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FEATURES OF THE PROVISION OF ADMINISTRATIVE SERVICES BY PUBLIC AUTHORITIES: EU EXPERIENCE

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Abstract: To date, the basis for the effective operation of state power is to ensure the rights and freedoms of citizens, as well as meeting the needs of citizens at a high level, which includes high-quality interaction between executive authorities and citizens. The article examines the evolution and features of the provision of public administrative services in the EU countries in the national context and as a general policy. It also considers two concepts of public administration that have dominated in recent decades: New Public Management and Good Governance. It was they who determined the content of modern administrative reforms that began in the Anglo-Saxon countries and spread to the rest of the EU. Based on the synthesis of these concepts, the article highlights the parameters of the "ideal" Western management model, which, like a stencil, can be superimposed on real models of public administration, used in the analysis of administrative reforms in various countries to determine the degree of deviation from the model.

Keywords: Administrative services, Good governance, New public management, Public administration.

1 Introduction

The supreme goal of the state is to achieve the common good. This fundamental category predetermines the directions, limits, and methods of activity of public authority. It is obvious that the content of the concept of “common good” is changeable, it depends on the specific political, socio-economic, and cultural conditions that have developed in the country in a certain historical period. However, modern states that position themselves as democratic and socially oriented focus the bulk of publicly significant activities on meeting the various needs of individuals, as well as society as a whole, that is, on the provision of public services. On this occasion, L. Dyugi once wrote that any kind of state activity and state intervention in public life can only be legitimized by the functions of serving the needs of society [13, 29].

From these positions, the doctrine of public services, which became widespread in the 20th century, has solid constitutional and legal foundations. On the one hand, the constitutions of various countries – to one extent or another, directly or indirectly – but, perhaps, always fix the active functions of public authorities related to meeting the needs of individuals and society. For example, guaranteeing the rights of citizens to education, healthcare, social support, etc. implies positive obligations for state or municipal bodies to organize the functioning of the relevant services. On the other hand, non-state independent organizations may be allowed to carry out certain publicly significant activities to meet public needs (primarily of an economic nature). In this case, considerations of the common good serve as a constitutional basis for a significant restriction of the freedom of this activity and its strict regulation in order to ensure a balance of public and private interests.

However, at the constitutional and legal level, of course, all areas of the considered publicly significant activity cannot be exhaustively fixed, and numerous components that make up the legal regimes of individual public services (subjects of provision, recipients, grounds and legal form of provision, terms, payment, mandatory quality requirements, etc.) [10, 36]. This creates the prerequisites for intensive regulation of the sphere of public services at the sectoral level, primarily within the framework of administrative, budgetary, civil legislation, social security legislation, etc. Moreover, the constitutional framework, as a rule, retains a very wide discretion for the legislator in establishing the legal regime certain services. For example, the relevant activity can be subject to either administrative-legal, or civil-law, or mixed regulation.

In the light of the circumstances noted, it seems extremely important to choose a methodologically correct approach to determining the category of public services, their types and directions for the further development of this legal institution. It is obvious that in these matters it is necessary to focus not only on current political attitudes and various national legal traditions, but also on the experience of countries, in particular the states of Europe, where the institution under discussion was born and has been evolving for a long time.

2 Materials and Methods

The methodological basis of the study was made up of both general scientific and particular scientific methods, among which the following were mainly used: the dialectical method, methods of analysis and synthesis, comparative legal and formal legal methods, the method of generalizing judicial practice, the historical and legal method.

Public services are the subject of study by various specialists, usually economists, political scientists, sociologists, scientists in the field of information technology. As part of the study, the provision of public services is proposed to be considered as an activity regulated by administrative and legal norms for the execution by authorized executive bodies (their officials) of requests from individuals, their associations and legal entities on the use of subjective rights granted to them, including in cases where the implementation of all or some administrative procedures related to the implementation of the relevant powers of executive authorities is carried out by institutions (organizations) subordinate to them.

3 Results and Discussion

Currently, one of the most popular theories of public administration is the model of state-legal organization, which is based on the idea of service public administration. The service concept of the state became widespread in the United States and a number of Western European countries in the 80-90s of the last century. According to it, the essence and purpose of the state is to serve the individual through the effective provision of public services. An important component of public services is administrative services, the provision of which is associated with the exercise of power.

Public services in the national legal order of the states of continental Europe have both common and different features. To designate the phenomenon under consideration in the states of continental Europe, various categories are used, reflecting different theoretical approaches.

In France, the concept of public services has developed, the development and scientific justification of which are associated primarily with the name of L. Duguit, who saw a system of socially useful services in the state [30]. Subsequently, it was recognized in the literature and judicial practice that the duties of certain public services (especially those of an economic nature) can also be assigned to subjects of private law6. Such an approach embraced not only the traditional power prerogatives of the state, but also areas in which relations can be built on the model of civil law obligations. As a result, the category of public services is interpreted very broadly – as any mandatory activity in the general interest, carried out under the guidance of a subject of public law [34].

J.-M. Pontier writes that public service is traditionally defined by its two aspects: organizational and material; the first is associated with persons performing public service (subjects of public law, as well as authorized subjects of private law), the second - with the content of activities, the main goal of which is public benefit. At the same time, the author notes that the concept of public benefit as a necessary condition for the functioning of the public service is relative; in a country like France it is constantly changing with the times, and also with the ideas of the political leaders, who determine, with some control by the courts, what constitutes the public good; The situation is further complicated by the fact that the public benefit is interpreted differently in different states, which is determined by the peculiarities of their history and culture [17]. In general, as E. V. Talapina rightly points out, public services in the French doctrine are a generic concept that combines all types of generally significant and mandatory activities of public persons both at the national and local levels, including material activities (justice, post, telephone, water, gas, electricity, garbage collection, kindergartens), financial activities (subventions, loans, social assistance, allowances, scholarships), cultural activities (public education), etc. [50].

Thus, it would be incorrect to designate the category of French public services with the term "public services", since, firstly, the phenomenon of services covers both the activity itself and the subject of its implementation in their unity and, secondly, the functioning of services is not always provision to private individuals. For example, access to certain services and their property may in principle be prohibited for citizens under the threat of criminal punishment (weapons, barracks).

Important for the institutionalization of public services was the fact that since the beginning of the 20th century, in the French doctrine, it has become generally accepted to extend the legal regime of objects of public property (domain public) to property intended for the needs of public service [1]. At present, to be precise, we are talking about property that belongs to a subject of public law and is specially adapted for the implementation of public service functions [5].

The French concept of public services, including the legal regime of their property, taking into account certain transformations and national specifics, was adopted in many states of the continental legal family (Spain, Italy, Latin American countries, etc.).

However, in a number of countries, mandatory publicly significant activity has received a slightly different interpretation. First of all, it is about Germany, where the category "public administration" is used as the base one, which is divided into two types: negative – interference and restrictions (Eingriffsverwaltung) and positive – the provision of public services (Leistungsverwaltung) [21]. Thus, for example, ensuring public safety and order from the standpoint of German law, unlike French law, is not covered by public services. The German doctrine of public services, the formation of which is associated mainly with the name of E. Forsthoff, is based on the concept of "life support" (Daseinsvorsorge) introduced by him [21]. The state is responsible for life support, which can use both public law and private law forms of providing public services; At the same time, in recent decades, the state has been moving away from monopoly production and the provision of public services, remaining only a guarantor and delegating the relevant functions to subjects of private law [15].

In accordance with the German doctrine, in contrast to the French, property used for the provision of public services does not constitute a special "public property", however, in many cases it can be classified as so-called public things (öffentlichen Sachen) – objects of property that belong to different persons, but are always burdened with use in the interests of the common good, in this case they are intended for the provision of public services [17].

Thus, France and Germany have proposed alternative doctrines of mandatory publicly significant activities of the state (service public and Daseinsvorsorge), which are still considered as competing [37].

Of particular interest for practice is the normative regulation of Belgium, in which there is no single codified act that would regulate the process of providing administrative services by public authorities [2-4]. However, the presence of legal norms in certain legal acts does not create barriers for the activities of public administration bodies. The relationship between public authorities and citizens in Belgium is regulated by the Public Service Consumer Charter, the Public Administration Decision Act, etc.

Legal regulation of the provision of administrative services in Sweden is carried out primarily by the Law on Administrative Procedure [18]. The Government of Sweden has developed a "National Interoperability Strategy" [7], which provides for measures to implement e-government, ensure organizational, semantic and technical compatibility, and legal interaction between public authorities.

Mention should also be made of the formation of a pan-European doctrine of services of general importance. In the 90s of the last century, in the conditions of the formation of a pan-European market, the sphere of public services (life support) becomes more open, competitive principles penetrate into it [14]. As a result, within the framework of European integration, the national concepts discussed above were adapted, and the corresponding basic concepts began to disappear from the acts of the European Union. Today, in EU documents, instead of the expression "public services", the term "services of general interest" (SGIs) is increasingly used, which are mentioned in articles 14, 106 of the Treaty on the Functioning of the EU and a separate Protocol No. 26 on services of general interest (as amended by the Treaty of Lisbon 2007) [20]. At the same time, in European literature, these terms often continue to be used as synonyms, but already in the sense that EU documents put into them.

The wording of the basic acts of the EU, including after the signing of the Lisbon Treaty, fixes the concept of services of general importance only in general terms, in connection with which numerous documents of the European Commission, reflecting the process of transformations in this area, acquire a special role in the interpretation of this category. Thus, in 2007, the European Commission came to the conclusion that this term combines economic and non-economic services that public authorities qualify as having a general meaning and impose on them the corresponding specific obligations. This means that namely the public authorities at the appropriate level decide on the nature and scope of a service of general interest; at the same time, public authorities have the right to provide the relevant services on their own or entrust their provision to other persons, both private and public, acting on a commercial or non-commercial basis [39]. However, regardless of who owns or manages SGIs, their activities are subject to intense regulation in the public interest. Any detailed regulation of the legal regime of the property basis of services of general importance is absent and hardly possible, since Article 345 of the Treaty on the Functioning of the EU establishes that the agreements concluded do not in any way prejudice the systems of property rights existing in the Member States.

Services of general interest are divided in the EU into two types: services of general economic interest and non-economic services of general interest [6; 8; 9]. A clear distinction between them has not been made; the criterion for differentiation is not the service sector, not the status of the subject and not the method of financing, but rather the nature of the activity and the conditions in which the service operates, that is, the functional approach is applied [35].

Services of general economic interest (SGEI) include transport, postal, telecommunications, electricity, gas, water, public broadcasting, waste management and other services necessary for the normal functioning of the economy as a whole, for the well-being of all members of society [36]. EU Member States are competent to provide these services, commission and finance their provision, subject to the principles and conditions for the operation of services of general economic importance established by the European Parliament and the Council [13]. A service is considered to be economic if the relevant services are generally provided for remuneration, and it is not necessary that the recipient of the service pays. Therefore, the same enterprise can provide both economic and non-economic services, and such a distinction is extremely important from the point of view of the operation of EU rules [21].

Non-economic services of general interest (NESGIs), according to the European Commission, cover, first of all, “the traditional prerogatives of states”, in particular the police, justice and statutory types of social security; At the same time, EU acts do not limit the competence of Member States to provide non-economic services of general importance, to entrust or organize their provision, taking into account the observance of the general principle of non-discrimination [17]. Thus, insofar as public services (services) do not affect economic activity, competition issues and the functioning of the common market, they are regulated at the national level.

Within the framework of services of general interest, the so-called social services of general interest (SS-GI) are singled out separately in the EU documents; special studies are devoted to them [38]. According to the European Commission, such services can be either economic or non-economic in nature, depending on the specific areas of activity. Despite the lack of formalization, it is believed that social services are divided into two types: firstly, statutory and additional social insurance, organized in various ways and covering the main life risks associated with health, old age, accidents, unemployment, access to pension and disability, and, secondly, social support services in difficult situations, employment and vocational training, social housing and long-term care, etc. The analyzed services are organized, as a rule, at the local level and are largely dependent on public (budgetary) funding [34].

One of the main directions of state policy in the field of administrative services is to improve their quality. The issues of improving the quality of administrative services occupy a separate place in the policies of European states. In the UK, in 1991, the Citizens' Charter was developed - a 10-year program whose task was to raise the standards and benefits of administrative services, improve their organization and distribution [11; 12; 19]. The Charter of Citizens consolidated the principles that are fundamental in the activities of state institutions and organizations, including: clear standards of services, openness and completeness of information, provision of consultations to the population and the possibility of choosing services, their usefulness and effectiveness, the right to appeal in case of unsatisfactory quality of services [16]. In general, the Charter contributed to a better understanding by the population of their rights when receiving services, and also created the prerequisites for changing the psychology and legal culture of civil servants themselves [5]. In order to assess the practical results of the work of state bodies, institutions and organizations that provide administrative services, the so-called tables of compliance with service quality standards were introduced. Subsequently, the concept was revised and included in a broader executive improvement initiative, the Modernizing Government White Paper, which is a long-term program to reform the entire public administration system [31-33]. This reform was implemented in five areas: ensuring an integrated approach to the development of state policy; increasing focus and responsibility for the distribution of public services; improving the quality of public services through the development of reporting programs; use of information technologies; modernization of the civil service [22; 24-28]. To ensure public control over the implementation of the “Modernization of Government” program, regular notifications were introduced through the media to monitor its implementation.

Similar programs and documents aimed at improving the procedures for obtaining administrative services were adopted in France (for example, the Charter of Marianne) [18], the purpose of which is to simplify the access of citizens to state bodies providing services to the population. Other countries in Europe were no exception, where documents were also adopted that contain specific initiatives or proposals for reforms in the quality of administrative services (Charter of rights for consumers of public services in Belgium, Supervision of quality observance in Spain, Charter of observance of quality in the provision of public services in Portugal). The main purpose of their adoption was to improve the response of public sector institutions to the needs of the public, in particular, through focusing on the final results of their activities.

In the UK, for the nationwide “Charter Seal” award for satisfying the needs of consumers of public services, the quality of the latter is assessed according to ten criteria: the existence of developed standards, the possibility of choice, the availability and usefulness of services, the right to appeal in case of poor quality, efficient use of resources, respect to the rights of citizens, the introduction of innovations, collaboration with service providers, feedback from the population, the degree of satisfaction of consumers of services [16]. Such a competition performs regulatory and stimulating functions in the field of improving the quality of administrative management and bringing it closer to the needs and interests of citizens.

It should also be noted that today the study of international practice and the introduction of theoretical developments related to the formation of a management model based on the addition of the service-oriented approach of the “New Public Management” concept to the network approach of the “Good Governance” concept are being activated, in which the interaction between the subject of provision and the subject of circulation will be based on tools of e-democracy.

