERSONALITY'S DEMOCRATIC CULTURE

One of the priority orientations of modern Ukrainian society and one of the leading spheres of higher education is education of democracy-oriented personality. The high level of formation of students' democratic culture is a necessary condition of development of democratic and law-governed state in Ukraine. This level can be achieved under the conditions of insertion of formation system of students' democratic culture in the educational environment of institutions of

higher education. Theoretical analysis of researches shows that there isn't monosemantic understanding of the concepts of "democratic culture", "personality's democratic culture", "society's democratic culture" in modern pedagogical literature and practice. Democratic culture is closely connected to the concepts of law, political and civic cultures and can develop under the condition of their parallel progress. It is safe to say that all these concepts interact with each other and are interdependent, and they form a system. Personality's democratic culture can be a basic component of the integration of the best personality's cultural and democratic experiences and behavior.

"Students' democratic culture" is defined as an integrated personality's feature, which is characterized as a level of social development of person, who has the desire and ability for effective social humanism-based interaction. "Students' democratic culture" realized during social interactions and has own specificity of formation and manifestations in different age levels. The structure of students' democratic culture is described by the aggregate of stable, socially significant qualities that reflect the system of knowledge about oneself, the essence of democracy, the mechanisms of its realization and the modern society, attitudes to their own social activity, attitude to a person and society in general, the ability to practical realization of person's attitude to himself, the practical demonstration of person's attitude to other people and society in general; personal qualities.



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PROJECT TECHNOLOGIES AT THE ENGLISH LESSONS IN THE EDUCATIONAL ACTIVITY OF PEDAGOGICAL COLLEGE

The innovative segment, as an integral component of the educational process, is important in the renewal of teaching the subject, implements the professional growth of teacher, helps to associate with the world scientific practice, and predicts to increase the effectiveness of education.

The use of the project's opportunities is defined as priority in English language classes. One of the quite

interesting experience in college was work on the practice-oriented project in the creation of electronic textbooks in the co-authorship (on the model of *teacher – student*). Products of the project are the phrase-book “Speak English without difficulties”, the reading-book “The world of literature”.

In the basis of innovation segment is the special place that occupies the creation of a new information sphere of online group that localized in the Internet. The practical use of such space is realized in the format of the expansion the educational space through the students’ page in the social network In the Contact “Be in advance”, that contains the instrumental component (potential of creating interrogation, boards comments), interactive component (possibility of communication in virtual chat rooms, file transfer, creation of profiles), the administrative component (the possibility of moderation data), demonstration component (the pictures, tables, charts), the media library or archive component (the ability to view traced information, namely video recourses, listening to audio books, study materials, etc.).

Such community makes possibility the organization of virtual meetings, consultation with experts, the discussion of different topics, creation the multimedia resources, web quests, etc. The community does not function independently. It is a part of network that thematically similar with such Internet groups.

This experience extends the possibilities of distance learning, the ability to integrate with educational themes

of programs.

The practice of use the research project is implemented in the work on the project “the Phenomenon of the English language in the Ukrainian sphere”. The purpose is to reveal the peculiarities of English-language titles in the modern Ukrainian language, study the phenomenon of shops’ onym (ergonym), as well as anthroponym (functioning and features of nicknames in the social networks), slang, the name of TV shows, movies, advertising slogans and goods, the nomination of the Ukrainian musical groups.

Thus, one of the most important strategic task of the modernization the higher education nowadays is guaranteeing the quality of specialists’ training at the level of international standards. The solution of this task is possible in condition of change the teaching methods, and introduction the innovative technologies of education.



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FAVORITISM AS A PHENOMENON OF POLITICAL LIFE IN FRANCE AT THE TIME OF LOUIS XIV

One of the most distinctive features of the history of France XV – XVIII was a very significant influence of the favorites of kings on the foreign and domestic policies. Favoritism, as a phenomenon in the political life of France, came back to the early Middle Ages. However, the ability of royal mistresses to influence on government processes really appeared during the reign of King Charles VII (1403 – 1461). It was he who declared that his mistress, twenty-two Aness Sorel (1421 – 1450) was now had the official status in the court – the royal mistress. During the reign of King Louis XIV (1638 –

1715) the influence of the favorites on the political development of the state rised at its apogee. Also Louis distinguished by the fact that he kept a few favorites at the same time, and always officially [1, p. 56]. Noble ladies of the country's disputed the honor to became royal mistress [3, p. 262]. As a youth, his official mistress was Louise de la Valliere (1644 – 1710). She rarely interfered in politics, but actively promoted to high positions of their relatives and friends. In addition, thanks to Valliere the king commanded to rebuild residence in Versailles. Another official mistress – the Marquis de Montespan (1640 – 1707) the whole of Europe was perceived as "the real queen." She appointed to posts and with the king took of the delegation of diplomats. A huge part of the royal treasury spent on its maintenance. The next mistress of the King – Frantsuaza d'Aubigny (1635 – 1719) succeeded to do what hadn't can any of its predecessors – she became the wife of Louis XIV [4, p. 90]. At the same time, it has not been recognized by the Queen, and was satisfied with the title of Marquise de Maintenon during whole his life [2, p. 90-93].

By she the splendor and open relationship of yard replaced modesty and piety. Gradually Frantsuaza took a very high position at the court. She influenced on all of general decisions of the king, and no order was not signed by the monarch without she prior approving.

One of the main achievements of the Marquise de Maintenon, was that she was able to gain control of the foreign policy of Spain. She sent Yursen princess who fell

in love himself the local King Philip V and, therefore, public affairs of the country passed into her hands. So she was something of a governor of Louis XIV in Spain.

Thus, the historical phenomenon of favoritism is the natural desire of people to gain a power. For objective reasons monarchs cannot pass the intelligence, cunning, shrewd, political acumen, and other qualities which need to politics to other to achieve greatness from one generation. For example, Louis XV cannot be considered as great as Henry IV. The qualities which necessary for a decent king, because of genetic causes, degenerate with each generation. Eventually, the King's begin to use by this weakness of the royal dynasty as for the benefit of the country and for self-interests.

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FEATURES OF ALTERNATIVE SECONDARY EDUCATION OF THE USA

In connection with the new trends in science and technology the changes in the system of education are created, which now becomes the path of profound modernization. These conditions encourage us to find new training methods, to use the international research and practice. The experience of developed countries in the field of education is very valuable for our state. Recently, there is a big attention on alternative education. First in 1970 the U.S. departed from the

standard norms of training. The main task of such alternative schools was teaching students who were unable to acquire the basic training program. Now all over the world there are thousands of schools that have the name "alternative" simply because they have deviated from the standards. But there are some characteristics that are inherent only alternative school:

- ✓ small size classes;
- ✓ diverse curriculum of study;
- ✓ students' right to chose the subjects;
- ✓ close contact between a teacher and students.

Now the mission of alternative programs is expanded from rehabilitation of youth and working with retarded children to teaching the gifted and elite group of the students. These programs can decide the unique social, behavioral, emotional, cognitive, professional needs of each student.

Secondary education in the USA offers a variety types of schools, programs and formats, each designed to meet different students' needs. The American system of secondary education includes private, international schools, boarding schools, schools for girls and boys, religious schools. This wide range gives the students a wide choice of possibilities to realize their personal opportunities in studies.

Kathy Emery in her book "Alternative Schools: Diverted but not Defeated" outlines the basic positions of Opposition to Standardization:

- ✓ communicate with students, they must have critical thinking;

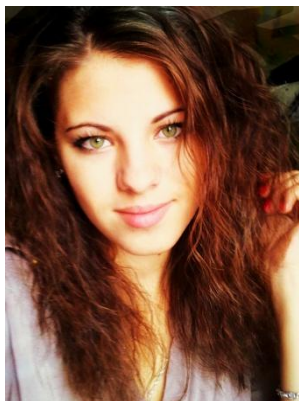
- ✓ train for improving academic nobility;
- ✓ develop the competition among students in their learning;
- ✓ suggest basic skills of education and the creative thinking;
- ✓ only having a foundation of knowledge, you have a choice.

Each of alternative schools has its own purpose in education, its program and methods, their specific set of students, but we believe that they share a common idea – to improve the educational system, direct it to each student individually, that he was safe and comfortable getting knowledge.

In Ukraine, there is no good theoretical and practical foundation for implementing a wide use of alternative education. Thus, the experience of American education would be useful for local teachers and led to a radical change in pedagogical science of Ukraine.

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SALES PROMOTION AS AN INSTRUMENT OF MARKETING COMMUNICATIONS POLICY

Under competitive conditions sales promotion of products plays an important role in the operation of any company. Recently, more and more enterprises use sales promotion, as a reduction the efficiency of advertising is seen because of the rising costs and the amount of information in the MSM.

In connection with these problems the sales promotion is a main way to improve the efficiency of advertising campaigns.