In the context of developing a new approach to managing the system of providing administrative services, the strategic task is to reorient the perception of the subject of circulation not only as a client of the service activities of the subjects of provision, but as a co-producer of management decisions [40-45]. Achieving an effective result is possible only through the promotion of the promotion of the electronization of management processes and a complete transition to electronic management.

Trends in the development of the information society require the management of the system of providing administrative services to use modern information and management technologies that allow networking of the three sectors in management to solve systemic problems, harmonize different and conflicting approaches to institutional, organizational, information technology and resource support for the system of providing administrative services.

The European Union, in order to stimulate a more active participation of national governments in the implementation of the concept of e-government, is testing the level of development of e-services for public administration in all member states.

In recent years, there has been an increase in the development of electronic services and an increase in public interest in them. Thanks to e-Administration, cooperation is developing between employees of public administration institutions at various levels with individuals or legal entities to address their needs. The computerization of public administration has produced tangible results [37]. Currently, services are provided, the possibility of which does not depend on the place of residence of the consumer, thanks to which a citizen or an employee of a company is not obliged to leave his home or office to resolve any issue that requires contact with the state administration. As a result, the efficiency of the services provided has significantly increased, and the costs of their implementation have become lower [30].

It was within the framework of New Public Management (NPM) that the concept of “public services” was formed, which the authorities, by analogy with private companies, are obliged to provide to the population, which in turn has turned from citizens into consumers. In order to improve the quality of these services, and, consequently, the efficiency of management, it was recommended to radically rebuild the traditional bureaucratic system by decentralizing and increasing the autonomy of its individual links (up to the transfer of certain state functions to outsourcing to private companies), sharply strengthening its focus on the citizen/consumer [46-49]. For the same purpose, it was recommended to create a competitive environment in public administration and more actively stimulate officials financially for a high end result, instead of using a reward system based on the ethics of “service to society”. In other words, it was about the transfer of technologies developed within the framework of corporate governance to state structures.

Conceptually, the ideology of NPM was based on some provisions of microeconomics and the theory of organizational management [13, 37]. Hence the desire of the supporters of this management program to optimize administrative processes (“process above hierarchy”), focus on the final result (“results not processes”), principled apoliticality (“production not politics”) and the cult of an effective manager who is able to recharge his energy and vision of ordinary people-performers.

It was such a progressive manager, who mastered all modern management technologies, who was called upon to replace the “traditional “tangerines” focused on the ethics of public service and corporate responsibility” [15]. According to E. Samier, the cult of a leader who is able to knock officials out of a well-trodden rut and force them to work in a new way can be seen as an attempt to oppose rational legitimation typical of traditional bureaucracy with charismatic legitimation. However, the charisma of effective managers was based not on the mysterious magic of power, but on the knowledge acquired in courses on managing people, and in this sense was “kitsch” in nature. In fact, it came down to the ability to clearly formulate goals, motivate subordinates and reduce costs [1].

Reliance on effective managers was harmoniously combined in NPM with a pronounced technocratic orientation, so the introduction of information technologies into public administration became its most important component. It is no coincidence that the term “electronic government” itself was introduced in 1993 by US Vice President A. Gore as part of the preparation of the “National Performance Review”, which contained a sharply critical assessment of the state of federal administrative structures and recommendations for their radical restructuring in the spirit of “new public administration”. At the same time, A. Gore called for “changing the very culture of public administration”, calling “optimism” and “effective communications” the key to success [23]. If a new type of manager was responsible for optimism, then effective communications were designed to provide information technology. It was assumed that with their help it would be possible to dramatically improve management efficiency and reduce costs [51-53]. Thus, the managerial management model is characterized by a radical revision of the traditional place of the state in the life of society, since it gives priority to the approach to the state as an employee, whose main function is the production of socially significant services.

As an ideology, the “new state management” quickly acquired a global character, although it was most actively implemented in the countries of the Anglo-Saxon tradition, where the professional bureaucracy of the German type never took root.

The model of a “customer-oriented” state lays a new meaning in the concept of "efficiency". In the traditional bureaucratic management model, a decision made according to a rationalized procedure is recognized as effective. In the managerial management model, another – economic – interpretation of efficiency is laid. It is she who “is what distinguishes public management as a set of principles and practices from the more familiar *public administration*” [16]. Supporters of the new public management, of course, recognized that the activities of state structures could not be assessed using a single criterion (by analogy with profit in the private sector), but they believed that the very search for such criteria could have a beneficial effect on the state of public administration.

A number of researchers have expressed doubts about the applicability of management methods in the private sector to the public sphere. Opponents of convergence rightly noted that the state, unlike the market, is focused on satisfying collective interests, and the goals of its activities are defined very vaguely (to serve society, maintain law and order, reduce inequality, improve the welfare of citizens, etc.). In other words, the state is not an earning, but a service system; it is more characterized by cooperation and paternalism than competition.

While in the private sector there is a direct relationship between commercial success and the quality of the service provided to the client, the provision of services by public institutions is not dependent on the operation of market mechanisms, but rather is determined by law and the political assessment of socio-economic priorities [54; 55]. Obviously, state institutions are subject to more pressure from political forces, interest groups, taxpayers and voters than private companies. For this reason, the state cannot have one single rationality – the economic one. It cannot organize the production and sale of public services according to market rules; on the contrary, it is forced to reconcile conflicting values: justice, efficiency, democracy, equality. The artificial imposition of competition, on the other hand, may lead to the orientation of state structures towards making profit and maximizing indicators to the detriment of the provision of those services that do not bring the desired effect, but are nonetheless socially significant.

Pushing public administration into the sphere of market relations leads to the erosion of values among civil servants and the erosion of the essence of public service as an institution of service to society. Technologies of private management in the pursuit of financial and economic efficiency of management overshadow the “social mission” of the public service.

The shortcomings of the managerial approach to public administration provoked the emergence of a new management model, called “Good Governance”, or “decent management”. Basically, the new paradigm is focused on overcoming such shortcomings of the new public management as the secondary importance of solving social problems and, as a result, increasing the level of social inequality and poverty, especially in developing countries; erosion of the role of the state and civil servants in public relations; emphasis on the universality of the proposed reform methods instead of taking into account the institutional context of each country. Good Governance emerged as a new paradigm in the practice of administrative reform in the late 1990s-2000s [29].

As a separate management model, along with the new public management, Governance took shape in 1997, when the United Nations Development Program “Governance for the Sustainable Development of Human Resources” was published. In accordance with the Program, Good Governance is understood as “participation, transparency, responsibility, efficiency, equality and the rule of law”. In addition, this model aims to maximize the scope of public participation in governance and “ensures that political, social and economic priorities should be based on common consent in such a way that the voices of the poorest and most socially excluded groups of the population are heard in public decision-making” [13]. Obviously, Good Governance in this sense goes beyond the managerial context, where society was assigned the role of a consumer of public services, but not a co-producer.

A peculiar slogan of this paradigm was the expression “from Government to Governance” (from government to management), which marked the transition to mostly decentralized collaborative communities (networks) in which the state, business and civil society equally participate in the division of power. And if Government (government) meant differentiation, on the one hand, of performers, civil servants, and on the other hand, political leadership, then Good Governance is outside this dichotomy and involves an institutionalized dialogue between the state and civil society. This model focuses on partnerships in which politicians and civil servants make decisions jointly with other sectors of society. It should be noted that it is Good Governance that attaches great importance to the promotion of computerization of government processes and the transition to fully digital operations.

The specificity of Good Governance is also manifested in the fact that, within the framework of this management model, the need to focus on the institutional context of the state in which it is implemented is emphasized. Thus, it seeks to overcome the "illusion of global convergence" of the new public management, which has led to far from the most positive results in a number of developing countries. Internal support for reforms, responsibility of participants in the process, a developed system of ownership, as well as the cultural context and history of the recipient state are factors in the successful integration of Good Governance into the administrative practice of European states, for which historical and national specificity plays an important role.

4 Conclusion

In contrast to the new public management, in the model of good governance, the state is characterized by a greater degree of presence. If the managerial paradigm considers the state only as a "steering" political process, then Good Governance assigns it the role of a full partner and participant in the adoption and implementation of managerial decisions.

Proponents of the concept of decent governance rightly believe that in any case, in any interaction, the state cannot be excluded from participation: even in the interaction of citizens and business, it must have complete information in order to perform a monitoring and regulatory function, which is observed today in most EU countries and can be taken as a basis for reforming the system of providing public administrative services in other regions of the world. The combination of NPM and Good Governance is flexible enough to fit into almost any system of government.

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GENDER FACTOR, DIAGNOSTIC COMMUNICATION AND OTHER PARAMETERS AS EXTRALINGUVISTIC-PARALINGUISTIC ELEMENTS OF NON-WORD COMMUNICATION

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Abstract: The article is devoted to a number of issues of non-verbal communication. Although it was formed relatively late, the study and clarification of some of its parameters are relevant for our modern era. Gender differences in the expression of non-verbal communication have been touched upon: giving statistical indicators regarding the facial expressions and gestures of women and men, diversity regarding the tone of voice, etc. It has been noted that in some countries, women's language is entirely different from men's, so they do not understand each other's language. For this reason, they build communication relationships only on body language. Diagnostic communication issues are also of interest to the modern business world. Therefore, examples of the conduct of personnel diagnostics in some companies are given, and the historical roots of personnel diagnostics are examined. According to some Hindus, the process of eating is a private process. Even personal life can be hidden from others. Therefore, the eating process should be protected from prying eyes. Then, the "silence" factor is presented as an element of non-verbal communication and analyzed based on interesting examples. Finally, intonation and its components, which are paralinguistic means of non-verbal communication, are discussed, and interesting facts are presented. Descriptive, comparative, historical-comparative, and other methods were used. It shows that searches related to the problems in the article have a particularly informative and scientific load both for modern business life and for the base of the science of non-verbal communication, a relatively young field of linguistics.

Keywords: Diagnostic communication, Extralinguistic elements, Female, Gender differences, Male, Non-verbal communication, Paralinguistic means.

1 Introduction

In our time, in a century when the whole world is involved in “global communication” through modern technologies, communication issues are attracting the attention of scientists. Naturally, non-verbal communication, which is the “behind the scenes” of this communication, is also the focus of linguists and psychologists as a topical issue. It has also become the research object of specialists in psycholinguistics, sociolinguistics, and other relatively modern sciences [4, 5, 6, 7, 8].

At international scientific, business, political meetings, conferences, and events organized worldwide, non-verbal communication comes to the fore, perhaps more than verbal communication. Because people here usually do not speak their native language, they communicate in a common language through interpreters. In this regard, there is a need to penetrate the subtleties of non-verbal communication in order to make speech more effective and attractive and to have an emotional impact on others. That is why we are moved to address this issue.

The main aim of the research is to show the role of extralinguistic and paralinguistic factors in non-verbal communication, which is more important than speech in the modern technology century. For this purpose, the gender factor, diagnostic communication, time, intonation, its elements, and other factors have been included in the study.

The objectives of the research are to identify and analyze the role of the features and functions of the above-mentioned elements of nonverbal communication in the communication process and business communication. The scientific novelty of the research is to study for the first time in Azerbaijani linguistics, comprehensive scientific gender differences, diagnostic communication, intonation, and its components in the field of business communication.

2 Literature Review

In Azerbaijan linguistics H. Ahmadov, A. Hasanov, H. Bayramov, and A. Maharramov (2000), in the textbook named “Pedagogy and Psychology of Management,” discusses the relationship of intonation with human character and profession [2]. However, they do not touch on other qualities of intonation and do not give detailed information about it. R. Verdverber and K. Verdberber (2007), in their study “Psychology of communication,” worked on the issues of communication through intonation [12]. Azerbaijan famous linguist M. Adilov (2014) described and studied the differences in communication between men and women on the basis of verbal communication in his book “Entertaining Linguistics” [1]. A. Bernadsky (2015) touched upon the issue of gender differences in non-verbal communication of the opposite gender and analyzed it only from a statistical perspective. In his “New Language of Body Movements,” A. Pease (2020) links the facial expressions and gestures of women and men, in general, the differences in non-verbal communication with the functions of their brains [9]. However, he ignores one of the reasons for it — the fact that verbal communication between men and women is different. Psychologist A. Kiryanova (2020), in her work “As a man eats, so he is,” analyzes the regularity of business and business life with the behavior observed only during food intake [7].

3 Materials and Methods

The comparative and descriptive method takes a leading position in the article. The following components of this method have been used: component, quantitative analysis, sociological, psychological, logical, classification and systematization.

In the process of research, personal observations on facial expressions, gestures, behavior in domestic and official-business situations, researches of local and foreign scientists, linguists, psychologists carried out in this field, units of speech related to official-business styles of Azerbaijani language, examples of monologue and dialogic communication, speech labels have been used as material.

4 Results and Discussion

The role of the gender factor as one of the extralinguistic elements of communication, as well as non-verbal communication, should be emphasized. For comparison, a woman can pronounce 6000-8000 words a day, use 8000-10000 gestures and facial expressions without any tension. Men, on the other hand, pronounce 2,000-4,000 words a day and use 2,000-3,000 gestures and facial expressions. Psychologists also taking gestures and facial expressions as words, summarize them and show that women use an average of more than 20,000 "words" per day [5, p. 19-23]. Therefore, when talking about the culture of language and speech, the role of non-verbal elements (gestures, etc.) in the culture of behavior shouldn`t be forgetten. From this point of view, the following remarks in J.Jabbarli’s play “Sevil” attract the attention:

Laughter: Father! Take off your hat, it is impolite to sit with a hat on next to dear guests ... [3].

Men use about 6,900 “words” a day (including facial expressions and gestures, which is much less than women’s “performance”). The results of psychologists’ researches show that men want to hear a high tone, but women — a low tone.. The tone of a woman's voice is a perfect expression of what she means. Women use 5 tons when talking. Most men understand only three of these. The words that women pronounce reflect less than 10% of the information they want to convey. Because words are not the key in a woman's speech. They convey most of the information through tone of voice, intonation, emphasis, and other elements of expression.

Men, on the other hand, can repeat even less than one-third of women's facial expressions. Men try not to use facial expressions and hide their feelings to protect themselves from the attacks of people around them. When they are surrounded by other people, they look frozen. This is due to the role of manhood given to them by nature. Because they do not want to be victims of anyone or anything. They always want to win and be superior.

But the mask on their faces and the expression on their faces do not indicate that they are emotional. Like women, they are emotionally exposed. But they do not want to show their feelings anywhere and to anyone.

Women usually change their facial expressions 6 times while listening to the interviewer. They understand the content of the conversation through non-verbal signals: tone of voice, volume, timbre, etc. Men do not want to use this method. They think that repeating the facial expressions of the interviewee, often changing facial expressions, is not a quality worthy of men. However, A. Pease rightly points out that this is what it is necessary to do in order to please and gain sympathy of with women [9, p. 275]. Even according to the research of psychologists, if a man repeats the gestures of his wife, it means that he is not the main one at home and has no an effective and powerful "verbal speech", but a woman does.

There are a number of natural languages (Zulu, Yana, etc.) except, for religious and other reasons which have variants of female and male speech. Each variant is distinguished by different lexical, grammatical and phonetic features.

There is always peace and tranquility in the houses of the Tadju people living in the mountains. Because here men and women have different languages and everyone speaks their own language. These languages are also called : "Language use by men", "Language used by women". As a result, husbands and wives often remain silent or use facial expressions and gestures because they do not understand each other's language.
In modern times, there are differences between men's and women's speech: girls and women use more diminutive, cherished forms, evaluative and emotionally-expressive expressions. They used less rude expressions than men. The intonation of women's and men's speech also differs.

The English language spoken by English women differs from the language used by English men in its structure and pronunciation. This language is also different in terms of accent and intonation: "*How beautiful it is!*". Such expressions are still learned from school age. These exclamations are used even when there is no real moment of emotion or excitement, but this way of speaking, as the English themselves say, makes a woman look like a real "lady".

Because girls and women are more emotional, they use more tools — interjections, exclamations, and rhetorical questions to increase the power of speech than boys and men. For example: "*Wow; this is so much horrible*"; "*It was great! This is so important!*"

Studies have shown that the words that women prefer in speech are: "can be", "maybe", etc. Their speech differs from men's speech in terms of mental and aesthetic qualities. Men's and boys' voices are aggressive and "strong". M. Adilov also has interesting views on these issues [1].

In the Central Asian republics — in some regions of the Caucasus, the fact that women did not go along with men, but far behind them, when traveling together, was interpreted as an example of patriarchal-feudal life. However, this custom has a very ancient history. Thus, according to the most ancient way of life of those peoples, during the tribal period, the head of the tribe (man) had to go ahead of his wife to protect his family from the attack of an enemy tribe or wild animals (in the desert). When standing, putting feet at a certain distance from each other is a gesture only for men — power, preference.

4.1 Non-verbal Communication and Diagnostic Communication

Diagnostic communication is a type of communication in which the main purpose is to form a certain idea about the interlocutor or to get some information (communication of the head of the personnel department in the recruitment process, communication between the doctor and the patient, etc.). Here, as in the previous case, the partners are in different positions: one asks, the other answers. To get a comprehensive answer, the questioner must be able to ask honest questions.

However, sometimes non-verbal methods of diagnostic communication are more effective. For example, according to the research of psychologists, the way people eat can determine how they behave in business. It is no coincidence that in ancient times, candidates were invited to a dinner table before being hired.

Psychologists explain the regularity between a person's diet and business life as follows: A person will treat his colleagues and work according to how he eats, how he treats food and others: If he eats fast, energetically, with appetite, he enjoys eating. However, if they have a high level of education, understand the culture of food and do certain cultural activities, then such people will be good workers and can be hired.

If a person ate badly and slowly, behaved unitidy, and disrespected his employer and other participants in the lunch process, he would not be hired. Because they thought that if a person did not have a culture of eating, or if he ate badly, little, slowly, then he had physical and mental defects. This will not allow him to work well. This is explained by the fact that such people are very energetic and do not like to slow down in business. They are purposeful, it is possible to establish business relations with them (recruitment, etc.).

Sometimes a person covers his food with his hands (because it has long been considered that food is a troply). When they eat, they become completely addicted to this "process". At that time, do not even think about taking a piece of his food. You will regret his rudeness. Such a person, of course, will be energetic in his business life. But at the same time, he will show selfishness in his life. He will think only and only himself. When he earns money, he becomes so involved in this "process" that he can completely forget others. The interests of collectivism are also forgotten.

People who eat very slowly, without an appetite, are not able to work in a team that requires activity and energy. Most likely, they also have health problems. Because all celebrities write that a normal person (health is meant) should eat with appetite. You can compare it with yourself. If you eat neatly, quickly, with appetite, then your health is in order. If you always feel full after eating a certain amount, then everything is fine and you have no problems with energy metabolism in your body. As a result of research, A. Kiryanova discovered the fact that people who love sweets are not (often) people with a "sweet" personality. On the contrary, they are complex and difficult people. They need kind words, praise, and attention. It is very important for such people to have a positive assessment of their work. It is advisable to use praise and rewards to find a way to the heart of such employees. They must eat dessert and sweets after meals. In business life they want the same: praise, kind words after work [7].

Scientists have long observed a very interesting pattern in children's eating habits: If children ate food they didn't like before and keep what they liked later (for example, sweets, tasty cutlets, etc.), they would more successful in business and life in the future. Because they were able to enjoy it as a child, to keep the most delicious and good things to the next level. But those children who could not stand it, immediately "brought in" the most delicious food, the best parts of the food, and then took away the porridge, the food they did not like, and they faced difficulties in future work and life in general. Even when scientists used to tell these children during the experiment that if they don't eat this cake now, they will be given 2 cakes, but still such children couldn't control themselves, and their desires, they ate the cake immediately. As a result, scholars have advised their parents that if they want their children to succeed in business, they need to work with them, cultivate patience, the ability to listen to those around them, the ability to enjoy, and keep good.
One woman turned to a psychologist and said: "*I have no success in my work life. At first, my work is successful and well. Everything is ideal when I start implementing my projects at*

work. Then I immediately lose interest in this work and I do not have the strength to finish the work I started". (She says the same thing happens in her personal life). "*I leave my work, my projects, my innovative ideas halfway*". The psychologist asks: "*Do you like juicy breads?*" The woman is very surprised and answers: "*Of course I love delicate, soft, light, fragrant smell... "* Psychologist:"*Tell me, how do you eat it?*" The woman said, "*Of course, first I eat the tastiest part of it: first – juicy peel, the raisins. Then, if I am in a good mood and have an appetite, I will eat the rest*". Psychologist: "*From a psychological point of view, it is necessary to eat juicy bread whole. If so, success will return to you*".

Of course, this psychologist is right in some ways. So observe yourself and others, people never reveal their character, nature as well as they do when they eat. It is no coincidence that in some "Hindus": Maya, Aztecs, the process of eating is considered only a private process. According to them, even intimate life can be shown to others. It is only necessary to take food alone, to eat alone without outside observers. Therefore, they eat alone or in the company of very close people so that outsiders do not see and know how they eat. Here, is the truth too. It should be remembered that the process of eating opens the inner world of man [7]. So if you want to know your co-workers or colleagues, or if your boss wants to learn about the character of your employees, you need to observe them during meals.

In some Japanese companies, personnel diagnostics are carried out as follows: the president of one of the Japanese companies checks the candidates by cleaning the trout. He tried to determine the character of the candidates based on how they separated the flesh from the bones. The president of another firm was watching the candidates' smoking habits. If a candidate holds a burning cigarette between his thumb and forefinger and breaks it when he puts it out in an ashtray, the president thinks he is indecisive, always dissatisfied with everything, and prone to aggression. If the candidate turned the tip of his cigarette in his hand, in the opinion of the President, it is likely that he is a person who keeps his thoughts and intentions secret. The president, who turned off the cigarette by turning it in an ashtray, considered him a man of divinity.

4.2 Silence as an Element of Non-Verbal Communication

There is an opinion that silence is a sign of consent. However, the Visxram language has its own interesting features. It almost does not serve communication. Vishrams have no need to speak to break the silence. They never miss. In our language, it is clear that conversation is not necessary in comparison with the situation of visiting. The Hindu comes to his friend's house, sits there more or less, and can leave without saying a word. His friend later said: "*Someone came to me yesterday*". It is fact that the person has suffered when visiting is considered a satisfactory element of communication. If ones does not have a word to say when he (she) goes to someone, the conversation is not necessary.

Silence is also used for various purposes in business. Psychologists cite the following example of the "method of rejection": The method used by the former President of India, Jawaharlal Nehru, to get rid of unwanted ideas and requests was very effective and confused and put out. He was completely silent in such cases. He did not protest, just kept quiet. When his silence was unbearable for the applicant, the applicant repeated his request or opinion in the hope of hearing the word. But, unfortunately, he still heard only what he said. The applicant already wanted to hear at least a rejection from him. And finally ...he achieved his dream: he heard a rejection from J. Nehru. Even then, that person died with a sense of gratitude and respect [11, p. 398].

4.3 Paralinguistic Means of Non-Verbal Communication: Intonation

The most important of the paralinguistic tools is intonation. Timbre, melodicity, rhythm, strength and speed of sound are its components. In ancient Greece, students who wanted to master the art of acting were handcuffed so that they could excite the audience with the power of intonation. In nineteenth century in France, students were hung with 15 bells tied to a rope to accustom them to the art of acting, so that students could convey their emotions through intonation without the use of gestures.

The study of intonation in linguistics began in the 16^{th} century. The first book in this field was developed in 1912 at the Department of Phonetics, University of London. Now it is possible not only to hear the intonation, but also to "see" it. Along with linguists, physicists, mathematicians, other experts are investigating intonation. It gives a variety of information about the speaker: "*his mood, attitude to the subject, interlocutor, character and even ... his profession!*" Abul Faraj, a well-known scholar of the thirteenth century, also spoke about this feature of intonation: whoever speaks in a low voice, he is undoubtedly very sad; who speaks in a weak voice is very cowardly, timid and fragile, he who speaks in a deafening ringing voice and incoherent is a fool [2].

The scientists who have made special contributions to the study of intonation in Azerbaijan are: A. M. Demirchizade, A. A. Akhundov, F. Y. Veysalli, S. M. Babayev, D. N. Yunusov, F. H. Zeynalov. "Feelings can be conveyed only through the power of intonation, that is, the regulation of sound, speed, loud or slow pronunciation, and the gestures that accompany speech. The same phrase can express many emotions in a speech with thousands of variations" [12]. Psychologists have identified 10 emotional states: joy, fear, surprise, indifference, anger, sadness, hatred, shame, resentment, subtlety Altough the state "respect" has been previosly included into this list, it was later analyzed by intonation experts and removed from the list. Because its vocal cords and intonation were considered "non-emotional". Each of the 10 emotional groups mentioned above combines 3-15 types, and has its own intonation. Intonation is called the "salt of speech". It is compared to a wavy sea: Intonation is the surface of the ocean. Here, the delicate waves move up and down. Then the small kernels are followed by the big waves. The philosopher F. Nietzsche explains the connection between language and music very well: It is not the word that is more understood in speech, but the tone, accent, melody and speed of the sound in which the wordds are pronounced. In short : music hidden behind words; the passion, interest, enthusiasm hidden behind the music; the identity hidden behind passion: that is, everything that cannot be expressed in writing..." They even call music and speech "two servants of one master". Even the first piece of music was written in alphabetical order by the Sumerians before the invention of the note! [10, p. 29].

The poet A. Block also mentionded great importance of intonation and harmony and wrote: "The poet is a child of harmony and takes his rightful place in world culture: he is entrusted with three things: first, to separate the necessary sounds from native, eternal nature; second, to shape these sounds; finally, to present that harmony to the world" [Block: 1971, p. 12]. These thoughts of A. Block are the facts proving that the sounds of nature are the same as the sounds of language, that speech is derived from the sounds of nature.

Linguists have determined that even the simplest sentence can be pronounced in more than 20 intonations. The word "intonation" comes from the Latin word "inpare", which means to pronounce aloud. But this does not mean that the word should be pronounced loudly and aggressively. Intonation is the main means of expression. In some studies, its essence is weakened; it is written as an increase or decrease in volume. Such simplification is not true; all shades, colors, changes in the sound are related to intonation. To put it mildly, a person's joy, sorrow, love, anger, hatred, and mood as a whole are reflected in the intonation. If it is possible to say so, intonation is an external indicator of a person's inner world. He states the purpose of the speaker. Oral speech is more specific than written speech because of its intonation.

The real meaning is not in words, but in how they are pronounced. Ch. Andronnikov, who writes stories for oral reading on the radio, distinguishing between spoken written words and shows that the word can be pronounced in dry, indifferent, sarcastic, arrogant, flattering, fragmentary, kind, biased, bitter and 100 other shades [13, p.236].

Intonation expresses oral speech, giving it a unique individuality. Such an event should be paid attention. One of the founders of geochemistry, a specialist in mineralogy, Fersman was giving a report about Mendeleev. Academician Kedrov took part in this report. He wrote: "*The speaker (Fersman) stood up, bowed to those sitting in the hall and ... began to speak. He spoke the first words about how Engels valued Mendeleev's scientific heroism. And then... Then suddenly the words disappeared. The expressions sounded like music, joining the flow of the general harmony of the sentences, filling the whole hall with the sounds of music. The audience did not even breathe. They, the ceiling and the walls, the pulpit, and even the speaker himself, seemed to have disappeared. The thoughts and ideas of the speaker, presented to the audience in a very expressive way, were born in front of everyone's eyes, "came to life"...* The speaker finished his speech. There was silence in the hall. It was as if everyone was enchanted. The audience was amazed by this unusual speech, which resembled poetry. The participants decided that this report should be published. Academician Kedrov was given a written version of the report. He describes his memories: "*I was horrified when I started reading it. The words were those words, but pale, ordinary ... See what it means to isolate words from sound, intonation, and stress! All this can not be copied on paper. Therefore, the music of the words disappears. I am very saddened by this ...* " [13, p. 236].

Intonation is called a "special type of speech", a "special language", a "musical word", a difficult area of human life. Each language has its own intonation. Therefore, learners of a foreign language are advised to master its intonation first.

In ancient China, 5 types of intonation were shown. It is noted that the musical notes are based on Greek punctuation marks (arcs, dots, lines).

The intonation models of native language should be mastered before sounds, words and sentences. Due to this function, the ear is also considered a "member of speech". Therefore, the speaker should try to express his feelings according to the tone of his speech. Of course, it is necessary to speak in a cheerful voice about happy news, sadly — about the sad event.

The speaker's mood does not always correspond to the content of the speech. This, of course, is reflected in his voice. Experiments have shown that if the speaker's intonation does not match the content of the speech, the audience will not be able to absorb up to 30% of the information they are interested in.