Sales promotion includes two aspects; promotion of trade and consumers.

Of course, the consumer is the superior value for the manufacturer, that is why the marketing policy of communication comes to the influence on him. A wide range of methods to stimulate sales were created with a single purpose – to attract customers with the most effective way and satisfy their needs. Priority was given to the consumer, as all other objects are intermediaries and affecting them is an intermediate stage of the influence on the consumer.

For more effective stimulation of consumers, it is helpful to divide them into two groups: a small number of people, who don't know the seller and those who poorly buy some goods, i.e. don't know its properties. For the first group can be applied the following techniques of incentive, such as discounts, free samples, exhibitions, festivals, fairs, demonstrations, training programs, open day. For the second – discounts for the second unit of a good, sampling ("try it!"), the exchange of the old product for the new one with an additional payment, bonuses. These two groups of consumers have in common the following points – presentations, celebrities, shock therapy, contests, lottery, shows, holidays, loans, gifts, viral marketing.

The manufacturer shouldn't ignore the seller's capabilities and skills to sell the goods. It is to company's interest to stimulate, encourage and develop these qualities. The goal of stimulating, aimed at the seller, is the transformation from indifferent to the product seller

to the highly motivated enthusiast. Trade promotion is divided into: sellers who don't take or take a little product and sellers who don't take care of the manufacturer's product. For the first group of sellers have used such techniques as free product samples, special discounts, joint advertising, trading contests, visual merchandising, merchandising. For the second – bonuses, competitions, information for sellers, visual merchandising, merchandising.

Intermediate link between the producer and the consumer is a trade agent, which performs functions of regulation.

So, sales promotion as an instrument of marketing communications policy plays an important role for the enterprise in the modern condition of exchange relations. Sales promotion aimed at the consumer, seller and trade agent, with a wide range of techniques affects volume of sales.



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TYPES OF PRESCHOOLS IN UKRAINIAN EDUCATION SYSTEM (THE SECOND HALF OF THE 20TH CENTURY – THE BEGINNING OF 21 CENTURY)

The process of reforming early childhood education in Ukraine related to the preservation and expansion of the network of modern preschool education to meet the diverse educational needs of parents and children.

The study of historical and pedagogical experience pre-schools different types in developing will encourage to explore the major structural and functional features

preschools different types of modern pre-school education system in Ukraine.

The study of archival materials and dissertations, periodicals, suggests that the issue of determining the types of pre-school education system in Ukraine (the second half of 20th – early 21st century) was not the object of special study.

To address one of the objectives of our study, namely, the theoretical justification typology of pre-school education system in Ukraine is defined concepts: type – sample model form, which corresponds to a certain group of objects, concepts, phenomena. According typological – based on the typology and associated with a particular type of organism of a particular type. Typology is the kind of scientific systematization classification something with common characteristics, using abstract theoretical models (types), which recorded the most important structural or functional features of the objects. An important feature of the typology is that it can cover not only known by grouping targets but also point to the existence of objects, still unknown at that time science. Thus, the types of preschool institutions regard as established practical models that are getting the appropriate scientific and regulatory rationale are theoretical and practical models. That they fixed the major structural or functional features preschools. The main features that combine types of institutions are age children and healthsaving as a technology (N. Denyseiko). Age (early and preschool) determines the age period of life of

children attending preschools educational institutions of various types in each period of the study. Technology healthsaying infants and preschool children begins the process of development is a separation of types of child care, and eventually preschools in types which are different in the specifics of child illness, and therefore content and medical, methodological recommendations for healthsaying these children.

For the first and second periods of our study highlight the main types of institutions on which conduct historical-pedagogical analysis of the typology of pre-school education system in Ukraine.

Nurseries is the theoretical and practical model of institution. The activity of this model is directed to the development, education, training and healthsaying children from two months to three years.

Kindergarten is the theoretical and practical model of institution. The activity of this model is directed to the development, education, training and healthsaying children from three to six (seven) years.

Orphanage is the theoretical and practical model of institution. The activity of this model is directed to the development, education, training and healthsaying social adaptation of orphans and children which are deprived of paternal care from three (four) and seven (eight) years.

Note that names of types are used in accordance with the terms of archival government documents in the first period of research and public documents of the Statistical Office of Ukraine (Kyiv) and sources of educational media (HAC) in the second period of the study. These

documents confirm the originality of submitted names in our typology preschools in the period from 1943 to 2012.