It should also be noted that the right ear hears the sound better and the left ear hears the music better. Therefore, in noisy situations, it is advisable to turn your right ear to the interview.
It is also possible to pronounce the words "yes" and "no" in different forms with the help of punctuation marks, for example: *Yes. Yeah? Yeah! Yeah?!...* As it is seen, here are some pronunciation variants of an inscription.

Researchers show that talking on the phone is an art in itself. Since the interlocutors do not see each other, intonation is the main tool in the conversation. It is recommended that telephone conversations end with an optimistic (positive) intonation.

5 Conclusion

Non-verbal communication between men and women is fundamentally different. However, in these differences, the customs and traditions of other peoples should be taken as a priority.

Elements that play an important role in diagnostic communication are classified as objective and subjective. Of these, objective reasons (for example, food intake) are more reliable than subjective reasons (personal diagnosis of the head of the department) because this method has been successfully tested for centuries. Harmony and intonation are the most important attributes of speech. Elements of non-verbal communication that cannot be covered in this article will be the subject and object of further research.

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FRAZEOLOGICAL SYNONYMY AND ITS ESSENCE IN COGNITIVE PARADIGM (BASED ON THE MATERIALS OF AZERBAIJANI LANGUAGE)

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Abstract: One of the semantic features of phraseologisms is the reflection of synonymy and doublet in them. From this point of view, phraseologisms are distinguished by their similarity to separate lexical units to which they are equivalent. As in the lexical system, when naming individual objects and events and explaining them from different points of view and also expressing this or that meaning with phraseology, similar or identical language units are used. While explaining the close and the same meaning with phraseologisms, we use close and the same meaning. In this case, it is necessary to mention phraseological synonyms or phraseological doublets. That is, according to this feature, phraseological synonyms, and lexical synonyms have similar characteristics. In other words, synonymous phraseologisms cannot be regarded as linguistic units that express exactly the same meaning as synonymous words and are easily interchangeable. Although synonymous phraseological units are united in terms of common meaning, they express the nuances of this meaning in different ways, reflecting the common meaning in different shades. Phraseological synonyms in the language and their study in the cognitive paradigm are considered in this article.

Keywords: Cognitivity, Doublet, Paradigm, Phraseology, Synonym.

1 Introduction

Phraseology has been studied for years not as a separate section, but as part of lexicology, so that they are equivalent to words in meaning. Therefore, the question of the meaning expressed by the phraseological combination has always stood in the center. As this field developed, of course, the attitude towards the subject of phraseology also changed, the observations showed that signs of phraseological combination are also found in other language units, and a broad phraseological approach was formed due to the comprehensiveness of its subject. It concers about studies on synonymous phraseology. Here synonymous phraseology is presented as language units with different structures expressing similar meanings. For example, *Gözləri qaynayır, yanaqları rəngdən-rəngə düşürdü* — His eyes were firing, his cheeks were blushing; *Zeynəb nəzərlərini yerdən çəkib onun üzünə baxdı* — Zeynab raised her head and looked at his face.

In the phraseology a change occurs in the text by replacing the components with suitable words. For example, *Zeynab raised her head and looked at his face.* Talking about this feature of phraseologisms in Azerbaijani linguistics, in most cases, the issue of their synonymy is touched upon and more information is given about synonymous phraseologisms [2, 4, 9, 11]. In these studies, synonymous phraseologisms are approached from the same perspective, they are interpreted in the form of "...independent expressions with similar lexical-grammatical features, whose components cannot be replaced, and which are close to each other in terms of stylistic shade and lexical composition" [10, p. 57]. In other studies, the mentioned characteristics of synonymous phraseology are highlighted, and their ability to express close and similar meanings is emphasized. At this time, it is sufficient to provide a brief information about synonymous phraseology, however, an extensive research is not conducted on their structural and semantic features. At the same time, while talking about synonymous phraseological combinations in separate research works, the issue of phraseological variants is also touched upon in some cases. Those resulting from the replacement of one of the words in some phraseological synonyms with similar lexical units are considered as phraseological variants.

2 Materials and Methods

However, taking into account that phraseological synonyms, phraseological variants and phraseological doublets are somewhat different from each other due to one or another of their characteristics and each of them has its own characteristic features, then it is necessary to conduct a separate analysis of each of these phraseological units.

From this point of view, analyzes are carried out using the comparative-descriptive method of linguistics during the research. Reference is made to theoretical and scientific sources. Azerbaijani language materials are used during the research.

3 Results

First of all, it should be noted that with synonymy at the lexical level, phraseological synonymous units also express similar and close content, being different from the structural point of view. So, phraseological units such as "*yazığı gəlmək // ürəyi yanmaq*" (feel sorry), "*adını çək və qulağını bur // sözünün üstünə gəlib çıxmaq*" (speak of the devil), "*daldan atılan daş topuğa dəyər // sonrakı peşmançılıq fayda verməz*" (don't cry over spilled milk) are different from each other by structure, the content expressed by them is very close to each other, sometimes even completely similar, and can be considered as phraseological synonyms. Synonymous phraseological units of this type can easily replace each other at certain points and within the context, depending on the general content and structure of the text.

It should also be noted that in most studies concerning synonyms, doublets and variants of phraseologisms, there is no definite borderline between the characteristics observed in phraseologisms. It is noted that it is controversial to distinguish them sharply from each other, therefore, no sharp distinction is made between them. From this point of view, the opinions of A. Galiyeva, who monographically examines the synonymy in verb phraseology in German and Tatar languages, are of interest. As a result of research, she comes to the conclusion that phraseological synonyms and phraseological variants have not yet been widely and comprehensively studied, and there is a need for a special study of that issue. One of the main reasons why the issue is still not fully resolved is that phraseological synonyms and phraseological variants have a very close meaning in terms of figurativeness, despite having a common component involved in their structure [3, p. 154]. Justifying the author's opinion, it should be noted that in the phraseology used in the Azerbaijani language, such as "*qaş-qabağı yerlə getmək // alt dodağı yer süpürmək*" (to be angry), although one of the members is common and the others are different, the meanings they express are close and sometimes the same in many cases and can replace each other within the text.

Another researcher who paid attention to this feature, which also manifests itself in phraseological variants, notes that "...phraseological variants are not only compatible in terms of their meaning, but also in terms of structure, figurativeness, lexical composition, and are distinguished by the fact that some of their components are different" [6, p. 11]. It means that individual phraseological units have common members in terms of their semantics, but are close in terms of their meanings and figurativeness. And even in many cases they can be easily replaced in one or another situation within a certain text, which is a serious certain stylistic nuances of expression are observed without showing changes in meaning. Each of these features can be observed in phraseological synonyms, phraseological doublets, and phraseological variants. That is why in the linguistics literature, no serious differences are made between these concepts, they are not sharply distinguished from each other. However, in addition to all this, it should also be noted that it is impossible to deny that each of the mentioned types of phraseologisms has its own points of development. Because each phraseological unit is distinguished by its subtle semantic nuances depending on the place of development, its general meaning, and the situation, and each of them has its own points of development, which requires them to be named differently. The emergence of these features also manifests itself in connection with the differences in the lexical composition and structure of those phraseology.

Talking about the synonyms that attract attention due to the breadth of their scope in the language, the issue of lexical variant and lexical doublet was also touched upon, and information was given about their characteristic signs in one way or another. As for the lexical doublets, it is often explained as "Doublets in the literary language are formed as a result of the operation of two synonymous terms taken to name a concept from different languages at different times" [5, p. 79]. But right there, it is noted that they also have certain subtle differences. Although the doublets do not differ in meaning by naming the same concept, they have slight emotional and expressive shade. Although lexical pairs are the same in meaning, they differ in their usage and origin. This means that lexical doublets, like synonyms, express the same concept with different language units, but they are similar, close and sometimes identical in meaning. All this, being a semasiological phenomenon, creates conditions for the increase of expressiveness in the language and the manifestation of diversity in the process of communication.
Considering all this, it is possible to observe similar events and forms at the phraseological level of the language. Consequently synonymy and doublet can manifest themselves at the phraseological level as well as at the lexical level, i.e. at this level of the language, there are synonyms and doublet-level phraseology, which can closely help to increase the expressiveness and figurativeness in the language, and to convey the idea accurately and comprehensively. The main difference between lexical and phraseological synonyms is that phraseological synonyms can be characterized more figuratively and clearly than lexical synonyms. Therefore, phraseological synonyms are distinguished by their more active and emotional function from the point of view of functional style.

In linguistics, more and special attention is paid to synonymous phraseological units at the phraseological level, and no information is given about doublet phraseologisms. However, phraseological units with different structures are used to express the same or close content, as well as at the lexical level. Some of them are considered synonymous phraseological units, while the other part can be considered phraseological units with doublet characteristics. In other words, phraseologisms with close semantic content can be called synonyms, and those expressing relatively close and very similar meanings can be called the phraseologisms with doublet characteristics.

It should also be noted that speaking about the semantic features of phraseologisms and their synonymy in linguistic studies, in most cases they talk about their synonymy and variants, and at this time, the semantic functionality of phraseologisms and the possibility of expressing the same meaning with linguistic units with slightly different structures are emphasized. In such cases, it is more noticeable that any word in this or that phraseological unit is replaced by its synonyms, and consequently, a serious change in the structure of the phraseology of any word in the unit occurs. However, we would like to add to these ideas that in this type of phraseological variants, individual words are sometimes replaced by their synonyms, and in many cases certain differences in the morphological structure of this or that word in the phraseology are evident. For example, if the doublet-level words "*baş*" (head) and "*kəllə*" (skull) replace each other in the creation of the variants of the phraseology "*baş-başa gəlmək // kəllə-kəlləyə gəlmək*" (to fight), then in the phraseology "*ipinin üstünə odun yığmaq olmaz*" (do not pile firewood on top of one's rope // not to trust), *rope* and *head* are used in the formation of variants, the substitution of synonymous of these words plays a key role. According to these features, phraseological synonyms are similar to lexical synonyms, and phraseologisms that can replace one another are characterized as synonymous phraseologisms [2, p. 163].

In another study, these language units are explained as follows: "Synonymous expressions mean different expressions that have similar lexical-grammatical features, whose components cannot be replaced, and which differ in terms of stylistic color and lexical composition, and are close to each other" [10, p. 271]. Phraseological synonyms are explained in almost the same way in both sources that we refer to and quote, and these explanations once again prove that phraseological synonyms, like lexical synonyms, are different in terms of form, but close and similar in terms of content.

These semantic features of phraseologisms are mentioned in one way or another in most studies written on phraseology, and they are explained in a similar way. It is noted that this feature of phraseologisms is also manifested in English and has a similar feature in this language as well. "The lexical composition of phraseological synonyms is explained as language units that completely or partially overlap, have close and similar stylistic possibilities, and belong to the same grammatical category" [7, p. 132].

It cannot be denied that synonymous phraseologisms express completely similar and very close meanings, can replace each other within a certain context, and are close in terms of their general meaning, but also each of them has its own semantics. And it proves that in some cases there are certain differences between lexical and phraseological synonyms. From this point of view, the following ideas about phraseological synonyms are interesting: "Phraseological synonyms expressing the same concept, being similar in style, reflect the new signs of the expressed concept, as well as its subtleties of meaning" [8, p. 58]. This means that phraseologisms with synonymous characteristics, no matter how close they are in their semantic capacity as lexical synonyms, are not completely identical. They differ from each other by having certain differences in meaning. Doublet phraseologisms are exactly the same as doublets of lexical units. All this once again shows that phraseological synonyms can be considered linguistic units that have close and similar meanings, being close to lexical synonyms in terms of function. From this point of view, doublet and synonymous phraseologisms can be considered as linguistic units that have approximately similar functions and differ somewhat only in their semantic load.

During the research we will also try to analyze such phraseology from that point of view. At this time, it should be noted that the approach to phraseological synonyms from this direction is observed in separate research works, and it is intended to study them as language units expressing close meanings. "Phraseological synonyms mean phraseological units that are the same or extremely close in meaning. These phraseological units often correspond to the same or similar syntactic units from the same part of speech. However, they differ from each other either in shades of meaning, or stylistic variety, or both at the same time" [9, p. 130].

Respecting these opinions of the researcher and appreciating the scientific value, we would also like to emphasize the fact that the same attitude is applied to the synonym and doublet characteristic phraseology that we are trying to distinguish here, but certain semantic differences observed between them were not taken into account and this type of phraseology was attributed to the same type. However, as observed at the lexical level of the language, at the phraseological level there are certain differences between synonym and doublet level phraseology, which determines their differentiation from each other. That is, like lexical synonyms, while phraseological synonyms have different forms and express close meanings, phraseological doublets express closer meanings from a general semantic point of view and can be replaced with each other in many cases. During such substitutions, phraseologisms, no matter how close and similar they are from a semantic point of view, are still accompanied by certain stylistic differences. Because there is no need for phraseologisms with the same semantics to exist in the language at the same time. For example, in certain moments in the Azerbaijani language, "*başını aşağı etmək // üzünü qara eləmək; gününü qara etmək // günün göy əsgiyə bükmək*" (to embarrass, to treat smb. very bad) can replace each other in most cases, we can also observe certain stylistic-semantic differences between them. Or, since the expressions "*halına acımaq // ürəyi* *yanmaq // yazığı gəlmək* " (feel sorry) have completely similar meanings, they can manifest themselves as double phraseology in many cases. We can say the same thing about paremiological units like "*sonrakı peşmançılıq fayda verməz*" and "*daldan atılan daş topuğa dəyər* " (don't cry over spilled milk). Because this type of phraseological combinations can replace each other when they are used in this or that text, and at this time, the situational meaning and context does not show such a serious change.

4 Discussion

All this can be considered as one of the main factors showing that it is possible to express the same or similar semantics with the help of separate phraseology and the breadth of the language's expressive possibilities. In addition to all these features, it should be specially noted that the issues of phraseological synonymy and phraseological variant have not yet been fully and comprehensively studied in linguistics, and the issue of phraseological doublet has not been fully clarified. If we take into account these characteristics and analyze the linguistic facts, we can come to the conclusion that it is not so easy to put a definite borderline between the concepts we are talking about and to sharply differentiate them from each other. Investigating these types of language facts, it is necessary to proceed from their semantic point of view and structural types.

At this time, those that do not seriously harm the general meaning by replacing each other in certain meanings that differ in terms of semantic and lexical composition are called phraseological doublets, those that express semantically close and very close meanings are called phraseological synonyms, and those that are semantically close and distinguished by their common lexical composition are called phraseological variants.

It would be correct because, whether at the lexical level or at the phraseological level, lexical and phraseological units with different structures that name the same concept or express the same meaning can replace each other in one or another situation, and if there are no significant differences in meaning or no the semantic difference does not show itself, such language units are characterized as synonyms or doublets. It is this that determines the appearance of synonyms and doublet characteristic words and phraseologisms in the language. It is also reported in the dictionary of explanatory linguistic terms that the terms doublet and synonymy are completely different concepts. Doublet is one of the borrowed words of common origin, more or less close in terms of meaning and sound composition.

Synonymous phraseology of the language has always attracted special interest and the attention has been paid to its in-depth investigation. Because within this or that text, as well as in the communicative process, by using the synonyms of phraseology, it is possible to achieve more accurate, clear, stylistically more expressive reflection of the idea. In fact, the emergence of synonymous phraseology in the phraseological system of the language may be related to this reason. Because the use of the same phraseology during the expression of this or that idea can lead to monotony, as well as the repetition of the same language units, it can also cause fatigue on the listener. Therefore, in the communicative process, the use of synonymous phraseology, which has similar, and sometimes the same meaning, becomes necessary, which leads to the enrichment of communication with stylistic colors.

From this point of view, some studies have been conducted on synonymous phraseologisms and their main features in linguistics, and it has been noted that they are somewhat different from the semantic point of view. At this time, phraseological units, which we call doublet-level phraseologisms, were not specifically distinguished, and they were marked as a type of synonymous phraseologisms. The main difference between synonymous phraseology is manifested in their semantics. Consequently, according to their semantic characteristics, synonymous phraseology is grouped into phraseology with the same meaning and phraseology without the same meaning [3, p. 110]. It should be noted that the main aspect that distinguishes synonymous phraseological units is their complete overlap in meaning. This is identical to the language units that we call doublet-level phraseology during our research. This means that, as well in lexical synonyms as in phraseological synonyms, if the semantics of phraseologisms completely overlap and can be replaced with each other in any case, within any text, they have a doublet level.

As with the synonymous lexical units that manifest themselves at the lexical level, synonymy at the phraseological level is distinguished by having relatively close meanings, certain stylistic and semantic differences. If these meanings are partially compatible, if not completely and they are close to each other from the semantic point of view, it is more correct to call them synonymous phraseological units. Thus, in the Azerbaijani language, we often meet "*alt-üst etmək // altını üstünə çevirmək // altdan vurub üstdən çıxmaq // ələk vələk eləmək* " (to turn upside down), "*altdan-altdan baxmaq // oğrun-oğrun baxmaq // gözaltı süzmək* " (to have a peek), or "*armudun yaxşısını ayı yeyər // keçinin qoturu bulağın gözündən su içər* " (an unworthy person's claim is great) can replace each other in any situation and within any text, and if no serious semantic change is manifested at this time, in our opinion it is more correct and more scientific to call this type of phraseology as phraseology with a doublet characteristics. As can be clearly seen from the examples we have given, this type of phraseologisms is distinguished by certain different features from a structural point of view. That is, doublet characteristics phraseology expressing the same or very close meanings can manifest itself in word combinations, simple or complex sentence structure. For example, the same meaning can be expressed through the complex sentence structure "*Olan oldu, keçən keçdi*" (let bygones be bygones) and the simple sentence structure "*Keçənə güzəşt deyərlər*" (let bygones be bygones).

We can clearly observe this feature in other phraseology. Phraseologisms of this type can be followed within a certain text and express approximately the same meaning. For example, "*Ehtiyatlı oğlun anası ağlamaz*" (the mother of the cautious son does not cry) and phraseologism "*Ehtiyat igidin yaraşığıdır*" (Caution is the beauty of the brave // brave man must be cautious) and the phraseologism "*caution is the beauty of the brave*" can replace each other, being of the doublet level, and do not differ much from the semantic point of view.

In addition to all these features, it should also be noted that it is impossible to make a sharp distinction between synonymous and doublet characteristic phraseology, and to explain them as completely different language units.

In linguistics, the problem of phraseological synonymy and phraseological variant is also considered as one of the interesting and controversial issues. Therefore, in separate research works, it is noted that this problem has not yet been fully resolved and has not been thoroughly investigated. All this once again shows that there is still no complete and unanimous opinion in linguistics about the characteristics of synonymy, variant and doublets in phraseologisms. Under the name of synonymous phraseologisms, the structure and meaning characteristics of those linguistic units are investigated by referring to phraseologisms that are close and closer, in many cases expressing the same meaning. We will try to expand the concept of synonymous phraseology by trying to reveal the specific features inherent in them. We also know that it is necessary to note that phraseological variants are slightly different from synonymous and doublet characteristic phraseology and are distinguished by their structural similarity and the processing of common or synonymous lexical units. The processing of this type of phraseological variants is directly related to the general content of the text, the situation and the purpose of the author. We can show examples of this type of phraseology in the following examples selected from separate phraseological dictionaries.

On account of, at the phraseological level, synonyms, doublets and variants are closely related concepts and are signs that reflect the lexical-semantic essence of phraseology in one way or another. From this point of view, it can be said that they complement each other and each phraseology reflects one or another feature and specific features. Of course, no matter how close they are to each other, there are certain specific form and content features that distinguish each of them, which makes it necessary to note each of those forms separately and to study them as special language units.

In the phraseological system of the language, there are also phraseologisms that completely coincide in meaning. Though they are the same from the point of view of semantics, but differ to some extent from the point of view of structure and lexical composition, which are called phraseological variants or phraseological variations in linguistics. More over one or more of the lexical units that make up this or that phraseological combination is replaced by a suitable lexical unit and a variant of the phraseology is formed.

The substitutions in phraseological variants do not lead to changes in meaning, but in most cases to changes in form. At this time, it is not so difficult to determine the synonymy or variant of any phraseological unit, and to distinguish them from each other. Because variant and synonymy are close lexical-semantic phenomena and are not so different from each other. For example, "*ürəyi bulanmaq // könlü bulanmaq*" (to dislike); "*ürəyinə gəlmək // ağlına gəlmək*" (to remember); "*qulaq vermək // qulaq asmaq*" (to listen to); "*dəlinin əlinə dəyənək vermək // dəlinin əlinə ağac vermək*" (to give an opportunity to a person who can do evil) and etc. This similarity and type compatibility in the phraseological system fully reveals their similarity of form and content, i.e. "synonymy and validity of phraseological units allows to clearly reveal the close relationships manifested during the development of all lexical-grammatical features of the phraseological system" [1, p. 77].

It can be clearly seen from the examples that common or synonymous lexical units are used in phraseological variants, they are distinguished by their structural similarity, and they play a special role in expressing very close meanings by being used differently depending on the situation. This can be noted as the main feature that distinguishes phraseological variants.

5 Conclusion

Analyzing these ideas about phraseological synonyms and research on the issue, we can come to the conclusion that phraseological synonyms, being different and similar in structure, serve to express the same and similar content. In many cases, common distinguishing lexical elements can also be found in this type of phraseology. Such phraseologisms can replace each other in many cases, depending on the moment of development, situation, general content of the text.

And even if serious changes in meaning do not appear, stylistic differences may appear to one degree or another. Of course, at this time, the author's goal during the description of any events and actions also plays a special role and a certain change in the structure of synonymous phraseology can also manifest itself.

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MECHANISMS FOR CREATING AN INTEGRATED SYSTEM OF TRANSPORT SECURITY IN UKRAINE: STATE-ADMINISTRATIVE ASPECT

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Abstract: The article aims to consider the main directions, goals, objectives, and administrative regulation problems in ensuring the transport security of Ukraine. The composition of the transport security system is determined from the standpoint of administrative law and management theory. The prerequisites, financing problems, and legal support of transport security are analyzed.

Keywords: Administrative regulation, Integrated system, Transport security of Ukraine.

1 Introduction

Under the influence of new geo-economic conditions, Ukraine needed to build its model of economic development and macroeconomic stabilization aimed at minimizing the consequences of disintegration in the financial space of the CIS and enhancing the integration of the economy into a new, competitively integrated system of European economic relations. In this context, the transport industry, which is faced with the problem of structural integration into the transport infrastructure of Europe, is the primary backbone vector of the economy. As a result, the role of the Ukrainian transport system is growing. It becomes part of a complex, efficient system of transport corridors in the European economy, i.e., a system that should ensure uninterrupted international movement of goods, services, production, financial, and labor resources.

Currently, little attention is paid to the problems of transport security in Ukraine [62]. In particular, the primary regulatory documents in this area have not yet been adopted: the strategy and concept of transport security and legislation on transport security. And the measures taken to ensure transport security are ineffective.

However, ensuring the proper level of transport security is one of the main tasks of the modern state [9, 49]. This is confirmed by the attention paid to security issues in developed countries, including transport, due to the significant importance of transport development for any modern country.

Despite the need to integrate into the European and world community, Ukraine is doomed to pay great attention to transport security. In addition, it should be noted that Ukraine has the highest transit rating in Europe. Accordingly, it can receive significant income from the transit and other transport services only if a reliable transport security system is built. This also determines the importance of transport security issues for Ukraine.

2 Literature Review

Insufficient attention has been paid to transport security management in Ukraine. As researchers of transport economics define it, the transport infrastructure in the EU (transport communications and transport hubs) is currently overloaded, which is due to three factors:

- Imbalance in the development of different modes of transport [2].
- Lack of interaction between different modes of transportation [16].
- The adequacy of the growth in the volume of transport activity to economic growth (and in some cases, the outstripping growth in the importance of transport activity) [28].

This is mainly due to the lack of proper administrative and legal regulation of these problems, which is exacerbated by insufficient funding for the development and improvement of the EU transport infrastructure in the context of limited national and Community budgets, which in turn requires the modification of tax legislation [39]. Therefore, the Western region of Ukraine is one of the priorities in the regional and transport policy of the EU.

The main problems that the western region is facing today include internal orientation in solving transport problems with an insufficient transnational component necessary for integration; disproportions between the countries of Central Europe in the dissemination of information and communication technologies in the context of transport export-import technologies; the increasing use of automobile resources due to the development of all sectors of the economy related to transport, which leads to a serious environmental burden [40, 44].

In current conditions, the western region of Ukraine is increasingly becoming a territory where a simple neighborhood turns into partnership and cooperation. At the same time, the implementation of the principles of state transport policy - democratization, a unified state policy, decentralization, public accessibility of transport services, the optimal combination of territorial and sectoral management, state coordination of business partnerships, ensuring the unity of the governing and managed systems by the state, determined by the Transport Strategy of Ukraine until 2020, is possible primarily in the western region [13].

The geographic prerequisite for the formation of the economic space of Central Europe is the neighborhood of countries between which there are mutual ties [1, 3-6]. The most common factor in the development of foreign economic relations between states and individual regions is the territorial division of labor, accompanied by the development of the circulation of goods and services between countries (based on economic and geographical factors and sectoral economic structures, which are based on the historically established international legal framework for cooperation). The legal prerequisite is the Association Agreement between Ukraine and the EU [8, 9].

The regions of Western Ukraine have apparent foreign economic specifics that distinguish them from all parts of Ukraine. First, they are more closely connected with the European areas of the humanitarian dimension; secondly, they cooperate more closely with the countries of Central Europe than with other foreign territories [10-12, 14, 15]. Thanks to this, they play an active role in European integration processes. Finally, they can be attributed to the development corridors connecting the other part of the country with the European Union, especially with its Central European member countries. Regional transport cooperation may become a particular type of integration in Europe.

The formation of four common spaces between Ukraine and the EU can largely take place not through the adoption of global and comprehensive decisions and documents but in the process of stepwise interaction at a lower level on specific (even private) issues (this is justified primarily for the economic space and space in science, education, and culture). Cooperation at the regional level can be particularly fruitful [7]. These processes will not only influence the western regions' future development but will also create better opportunities for the entire state to enter the Common European Economic Space [59].

3 Materials and Methods

The spheres (types, elements) of security are determined by the living environment of society, in which there are sources of danger and challenges, risks and threats arise [55]. National legislation identifies the main elements of national security as political, national, military, economic, scientific and technical, environmental, social, humanitarian, and informational [2].

From our point of view, transport security can also be included in this list [20-27]. This is due to the high level of danger of risks and threats to modern society, characteristics of transport, as well as the fact that the transport sector (including the information component) is closely related to other areas of life and security of society and significantly affects them (directly or indirectly), for example, in the environmental, military, food sectors, etc.

The division of security into types (spheres) is entirely conditional since, usually, sources of danger can be associated with two or more spheres of life [29-35]. And challenges, risks, and threats in any area affect two or more areas of public life in various ways.

As correctly indicated in the literature, the choice of the correct sphere for indicating the type of security depends significantly on the practical tasks being solved in this case and is very conditional [7].

Ukraine's transport security state is insufficient compared to other developed countries. First, this concerns road and rail transport, which is the primary source of threats to transport security. Considering the European Union's requirements regarding the Association Agreement in the field of security, it is necessary to prioritize innovations in this area [13].

Thus, at present, all over the world, the provision of all types of security is a priority task among all its varieties. Accordingly, the level of transport security is one of the leading indicators of the level of transport security in the country [2].

The transport security system consists of unified regulatory, technical, methodological, and systematic approaches to ensuring security when using all types of transport [17].

4 Results and Discussion

For Ukraine, the basis of the policy of promoting the development of transport infrastructure in the western direction should be the maximum use for the implementation of the special status and opportunities of the Chop (Transcarpathian region) and Lviv (Lviv region) transport hubs, as well as other forms of international cooperation, in particular the legal mechanism of cross-border partnership.

It should be taken into account that the most large-scale reform of the economy in Ukraine as a whole and in its western regions (not only the renewal of the production apparatus but also a change in economic policy) is the best way to adapt to the new conditions of EU enlargement. In this context, a change in the Law of Ukraine "On Border Control" is required [37, 38, 43]. It is also advisable to develop a new State Target Law Enforcement Program, "Arrangement and Reconstruction of the State Border."

The issue of creating transport and logistics centers with the participation of Ukraine and the EU countries (possibly with the involvement of partners from China) is capable of carrying out the entire range of transport services provided on the international market to reduce costs and increase the speed of cargo transportation [45-48]. Furthermore, it would be possible to create conditions for redistributing the volume of transit cargo (primarily cars) from roads to railways, which would significantly reduce the load on the network of border roads and increase the volume of cargo turnover in general [50-54]. The transition to new transport technologies is underway in Ukraine, particularly in intermodal container transportation.