Thus, defining the terminology of the main types of institutions for infants and preschool children – nursery, kindergarten, orphanage, in our opinion, will determine the theoretical grounding and typology pre-school education system in Ukraine for a specified period.



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SPECIAL FEATURES OF INNOVATIVE TECHNOLOGIES INTRODUCTION IN TEACHING AND EDUCATIONAL PROCESS OF UKRAINE HIGHER EDUCATIONAL INSTITUTIONS

The progressive way of modernization of the educational system of Ukraine for today is introduction in the educational process of higher educational establishments of innovative pedagogical technologies and methods. Innovations (ital. "Innovations" is a novelty, innovation) it the new forms of organization of activity and management, new types of technologies,

that embrace different industries of vital functions of humanity Technology is knowledge about mastery. Pedagogical technology it pedagogical and economically reasonable process of achievement of the assured and potentially recreated pedagogical results pre-arranged that includes forming of knowledge and skills of students.

The problems of innovation in the educational system actualize after acquisition Ukraine of independence in 1991 that it was caused by certain socio-political factors.

Motive force of innovative activity is a teacher as creative personality, as a human factor decides during a search, development, introduction and distribution of new ideas. A creative teacher has wide possibilities and the field is unlimited for innovative activity, as in practice can experiment and make sure in efficiency of methodologies of studies, correct them, carry out detailed structure of researches of educational-educator process, offer NT and methods of studies. A basic condition of such activity is innovative potential of teacher.

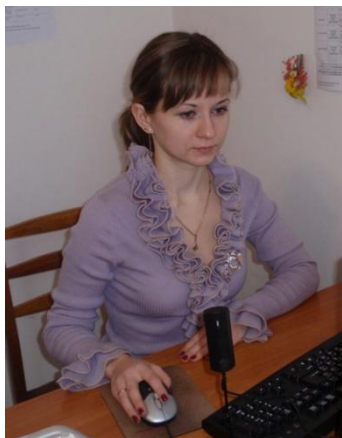
Process of introduction of pedagogical innovations, creative search substantially depend on a morally-psychological climate in the scientifically-pedagogical collective of institution of higher learning, material and technical, sanitary-hygienic and aesthetic terms of lab our. In organization of innovative searches important is a choice of actual scientifically-pedagogical theme, clear formulation of aim and tasks of creative activity of both all collective and every teacher in particular, optimal distribution and corporation of lab our.

An innovative orientation is determined by the corresponding criteria of pedagogical innovations.

On the modern stage priority directions of perfection of educational-educator process are development of individual forms of studies, introduction of the integrated courses, development of info base of educational process, optimal satiation her by CASS, research on the basis of computer technique.

The search of new forms of independent work stipulated creation of the module-rating system of estimation of knowledge of students. Basic intention of the offered technology of studies can be set forth as the differentiated technology after the basic stages of studies and built on the productive and creative methods of studies.

The Module-rating checking of knowledge of students system is aimed at providing of rhythmic work, for what discipline that is studied is broken up on the separate blocks-modules. The module is a complete block of information (functionally completed part of educational material). Experience testifies about expedience of the pedagogical idea stopped up in basis of module method of studies and rating control of knowledge.



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BIBLICAL BORROWINGS AS THE FORM OF INTERTEXTUALITY OF ROWLING'S NOVELS "HARRY POTTER"

The phenomenon of intertextuality is clearly shown in postmodern literature. The concept of intertextuality, despite the large number of theoretical scientific papers, remains poorly investigated. Also, this literary approach has almost never been used in the study of children's literature, especially contemporary, in which "the line between mass and classic, children's and adults' is blurred" [1].

Critics, writers, journalists note that the texts of JK Rowling novels contain many similarities and borrowings from classical and contemporary literature and the Bible. Therefore the problem of intertextual reading of JK Rowling works seems to be actual. Since it is not possible to investigate all forms of textual interaction, we will focus on the analysis of biblical borrowings.

As a kind of intertext textual space of JK Rowling novels "Harry Potter" has direct and indirect quotations from the Bible.

Magical and real world in JK Rowling texts remind realities of the Christian world: Harry has a godfather, Christmas and Easter are celebrated. Harry gives his enemy a chance for repentance. Giving a man the last chance to improve and repent is an important Christian aspect of the text. Evangelical ending of the last novel "Harry Potter and the Deathly Hallows" in our opinion, represents the author's conception.

Christian themes of eternal and all-conquering love, repentance, sacrifice, resurrection are present in the text of the novels. Jeffrey Weiss compares the following lines from the novel with Jesus resurrection: "The last enemy that shall be destroyed is death" [2].

The style of JK Rowling books is marked by simplicity of presentation, exciting intrigue and humor. Biblical borrowings play an important role in the content and the idea of the novels. This type of intertextuality can be found at the problematic, motif, symbolism levels and is the form of dialogical relations with the Bible.

The novel "Harry Potter" by JK Rowling – is unexplored phenomenon of contemporary children's literature. Intertextual method of analysis extends the traditional reading of texts for children and allows us to detect and interpret the features of the writer's fiction.

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CREATIVE ACTIVITY FORMING OF FUTURE DESIGNERS-HAIRDRESSERS IN TEACHING PROCESS

Forming of creative activity, development of creative capabilities in opinion of many scientists depends on practical experience and participating in the different types of activity.

Dependence of development of personality is well-proven pedagogics on influence educational – educator process. Studies to the hairdresser art must be based for this reason on correlation of creative and educational

tasks depending on the degree of mastering of maintenance of material students.

Creative activity of future artists – designers from a hairdresser art related to the search of original characters, ideas, forms, coloured decision during creation and making of own collections and at making of wares from hair.

An important value in preparation of specialists on hairdresser trade is acquired by the methods of studies: individual, individually – group and differentiated.

Individualization in the studies of future specialists on hairdresser trade is examined from position of account of individual features of every student, conditioning for a display and development of the creative making of personality by a choice corresponding to her possibilities, necessities and interests of maintenance, forms and methods of studies and others like that. Individually – the group studies of students from a hairdresser art are successfully carried out during implementation by them individual practical tasks from such disciplines, as: "Design and bases of composition", "Technology of hairdresser works", "Decorative Cosmetology and make-up", which are carried out independently, and also, with the partial advising from the side of teacher.

Differentiation of studies in hairdresser education is entered by dividing of students into groups taking into account the individual features of students.

Subject differentiation provides individual approach in the studies of future artists – designers.

Large influence on development of creative activity forming of personality has effectiveness of creative labour. Therefore it is very important so to plan work of students, that everybody got a task in accordance with his possibilities and capabilities.

General prospects of development of creative activity of future artists-hairdressers are bringing in of students of educational establishment to participating in competitive and exhibition activity. To that end in BTES the center of hairdresser art is created on preparation and realization with the students of competitive activity.



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THE INTEGRATION OF INFORMATION TECHNOLOGIES WITH TRADITIONAL LEARNING IN THE PROCESS OF INDIVIDUALIZATION OF CREATIVE DEVELOPMENT OF FUTURE PROFESSIONALS IN GRAPHIC DESIGNING

Today, once again there is a trend of individualization of learning, aimed at creating the conditions for self-realization of the future specialist. Customization of education in designing is certainly a basis for the creative development of the student. At the same time, the introduction of information technology into the learning

process enables the use of individualized learning in the traditional process of professional and practical training without the additional time it needs.

Individualization of instruction is a complex pedagogical phenomenon, reflecting the current trend of education aimed at the development of a future professional. The emergence of modern information technology has enabled a new approach to the problem of individualization of learning. A promising direction in the implementation of individually oriented education was using the computer product

Despite the advantages and opportunities of modern didactic software for educational purposes that implement a conceptually new solutions in the field of computer information technology, they are underutilized the existing teaching practice. The method of application of computer technology is based typically on empirical approaches, and computer software, tailored to meet the requirements of individualization of learning in vocational and practical training of future specialists are practically absent.

The use of computer-assisted learning (electronic hypertext textbook, interactive creative environment, educational Internet space, computer web-based system based on the principles of distance learning, multimedia courses, the diagnostic test of the shell) in a professional and practical training of students at the expense of individual variability of study and objectives promotes the mastering program material at different levels depending on students individual abilities and personality traits.

Creative development of future professionals will be implemented at the expense of the problem, and creative direction of individual tasks, which should not have the typical solutions and solutions for the traditional algorithms.

Using information technology training to customize training and creative development of future professionals of graphic designing teacher can use a flexible, personalized teaching methods, to offer him additional oriented student blocks of training materials, links to information resources. Since the time factor is not critical, the student can also choose his pace of studying the material, ie can work on the individual program, consistent with the overall program of the course, which is very important in the process of formation creative personality.

New computerized form of training can be applied both within the university and beyond. It is clear that learning with computer technology leads, ultimately, to change the paradigm of education [1], the core of which is the individualized learning in a distributed environment, education and communication.