This approach puts forward specific requirements that should be reflected in the legal regulation. It is advisable to legislate the need for license applicants to carry out a special verification event - a preliminary license examination. In this regard, it is necessary to make changes and additions regarding the procedure for conducting this examination to the orders of the Ministry of Infrastructure of Ukraine dated May 28, 2013, No. 321, "On Approval of the Licensing Conditions for Conducting Business Activities for the Provision of Services for the Transportation of Passengers, Dangerous Goods, Luggage by Rail", the Ministry of Transport and Communications of Ukraine dated 02.07.2010, No. 427, "On Approval of Licensing Conditions for the Implementation of Business Activities for the Provision of Services for the Transportation of Passengers, Dangerous Goods, Luggage by Road", the State Committee of Ukraine on Regulatory Policy and Entrepreneurship, the Ministry of Transport of Ukraine dated November 26, 2001, No. 139/821, "On approval of the Licensing conditions for the production of economic activities for the provision of services for the transportation of passengers and cargo by air" [13].

This will create the basis for the development of export services of Poland, Romania, Hungary, Slovakia, and through these states to third countries using international transport corridors - ordered sets of infrastructure facilities of different modes of transport that make up organizational and economically balanced communication linking different countries and contributes to an increase in volumes export, import, and transit traffic.

A good form of cluster development is in the western regions, which favor intensifying integration interaction [56, 57]. The main idea of the cluster approach is that important reserves for improving the transport process in transit corridors can be identified by considering transport objects (clusters) in their totality, taking into account the links between them. A transport cluster is a community of enterprises and organizations of one or more types of transport and other industries in a particular area, united by the task of improving the efficiency and quality of transport services using innovative technologies [60, 61]. A cluster approach is a methodological approach based on the horizontal integration of elements of the logistics system, accelerating their development through a rational combination of competition and interaction between transport and logistics organizations [19].

The integrated transport security system covers environmental, air, space, economic and administrative-legal categories. Among the main reasons for the low level of transport security in Ukraine are:

- Lack of a unified policy for ensuring transport security in the country;
- Imperfection of the national legislation in the field of transport security and the absence of essential normative documents regulating public relations in the area: law, concept, strategy, and program;
- Inconsistency and non-systematic measures and efforts of state bodies to improve transport security;
- Low level of legal consciousness and discipline of employees and users of the transport sector [63];
- Insufficient technical condition of vehicles, communications, and facilities, a considerable number of old cars and structures used in Ukraine;
- Divergent growth of cars in the country against the backdrop of lagging road infrastructure;
- Insufficient funding for activities aimed at improving the level of transport security;
- Low level of effectiveness of persons influencing transport security, including officials in this area, car drivers and other workers in the transport sector, etc.

The necessary background for the reliable and efficient operation of the mechanism for ensuring transport security and the implementation of relevant measures is the recognition by state authorities and society of the importance of transport security both for the national and public safety of Ukraine and for the interests of the community and every citizen.

Despite the large number of deaths resulting from car accidents and substantial economic losses, unfortunately, neither the government nor society currently recognizes this [16]. It is confirmed by the fact that there are practically no regulatory documents that solve the problem of transport security. There is no law on transport security, and there is no corresponding concept and strategy of transport security. Moreover, regulatory documents regulating some transport security issues are imperfect and often contain conflicting provisions. And there is no comprehensive work in this direction [17].

Forming a single set of regulatory documents in Ukraine's transport security field is the main task today [18]. These normative documents should be structured. This requires the development of the main conceptual provisions, which are the basis for the further construction of the system. The urgency of this problem is due to the significant daily losses of our country due to low transport security. It applies to road transport. In addition to regulatory documents, such as a law, concept, strategy, and program, it is necessary to develop sectoral laws to ensure specific types of transportation [28]. Road transport is in particular need of such a program. The program for developing public transport and aviation security is of great importance.

The need to bring national legislation in line with the requirements of international standards is due to the importance of the active development of international transit in Ukraine [44]. However, the imperfect legal framework and the low level of transport security in Ukraine could become prominent barriers to generating significant revenues from international transit, as the security sector is a crucial determinant for European partners.

First of all, Ukraine requires the adoption of the Law "On Transport Security" to unify the rules governing transport security for different modes of transport and bring Ukrainian legislation in the field of transport security in line with international obligations. Ukraine.

Currently, there is no scientific research in the field of transport security, and there are practically no publications in the media. Moreover, financial support in transport security, which is a critical problem in developing an effective transport security system and the only reliable factor in the genuine concern of the state, is at a deficient level [59].

The recent tightening of administrative responsibility for traffic violations is a positive measure. But, even though this is almost the only serious step towards improving transport safety in Ukraine, it may happen that the main motives for increasing fines were mainly economic, and the reduction in the number of accidents has only a temporary effect.

Even the best event cannot be carried out without proper financial support. To create an effective threat prevention system, it is impossible to ensure the appropriate level of transport security [39]. Current allocations for transport security issues are insufficient to meet real needs against the backdrop of funds allocated by developed countries. Of course, the budget cannot increase financial opportunities in full. Extrabudgetary resources are almost not attracted.

For example, insurance and motor transport companies, foreign partners, and other objects of road activity are hardly involved. However, the involvement of such facilities in addressing transport security issues is a common practice in the world's developed countries [13].

At the same time, it is imperative to look for alternative sources of financing, primarily among business structures, foreign partners, and the use of public organizations [36]. Stimulating non-state companies' participation in ensuring Ukraine's transport security can be carried out by reducing the tax burden, providing additional benefits, etc. However, this activity also requires the involvement of foreign business structures, namely transport companies with economic ties with Ukraine.

Transport security procedures, including specific measures, are based on the sanction of public opinion as a whole. Therefore, it is necessary to discuss and clarify the significant problems of transport security with the involvement of scientists, officials, and society. To cover them, the media, including Internet resources, must be involved.

Society in Ukraine is practically not involved in transport security and does not express concern about this. Thus, the experience of developed countries confirms that society itself should play a significant role in resolving these issues.

A unified state policy in the field of transport security must be implemented in economic, political, and organizational measures. Furthermore, these measures should be consistent with the threats in the transport sector.

The existing mechanisms for ensuring transport security in Ukraine (organizational, political, legal, and economic) do not fully correspond to current and potential threats in this area. State supervision and control over compliance with the law and coordination of activities of central and local executive authorities in the field of transport security are insufficient. This applies to a large extent to road safety activities.

The basis for creating an effective transport security system is the fundamental scientific research of its various aspects: political, administrative (organizational), economic, legal, and technical [19]. In particular, it is necessary to analyze the state of transport security. In Ukraine, the effectiveness of relevant measures, and foreign management experience in the field of transport security.

The following main tasks of transport security have been identified:

- The regulatory framework in the field of transport security;
- Clarification of threats to national security in the transport sector;
- Development and implementation of measures to ensure transport security;
- Vulnerability assessment of transport infrastructure facilities and vehicles and their classification;
- Creation of stable financial support for transport security.
- Building a system of facilities responsible for the transport security of Ukraine;
- Establishing links between them, training specialists in this field and their advanced training;
- Control and supervision in the field of transport security;
- Informational, logistical, and scientific support of transport security [7, 13, 42].

The purpose of transport security is the constant and safe operation of the national transport complex, the protection, and protection of the interests and values of a person, society, state, and group of states in the transport sector [41].

The main directions for improving transport security in Ukraine are:

- Development and regulatory consolidation of the foundations of state policy in the field of transport security;
- Foundation of scientific research in the field;
- Development and improvement of national legislation in the field of transport security, including the law, concept, strategy, and program of transport security;
- Improving the subjects of transport security, establishing links between them, increasing the level of production discipline, improving the training and advanced training of persons influencing transport security (officials, drivers, etc.);
- Elimination of bureaucracy, simplification of work, and elimination of excessive regulation of transport security;

- Ensuring legal and social protection of persons whose duties include ensuring transport security;
- ensuring anti-terrorist road safety;
- Improvement of forms and methods of ensuring transport security, and local employment;
- Increasing the effectiveness of preventive work aimed at preventing injuries and strengthening legal awareness in the transport sector, including the subject-effective promotion of safe behavior in road traffic among the population;
- Renewal of the vehicle fleet and overhaul of vehicles in disrepair and improvement of their operational characteristics;
- Limiting the uncontrolled growth in the number of private national vehicle fleets and the comprehensive development of public transport;
- Constant work to neutralize the negative impact of transport on the environment of Ukraine, including the use of innovative technologies;
- Improvement of control and supervision over the work of the transport security system;
- Improvement of financial provision of transport security, search for non-budgetary sources of financing;
- Improvement of the transport infrastructure and traffic management system, in particular, the motor road;
- Development of intelligence and counterintelligence capabilities for the timely detection and neutralization of external threats in transport security and analysis of their sources.

The measures must have proper steps, deadlines, budgetary funding, and relevant performers [58].

Problems in the field of transport security should be addressed comprehensively since transport security is a systemic definition that includes separate independent branches or types of security, namely the security of people, cargo, vehicles, transport facilities, and the environment of security of economic, military, fire, sanitary, informational, chemical, bacteriological, radiation, and other security regimes [40].

5 Conclusion

Identifying priority sectors and sectors of the national economy is a highly complex process. In turn, the specific features of the development of the Central European countries (for example, a narrow international specialization in the production of high-quality, at the exact time science- and labor-intensive products) can be considered a prospect for the Ukrainian economy as a whole. For the development of transport infrastructure in the western region of Ukraine, it is necessary to improve the legal regulation of the activities of the subjects of the transport process in the following areas:

- Harmonize the norms of national and international transport law, thereby creating conditions for the effective functioning of carriers and forwarders in global markets transport services;
- Accurately determine the professional intermediary and tax status of a transport forwarder, which affects the economic results of its activities and the activities of exporters of goods;
- To strengthen the regulation of the activities of monopolists in the transport sector, primarily for Ukrzaliznytsia;
- To develop a regulatory legal act on the issues of interaction between different types of transport;
- Improve (in the direction of simplification) the licensing procedures for transportation and transport-forwarding activities, especially their international directions.

Transport security in Ukraine is currently given little attention, although its condition is unsatisfactory compared to the developed countries of the world. Ukraine's low level of transport security is based on insufficient awareness of the importance of national interests in this area.

There are many areas to ensure transport security. The priorities are to ensure road, environmental, and anti-terrorist security in transport, etc.

The search for extrabudgetary funds should become a priority for improving the financial provision of transport security. Furthermore, there is a need for a unified national policy in transport security, implemented in economic, political, and organizational measures. The purpose of ensuring transport security is the constant and safe operation of the national transport complex, safeguarding and protecting the interests and values of a person, society, state, and group of states in the transport field.

Transportation security should be listed as one of the leading national security sectors. The formation of an integrated system of transport security requires an integrated approach, taking into account the norms of environmental, transport, administrative, and other branches of law.

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IMPLEMENTATION OF EUROPEAN PRINCIPLES FOR THE PROVISION OF ADMINISTRATIVE SERVICES IN THE FIELD OF PUBLIC ADMINISTRATION: PROBLEMS AND PROSPECTS

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Abstract: The article aims to study and outline the legal acts regulating the process for the requirement of administrative services in Ukraine, as well as to identify the primary problematic issues of legal regulation of administrative services in Ukraine and ways to solve them. The analysis includes a set of guidelines for improving the quality of administrative services provided by executive authorities and local governments and identifies specific gaps in the regulatory framework on these issues. The paper analyzes regulatory documents on the organization of the provision of administrative services in Ukraine and their organization's mechanisms and theoretical foundations. The goal is to identify the main problematic issues of legal regulation of the condition of administrative services in Ukraine and ways to solve them. Recommendations for solving these problems have been developed.

Keywords: Administrative services, Issues of legal regulation, Legal acts, Public administration, Regulatory documents.

1 Introduction

A person's rights and freedoms in Ukraine are recognized as the primary value, and the main task of public administration is providing high-quality administrative services to citizens [11]. Accordingly, citizens concerning the authorities are consumers of services. At the same time, the state, represented by public entities, is guided by the needs of the individual – just as in the private sector, service providers are guided by the needs of the consumer, his requests, and expectations.

Reforming public relations in Ukraine requires a change in the relations system between state executive bodies, institutions subordinate to them, and citizens [6]. The latter is a petitioner even if his indisputable rights and legitimate interests are satisfied. One of the most critical areas of public administration reform is forming and developing a system of administrative services.

The result of the implementation of this direction should be the creation of such a legal framework and its real implementation in administrative and legal practice, in which consumers of administrative services will have broad rights and powers and will not be passive subjects manipulated by civil servants [9]. Specific steps are being taken to achieve the above goal. In the European integration and implementation of the Association Agreement between Ukraine and the European Union and its states, one of the most urgent problems of Ukrainian society is the legal regulation of procedural relations between executive authorities and local governments with individuals and legal entities [1-5]. One of the components of these legal relations, particularly the provision of administrative services, has so far remained a little researched and debatable issue.

One of the criteria for the effectiveness of public authorities is the quality of public services. The attitude of a citizen to the system of public administration and the state largely depends on the completeness and timeliness, the accessibility of receiving public services [7, 8]. Therefore, administrative and legal regulation of administrative services should proceed from the priority of the interests of citizens and organizations as direct consumers of administrative services. Solving problems in the provision of administrative services is an essential and multifaceted task. That is why the topic's relevance will not be exhausted shortly, even with more studies on administrative services.

2 Literature Review

The Encyclopedia of Public Administration interprets the category "administrative services" as a result of the acts of power by an authorized subject, following the law, provides legal registration of the conditions for the activity by individuals and legal entities of rights, freedoms, and legitimate interests upon their application (issuance of permits (licenses), certificates, certificates, registration, etc.) [40].

Before special legislation regulating legal relations in the provision of administrative services, one of the first regulatory legal acts in this area was the Law of Ukraine "On Taxation of Enterprise Profits." According to subparagraph 7.11.13 of paragraph 7.11 of article 7 of the said law, it was provided that the term "administrative services" should be understood as any paid services, the obligatory receipt of which is established by law and which are provided to individuals or legal entities by executive authorities, local governments and created by them and organizations, institutions maintained at the expense of the relevant budgets [6, 42].

Article 3 of the Constitution of Ukraine determines that human rights and freedoms and their guarantees determine the content and direction of the state. Therefore, the assertion and provision of human rights and freedoms is the state's primary duty. To a certain extent, the condition can fulfill this obligation by providing services to the population by executive authorities and local governments. Also, Article 92 guarantees the rights and freedoms of a person and a citizen. However, these rights and liberties are determined exclusively by the laws of Ukraine, the primary duties of a citizen, the organization and activities of executive authorities, and the foundations of local self-government. Therefore, the issue of providing administrative services should be regulated at the legislative level by applying a unified approach [25].

Despite the difficult situation in solving the problems of reforming the system of executive power and taking into account the introduction of market relations, on July 22, 1998, the Concept of Administrative Reform in Ukraine was approved by the Decree of the President of Ukraine; the specified normative act laid the foundation for structural, functional and ideological transformations in the system of executive power. However, by 2006, in the legal documents regulating the activities of various authorities, there was no clear definition of the concept of the services that they provided, and they were noted in multiple sources as "management," "public," "state," "administrative" and so on similar [10, 65].

The Decree of the Cabinet of Ministers of Ukraine dated February 15, 2006, No. 90 "On Approval of the Concept for the Development of the System for the Provision of Administrative Services by Executive Authorities," provided for the main problems to be solved to ensure the development of the system for the provision of administrative services. Among the problems in this area, the concept defines the presence of types of administrative services that are not provided for by laws; division of administrative services into several paid services; requirements from individuals and legal entities of documents that are not defined by law or in a form not provided for by law; shifting the duties of administrative services with the collection of certificates or approval of documents to individuals and legal entities; an unreasonable collection of fees or large fees for the provision of certain types of administrative services; establishment in the administrative body of the schedule for the reception of citizens at an inconvenient time for them; an unreasonably long period of provision of certain services; limited access to information required to obtain administrative service; inadequate legislative regulation of procedural issues in the provision of services; lack of service delivery standards. Unfortunately, most of these problems are still unresolved today [11, 25, 39].

3 Materials and Methods

The implementation of the main provisions of this concept has introduced modern forms of providing administrative services, in particular, through "supermarkets of services," the principle of "single window" and "electronic administrative services" are also offered. Furthermore, the powers of executive authorities and local self-government bodies are enshrined in the laws of Ukraine "On Local State Administrations," "On Local Self-Government," "On the Permit System in the Sphere of Economy," etc., as well as in special laws that directly regulate the conditions for granting specific administrative services, for example: "On State Registration of Rights to Real Estate and Their Encumbrance," "On State Registration of Legal Entities, Individuals – Entrepreneurs and Public Formations," "On Registration of Civil Status Acts," "On Freedom of Movement and Free Choice place of residence in Ukraine," "On Citizenship of Ukraine," Land, Forest, Water Codes of Ukraine and many others determine basic principles, features of procedures and requirements for the quality of activities of public authorities in this area [16].

An essential stage in the development of the AC sector was the approval of the regulation on the Register of Administrative Services by the Decree of the Cabinet of Ministers of Ukraine dated May 27, 2009, No. 532. According to paragraph 1 of this resolution, the registry of administrative services is a single computer database of administrative services provided by executive authorities, state enterprises, institutions and organizations, and local governments in exercising their delegated powers. The introduction of the Register of Administrative Services contributes to the systematization of data on administrative services: accounting and analysis of types of services. Their quantity, efficiency of use are informing individuals and legal entities about the services provided by public authorities and local governments, storage, ensuring prompt access to complete information about the registry objects. [41]

The order of the Cabinet of Ministers of Ukraine dated June 17, 2009, No. 682, which approved the Concept of the Draft Law of Ukraine "On Administrative Services," indicates the main shortcomings of the system for providing services by executive authorities, local governments, as well as enterprises, institutions, and organizations. It belongs to the sphere of their management, in particular, the uncertainty of the criteria by which services are divided into paid and free. The Law of Ukraine "On Administrative Services" (from now on, the Law) of September 6, 2012, was called upon to ensure the implementation of the tasks of introducing democratic principles of management and eliminating the shortcomings in the relevant area, after which the system of providing administrative services acquired a modern state [54].

The Law determined that "administrative service" is the result of the exercise of power by the subject of the provision of administrative services at the request of an individual or legal entity, aimed at establishing, changing, or terminating the rights and obligations of such a person in accordance with the Law [12-15]. The Law also defines such concepts as "the subject of treatment." This is an individual or legal entity that applies for administrative services. "The subject of the provision of public services" is an executive authority, another state authority, an authority of the Autonomous Republic of Crimea, or a local self-government authority, their officials authorized to follow the Law to provide administrative services. In addition, the Law defines the concept and forms of use of "information and technological cards of administrative services," "center for the provision of administrative services," "Unified State Portal of Administrative Services," and "Register of Administrative Services." This Law introduced the institution of centers to provide administrative services [63].

4 Results and Discussion

The center's purpose is to create convenient and accessible conditions for servicing citizens when they apply for services. In 2015, amendments were made to the Law of Ukraine "On Administrative Services," which clarified that the Centers for the provision of administrative services could be formed under the executive body of the city council, city of district significance, settlement, village council if the relevant council makes such a decision [12-15, 17]. However, there is no definition in the Law of complete or incomplete administrative service. Because of this, the implementation of work on the provision of administrative services on the basis of the "single window" and "transparent office" principle is worsening through the formation of the administrative services since it makes it difficult to determine the types and number of benefits that should be provided through such centers, and leads to a violation of the basic principles for their provision, declared in The Law, in particular the principles of equality before the Law, openness and transparency, accessibility and convenience for the subjects of appeals, and the like.

The Law also states that Law determines only the list of administrative services, but, unfortunately, such a list has not yet been approved at the state level. However, such tasks were repeatedly set before the Cabinet of Ministers of Ukraine even before the adoption of the Law [19, 20]. The absence of an approved list also affects the quality of regulatory and administrative documents adopted at the local level since it excludes the full implementation of the tasks defined by the Law of the bodies to bring the regulatory legal acts of executive authorities in line with this Law. In addition, the absence of a procedure for determining the amount of the administrative fee for the received administrative service leads to the establishment by the subject of the provision of the service of the amount of the cost at its discretion. That is, the same service is provided in the country's regions for different amounts of payment of an administrative fee [31].

Depending on the subject that provides administrative services, they are divided into state administrative services and municipal administrative services [22-24]. What is important, first of all, are those classifications of practical importance; that is, they make it possible to make recommendations for improving the system of providing administrative services. One of such classification criteria can be called the establishment of powers to provide administrative services and the legal regulation of the procedure for their provision, in particular:

- Administrative services for centralized regulations (laws, acts of the President of Ukraine, the Cabinet of Ministers, and central executive bodies of Ukraine);
- Administrative services for local regulations (acts of local governments, local executive authorities);
- Administrative services under "mixed" regulations (when both centralized and local regulations are carried out simultaneously).

To date, most of the administrative services in Ukraine are provided by the central executive bodies and their territorial divisions. Therefore, the most demanded administrative services, which almost all citizens face during their life, are considered basic [42].

These include:

- Registration of birth;
- Marriage;
- Death, and other acts of civil status;
- Registration and issuance of passports;
- Registration of residence;

- The appointment of various types of social assistance and subsidies;
- Registration of ownership of the real estate;
- Registration of vehicles and the issuance of driver's licenses;
- Registration of business activities, etc.

2015 was a turning point in decentralization processes. During this period, important laws were passed to transfer significant powers to local governments, including providing administrative services [18].

By order of the Cabinet of Ministers of Ukraine dated April 1, 2014, No. 333, The Concept of reforming local self-government and territorial organization of power in Ukraine was approved. It was stated that the availability and proper quality of public services should be ensured through the optimal distribution of powers between local governments and executive authorities at different levels of the administrative-territorial structure according to the principle of subsidiarity and decentralization [43].

On November 26, 2015, the Law of Ukraine No. 834 VIII "On Amendments to the Law of Ukraine "On State Registration of Rights to Real Estate and Their Encumbrances" (and some other legislative acts of Ukraine on decentralization of powers for state registration of rights to real estate and their encumbrances) were adopted. According to them, from January 1, 2016, the executive bodies of rural, settlement, and city councils, the Kyiv and Sevastopol city administrations, and district state administrations in the cities of Kyiv and Sevastopol are granted the status of subjects of state registration of rights and the corresponding powers to ensure the state registration of the right to real estate and their encumbrances, maintenance of the State Register of Rights, as well as other authorities provided for by law in this area [60].

The organization of legal regulation of the provision of administrative services in modern conditions was regulated systematically and without taking into account the systematization of administrative-legal relations and procedural relations of this branch of law at the level of the law [26-29]. A step toward the legislative regulation of material relations has already been taken, and it remains to adopt the Code of Administrative Procedures. In the new social relations that have now developed in Ukraine, when citizens' rights and freedoms are prioritized, it is necessary to create appropriate administrative and procedural conditions for implementing these rights and freedoms [32-38, 45]. That is why, by the decision of the Cabinet of Ministers of Ukraine, a working group was created to prepare a draft Code of Administrative Procedures, which began to carry out this work back in 1997. But so far, this normative act has not been adopted, and public relations regulating the process of considering citizens' applications have not been fully regulated [21].

Administrative services are provided following the standards approved by the subjects under their powers, taking into account the Methodological Recommendations for the Development of Administrative Services Standards [47-53]. Institutions that have been delegated the management to provide administrative services, assigned by regulatory legal acts to the executive authorities, provide such services per the standards approved by the executive authorities that delegated such powers [44, 64]. Entities providing administrative services on a permanent basis ensure that information on such services is posted on stands, and official websites and clarifications are provided on issues related to these services.

From October 1, 2018, the provision of administrative services in the field of state registration of acts of civil status was introduced through the centers for the provision of administrative services in certain administrative-territorial units, in which they will be provided in pursuance of the order of the Ministry of Justice of Ukraine dated August 29, 2018, No. 2825/5 "On approval amendments to some normative legal acts in the field of state registration of acts of civil status." Despite the fact that such services will not be provided in all centers for the provision of administrative services but only in those determined by the legislator, this is a progressive change in legislation and a necessary step toward the European integration of Ukraine. But to meet the needs of citizens, the feeling that the state is trying to be a service, it is necessary to introduce the provision of such services in every Center for the Provision of Administrative services, and not just in 20% of those created [30].

Order of the Cabinet of Ministers of Ukraine dated January 30, 2019, No. 37 approved the Action Plan for the implementation of the Concept for the Development of the Electronic Services System in Ukraine for 2019-2020 (from now on, referred to as the Plan). According to paragraph 2 of the Plan, "In 2019-2020, central executive authorities and local state administrations should ensure the introduction of the provision of priority services in electronic form, namely: the introduction of electronic interaction to optimize the procedures for the provision of priority services using the system of electronic interaction of state electronic information resources and relevant changes in the regulatory legal acts governing the provision of priority services, taking into account the requirements of the Law of Ukraine "On Administrative Services". Furthermore, according to paragraph 9 of the Plan, it is envisaged to ensure an annual assessment of the quality of the provision of electronic services, taking into account European requirements. Implementing these measures will provide an opportunity to improve the quality of administrative services [42].

The Decree of the President of Ukraine "On certain measures to ensure quality public services" provides for the regulation of relations to approve the functioning of the service state – the state for citizens and businesses, ensure the proper implementation of the rights of individuals and legal entities in the provision of public, including administrative, services, the creation of modern infrastructure, convenient and accessible electronic services for the provision of such services [25]. The tasks that the President of Ukraine set in 2019 are being implemented and implemented by the Cabinet of Ministers of Ukraine throughout 2020. As a result, the launch of the online GUIDE with a list of public services in August 2020. This is an information portal about all services provided by executive authorities and local governments. It is posted on the DIA portal, which contains information about 1,000 public services, the place, method, timing, and cost of obtaining them. Services are ordered according to 17 criteria depending on the field of activity [55-59]. GUIDE is Ukraine's official source of public services, although the list of services has not been legally approved to date.

5 Conclusion

The current state of legal regulation of administrative services in Ukraine is characterized by many shortcomings of an objective and subjective nature. As a result, the process of reforming the entire administrative system is hampered [61, 62]. Therefore, it is necessary to improve the mechanisms for providing administrative services to the subjects of circulation and ensure the implementation of the goals of administrative reform as much as possible. In Ukraine, a sufficient regulatory and legal framework has been created to function the system for the provision of administrative services. But the lack of an Administrative Procedure Code, the failure to regulate certain aspects of the mechanism for the provision of administrative services are the need to carry out scientific developments to improve regulatory legal acts to improve the quality of the provision of administrative services based on the processes of administrative-territorial reform, the unification of territorial communities in particular.

The adoption of the Code of Administrative Procedure, a legislative act that should regulate the general procedure for the provision of administrative services, is essential. This, in turn, minimizes corruption risks in the provision of administrative services by authorities and local governments since a precise regulation of the procedure negates the ability of an authorized entity in some cases to act at its discretion [46]. In addition, adopting the above actions will contribute to the quality provision of administrative services and increase the efficiency of executive authorities' activities and local government's activities. In the meantime, it is necessary to prepare and adopt the Law of Ukraine "On the Administrative Fee" as soon as possible, which will determine the legal basis for the collection of the administrative fee, the procedure for payment, and exemption from payment and return of the administrative fee.

The absence at the legislative level of the definition of the "administrative service standard" provides prospects for scientific developments and improvement of the regulatory framework for providing administrative services. But the systematization and generalization of the regulatory framework for the provision of administrative services in Ukraine have not yet received sufficient theoretical generalization.

The experience of the countries of the European Union shows that most states today set themselves the goal of providing favorable living conditions for citizens by providing high-quality administrative services. Therefore, we believe that when forming legislation in the field of providing administrative services in Ukraine, it is necessary to consider the world history and theory of public administration, as well as domestic and foreign experience in the relationship between providers and recipients of such services. It is crucial to study the experience of European countries on specific issues of legal regulation of public services, as well as to fix the principles of relations between them at the legislative level for implementation in the practice of the relevant authorities in Ukraine. Ukraine, in its development, has chosen the path of creating an "electronic state" through the introduction of "electronic government," which will make it possible to achieve a balance of interests of the state, society, and business. Therefore, the experience of European countries is very relevant and helpful at this stage of reform.

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POTESTAR AND RITUALISTIC IMAGOLOGY IN EPIC TEXTS (BASED ON THE STUDY OF "KITABI-DEDE GORGUD" EPIC)

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Abstract: The issues of potestar and ritualistic imagology in the "Kitabi Dede Gorgud" epic are considered in the article. Imagology is a relatively new branch of comparative studies. By this means, the problem of "own" and "other" reflected in literary texts is clarified. This problem can be seen in the creation of epics and written literature. As in the creation of epics of many peoples of the world, this problem also exists in the Oghuz heroic epic and "Kitabi Dede Gorgud" epic. Comparative-historical and historical-cultural methods were used as research methods. The scientific novelty of the problem reflected in the article is to approach the Oghuz-Kipchak issues reflected in the "Kitabi Dede Gorgud" epic from the concept of "own" and "other". Regarding the novelty of the article, we should note that for the first time in the "Kitabi Dede Gorgud" epic, the Oghuz-Kipchak relations are approached from the context of imagology, and this problem is considered from a potestar and ritualistic point of view. The object of the article is the legend of Dede Korgud. Its subject is to view the Oguz-Kipchak relations in its "own" to "other" concept problem from a potestar and ritualistic context. It is proven that this problem, reflected in the epic, is derived from historical facts. The mythological-ritualistic forms of expression of this idea are also clarified.