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PROSPECTS OF AN EFFECTIVE USE OF A FRANCHISE IN UKRAINE

Important component of success is an accurate and full knowledge of the businessman of the essence of franchise, its variety, structure, advantages and possible risks at its use. The franchise can be defined as a way of delivery of production or services to the consumer, way of development of business and a gain of the market on the basis of cooperation material and financial assets and efforts of the various enterprises. The franchise also can

be considered as an agreement at which the manufacturer or the individual distributor of a product or service, protected by a trade mark, gives exclusive rights on distribution on the given territory of its own production or services to independent businessmen (retail dealers) in exchange for reception payments from them under condition of observance of technologies of industrial and serving operations.

There are three principal views of a franchise.

- Commodity franchise;
- Industrial franchise;
- Business franchise or a franchise of a business format [2].

Well-known that fact that that money overwork easier in trade. And the majority of the Ukrainian business innovators used it. Today, when the number of businessmen increased so, that the income of some of them doesn't exceed the salary of the state employee of an average rank, there was a problem of reorientation of business or it's re-structuring. One of the basic decisions is the differentiation of trade enterprises, i.e. the realization of certain changes in the business, capable accurately to allocate the given enterprise against competitors [1].

Firm shops of local manufacturers may serve as an example which differ by the low prices and by the absence of the forged goods. Specialized shops on sale of the high-quality goods of well-known western firms ("Adidas", "Nike", "Hugo Boss", etc.). Orientation to the low prices is always attractive alternative for clients. At

the same time it is difficult to compete in this plan with the city markets, however it is possible to find that golden mean which will attract buyers who live nearby. And not in the last instance it is not necessary to forget about service for clients: the valid relation of sellers, exact calculation of the sum for payment, packing of the goods, home delivery, guarantees and other. These "trifles" can have crucial importance for clients in a choice of this or that shop.

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THE STATE'S ROLE IN THE DEVELOPMENT OF INNOVATION ACTIVITIES

An improving the effectiveness of an innovation activities is one of a key factor out of the state from the economic crisis, as well as playing a key role in a solving of problems of an achieving of sustainable economic growth. The innovation activity in today has become the basis for sustainable economic growth in almost all countries of the world, it allows you to better meet the needs of society, the population in the various types of products and services at significant savings of natural resources and raw materials, it leads to fundamental changes in the technological mode of production [1]. World experience shows that in an economics based on

knowledge, for the development of innovative activities the alternatives simply do not. A design, an implementation and widespread of new products, services, processes become key drivers of a growth of an employment, an investment, foreign trade turnover. This affords the most significant reserves of an improving product quality, a saving labor and material costs, an increase of a productivity, an improve the organization of a production and an increase its efficiency.

History shows that all the main innovations and breakthrough technologies have been created with the active participation of the state [2]. In developed countries, the government encourages the development of innovation by creating the necessary economic and financial conditions, institutional and regulatory environment.

Without targeted state innovation politics can be no sustainable economic development. The role of the state is, first and foremost, is to strengthen innovation in all sectors of the economics.

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AUTOMATION OF ACCOUNTING AT THE ENTERPRISE

Today it is impossible to imagine the enterprise, which does not have computers. To automatize the accounting is currently actual not only, but also necessary to stimulate the activity of the enterprise as a whole.

In the process introduction spreadsheets program at the enterprises based on modern information technologies, workers have a large number of advantages and problems. The problem of the creation or implementation of this system at the enterprise is one of the most difficult, not only in Ukraine, but also in the world.

Under the organization of accounting should be understood purposeful activity of the managers of the enterprise for the creation and permanent continuous streamlining and improvement of the accounting system with the aim of ensuring internal and external who need more information. The introduction of computer technology accounting. The use of computers affect the content of work of the accounting staff: reduces the number of mechanical operations in processing the documents in systematization of accounting indicators, filling registers and reports. When you purchase the software for the bookkeeping you need to conduct a comprehensive assessment of the available software products at the market. Lists the software requirements, as well as its classification allow you to compare objectively the functionality of spreadsheets programs. For building a computer accounting systems use different approaches. The most effective is the approach, which provides for the rationalization of the organizational structure of the enterprise and its accounting. It is optimized in such a way that the introduction of information technology has given the greatest effect.

A promising direction in the creation of computer systems of accounting is the use of networked computer systems. Construction of the automated workplace for the accountants on the basis of the network computers instead of the personal ones will allow the enterprise to save considerable funds for the hardware of each workplace.

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