Keywords: Epic, Imagology, Kitabi Dede Gorgud, Oghuz-Kipchak issues, Potestar.

1 Introduction

Imagology, as a field of modern comparative studies, forms the basis of the objects of research conducted in this direction. Imagology (literally image in English) as a field of humanitarian science is the subject of studying stable stereotypical images of "own", and "other" ethnic groups, countries, and cultures in national thinking. Based on the relations between the fields (language, ethnography, folklore, literature, cultural studies, art, etc.), imagology, by examining existing sources, as a general paradigm, clarifies the concept of "other", "own" being reflected in this or that culture. Although the word imagology first appeared in the 20s of the XX century as a term related to sociology, the science of philology soon adopted this field of science. In the beginning, in France, and then in various countries of Europe, including America, extensive research related to this field was conducted.

In the fields of science related to literature, artistic imagology is evaluated as literary imagology (the field of comparativists). It deals with the analysis of the interpretation of images in the oral creativity of other peoples. Folklore imagology deals with oral creativity and the study of its various genres. The image of the "other" (its national mentality, character, value system, worldview, type of behavior, etc.) is perceived in terms of the ethnostereotype of this or that ethnic group. In this sense, applying the problem of "own" and "other" to the "Kitabi Dede Gorgud" epic is the actual problem facing the article.

The analysis of the research from the historical-cultural connection sheds light on the reasons for the conflict in the Oguz-Kipchag relations reflected in the "Kitabi Dede Gorgud" epic. Researching "Kitabi Dede Gorgud" from this context is a new phenomenon. The subject of the Kitabi Dede Gorgud epic, which is taken as the object of the study, is potestar and ritualistic imagology. The main goal of the article is to determine the historical and cultural roots of the Oghuz-Kipchag conflict reflected in the epic. For this, the main task ahead is to approach the problem of "own" and "other" in the epic from a potestar and ritualistic context.

In Azerbaijani epic studies, approaching the epic from this point of view is one of the urgent issues for modern epic studies. The main goal of the article is to look at the roots of the conflicts between the Oghuz-Kipchak relations reflected in the "Kitabi Dede Gorgud" epic in accordance with the principles of imagology, which is a field of comparative studies from the historical context. At the same time, it is to study how the concepts of "own" and "other" in the epic arise from the mythological-ritualistic contest. The main tasks of the article are to reveal the concepts of "own" and "other" in Oghuz-Kipcak relations from both potestar and realist contexts during the study of the epic.

2 Materials and Methods

2.1 The Concept of Artistic Imagology and Ethnostereotypes

Artistic imagology is investigated in the contexts of humanities and cultural studies in modern studies. As a method, comparative-historical methods are mainly used in such studies. As mentioned above, "own", and "other" (another country, another nation, etc.) are meant. The concept of "other" is considered as an ethnostereotype in the concept of imagology, and it mainly refers to the attitude of one person to another. "Ethnic stereotype is more often perceived as a fixed image of any ethnic group" [6, p. 251].

Ethnostereotypes incorporate national knowledge and emotional evaluative characteristics of representatives of that nation. Such stereotypes formed on the basis of international relations are not a frozen scheme or a logical perception, on the contrary, emotional imagery is living artistic imagery in terms of its form, and these images are not personal, more precisely, individual characteristics [11, p. 11].

Stepanov considered the position of confrontation as one of the main concepts of any collective mass, popular, national worldview, which permeate all cultures in different forms [9, p. 4]. The attitude towards "other", and "another" was related to the worldview of that society. Therefore, the opposition of "own and then another" had different content in each era.

Acting from the perspective of mentality, imagology includes the figurative thinking and moral values of an individual or a collective. The relationship of an individual or ethnic group to another individual or ethnic group is expressed through language. For this, the main elements belonging to that ethnic group are uneven. For example, the phrase "Black-robed infidels in Kitabi Dede Gorgud" is an expression of this. These expressions are stable in literature and are accepted unambiguously. If we look at the issue from the structural context, at this time, the world of infidels is connected with the history-psychological mood of the people and their mentality.

The molded ideas about one person's behavior and mentality, such as stereotyped ideas about other people's character, constitute the main subject of imagology. Imagology is a young and actively developing field of science. Since the 1980s, extensive research centers related to this field have been established in Germany, France, and the Netherlands. In our modern era, the issues of acceptance of one nation by another nation have become the subject of scientific research worldwide. They are being considered from a broad humanitarian point of view. In addition to applying imagology to folklore texts, it is also possible to apply it to myth texts. To clarify this idea, it is essential to look at some folklore examples.

3 Results and Discussion

3.1 Potestar Imagology in "Kitabi Dede Gorgud" Epic

In imagology, not only "other" images but also "other" authorities become the object of research. Of course, the image of "other" is also related to "other" power. This space may be related to statehood and pre-statehood. Mainly, the relationship between people before the establishment of the state is expressed by the term "potestar", "with me," or "apart" [3, p. 7].

It is possible to apply the concept of "Potestar imagology" to folklore creativity. It is possible to encounter enough such motifs in the epics of the existing peoples in Eurasia. “Potestar imagology” is especially observed in Slavic, Scandinavian, and Turkish epic texts [10].

The main heroes of epics are strugglers. These strugglers embody the ideal of a brave man loyal to his country and people. The hero fights alone against hordes of enemy forces. Especially such heroes can be seen in the works of the second-period bylina: Ilya Muromets, Dobrynya Nikitich, and Alyosha Popovich. These are the so-called heroes included in the Kyiv epic cycle.

As the creator of the epic emerged mainly during the state-building period of each millennium, it is possible to meet the images that appeared as prototypes of many historical figures. In Cousler’s “The German Epic and the Song of the Nibelungs,” the author clarifies the prototypes of the historical figures in the epic. In this work, we witness the emergence of the image of Dietrich as the prototype of the historical figure Theodrich, Etsel as the prototype of Attila, etc. [8]. This regularity can be observed in the epic creation of almost all nations.

In the “Kitabi Dede Gorgud” epic, we encounter such historical prototypes, and these images appear in the confrontation between “own” and “other”. Although the concept of “own” is related to the Oghuz in the epic, the concept of “other” is related to the images of “black-robed infidels”, “Kipchak Malik”, and “Shoklu Malik”. Was it a coincidence that these characters appeared in the saga? Or was there a historical reality behind these names? For clarification, we could look at the political events that existed in and around the territory of Azerbaijan in the XI-XIII centuries.

As is known from history, the decline of the Seljuks in the XII century led to Malikshah I coming to power. “In order to expand his territory and consolidate his state, Malikshah visited Georgia three times and made the Georgian king accept the authority of the Great Seljuk State. From here, the relationship of Malikshah, the leader of the Seljuk Turks, with Georgia and the Georgian Gara Takur, mentioned in the epic, has been reflected in one way or another” [2, p. 17]. Another interesting piece of information related to Turkish-Georgian relations at that time is published in the “Humanitarian Sciences” series of the Russian “Modern Science: Current Problems of Theory and Practice” journal, published in 2016. The author, who has been researching Armenians for many years, tries to prove that the ethnic affiliation of Polish, Ukrainian, Crimean, and Don Armenians is Turkish, not Hay [2, p. 25].

According to him, the native language of the people belonging to this sub-ethnicity is not Armenian “Hay”, but it is one of the Turkic languages belonging to the Kipchak group.

At the same time, the author notes that Kipchaks, who accepted monotheism, lived in the South Caucasus in the XII-XIII centuries. Thus, the name of the Khipchakavank temple, which has been preserved to this day in the Shirak province of Armenia, literally means “Kipchak temple”.

After settling in this area, the Kipchaks, who had religious views of Godness at that time, began to worship the Monophysite sect of Christianity along with the Provoslav religion. Finally, the Kipchaks settled in the South Caucasus and met the Muslim Oghuz Turks. In this period, the process of Armenianization had not yet begun.

Thus, a part of Kipchaks, after accepting Christianity, became Georgians, and another part accepted Islam and became modern Azerbaijani-Borchali people. Finally, some of the Kipchaks, who accepted monotheistic Christianity, gained a position in present-day Armenia before settling in the South Caucasus.

Regarding the Oghuz mentioned in the work, it should be noted that after the fall of the Seljuk Empire, the Hulakus was established in the south of Azerbaijan (in 1256, Genghis Khan’s grandson Hulaku Khan (1256-1265) founded his Hulaku state (1258-1357)). The state of Elkhanis (Hulakus) became stronger again. Ghazan Khan accepted Islam and took the name of Mahmud. Because of this step, he was able to strengthen relations with local feudal lords and Muslim clergy and gained their support [4].

Looking through these historical facts, we can see that the character of Ghazan Khan reflected in the epic, Hulagu Khan is the prototype of the historical figure of Ghazan Khan. For this reason, Ghazan Khan and the Oguz clan as a whole appear as “own”, while “black-robed infidels”, Kipchak Malik, Shoklu Malik, and Gara Tekur appear as “other”. This is the reason for the conflicts between them. To be more precise, the fact that Shoklu Malik and Kipchak Malik have the title of “other” along with the black-robed infidel emerges from the Kipchak-Georgian, Kipchak-Armenian parallels. One of the main factors that reveal the concept of “own” and “other” is also revealed through the national style.

As the object of imagology, V. B. Zemskov presents the concepts of stereotype and style. According to his concept, a stereotype is an initial form of imagination that can serve as a foundation for a clearer construction of an image. In contrast to the stereotype, imagination is multifaceted and broad. It is primarily an artistic image, a mental product of literature, and art, through which the ability to see the “other” is obtained and expressed. The author defines the image as a means of political propaganda, a component of ideology [13, p. 49].

3.2 The Elements of “Own” And “Other’s” in Clothing Names

These elements are manifested in different forms as well as in the style of clothing. In particular, in determining the “native” and “foreign” image, which is typical for epic creation, along with many features of the image, the style of clothing plays an important role. In order to clarify our opinion, it is important to look at the “Kitabi Dede Gorgud” epic, in which the Oghuz Turkish ethno-cultural values are broadly reflected. Since the date of writing of the epic includes the XI-XIII centuries, the concepts of “native” and “foreign” appear in this epic, either in the place where the image is depicted, or in different mental values, including the style of clothing.

“Werner Enninger noted in his research that in the coding system of clothing there are constant new messages as well as fixed messages that do not change. Analyzing the dress codes, one can obtain information about the mental state, status, cultural level, manner of behavior, etc. of the person wearing this clothing” [12, p. 92-96].

Firstly, we should note that in the semiotic ethnostereotype sign system of the Oghuz Turks, the term “*yağı*” (enemy) was used as a word unit defining the concept of “own” and “other” and separating “foreign” from “native”. The word “*yağı*” was explained in “Kitabi Dede Gorgud” epic: *Qazan bəğ oğlı Uruz bəgin tutsak oldığı boyı boyı bəyan edər, xanım hey!“ “Oğlan aydır: “Yağı” deyü,əyma deyirlər?”. Qazan aydı r: “Oğul anuncun yağı deyirbər ki, biz anlara yetsəvüz, öldürəriz. Anlar bizə yetsə öldürər”, – dedi”* [5, p. 70].

In the epic, the words “Shoklu Malik”, “Mara kafir”, “Takur oğlu kafirlar”, “kafir” and “takur” are used as synonyms of the image of “*yağı*”. Along with many mental values, the color was also a defining element of style. Where and how colors are used in the semantic code of color was one of the main signs that distinguished “own” from “other”. There are many styles of clothing in “Kitabi Dede Gorgud” epic, including outerwear, headdress, weapons, etc. The differences between the Oguz clothing and the “*yağı*” clothing can be seen in such clothes. For example, the main element used by the Oguz as war clothes in the epic, the tugulga (head armor) was in “golden light”. For example, in the story about Bakil, Bakil returned to his kingdom without light, Khanlar Khan became angry and took the light back from Bakil [5, p. 107].

Or in the "*Qazlıq qoca oğlı Yegənək boyını bəyan edər, xanım, hey!*" story, preparing to save his brother from slavery, Yegnak saw "alpans with white light" in his dream [5, p. 95]. In "Kitabi Dede Gorgud" epic, the kafir war dress is remembered by the phrase "blue iron". In the story of "*Qanlı qoca oğlı Qanturalı boyını bəyan edər, xanım, hey-hey!*" the enemy's war clothes are presented like this: "*İçin kara tonlı, gök dəmürli yüz kafər seçdi*" [5, p. 90] (Translation: He chose black dressed, blue iron hundred kafir).

"*Kaftan*" is one of the outer garments mentioned in "Kitabi Dede Gorgud" epic. In "Kitabi Dede Gorgud" epic the word "*kaftan*" is mostly related to Beyrak.

As we observed in the "Kitabi Dede Gorgud" epic, the "*kaftan*" of the Oguz also had a special ritualistic character in ceremonies. So, if the "*kaftan*" was white in everyday life, one of the elements that distinguished the groom from other people in the wedding ceremony was related to the color of the "*kaftan*" he wore. "*Beyrək aydır: "Niyə səxt oldunuz?" dedi. Ayıtdılar: "Necə səxt olmuyalım? Sən qızıl qaftan giyərsən, biz ağ qaftan giyəriz*" [5, p. 57] (Translation: Beyrak: "Why are you downcast?" he said. They: "How can I not be downcast? You wear a gold kaftan, but we wear a white kaftan").

In "Kitabi Dede Gorgud" epic, we witness that infidels also wear "kaftans". This "kaftan" form is distinguished from the Oghuz "kaftan" due to its style. In the epic, kafir's (enemy's) kaftan is presented as "*ardi yırtukhlu kaftan*" (kaftan with a slit in the back).

In the "*Salur Ghazanın evi yagmalandığı boyı beyan eder"* story, the kafir's kaftan is described as follows: "*Kafərin casusı casusladı. Vardı kafərlər arğunı Şökli Məlikə xəbər verdi. Yedi bin kaftanının ardı yırtıxlu, yarımından qara saçlu, sası dinlü, din düşməni alaca atlu kafər bindü yılğadı* " [5, p. 42]. (Translation: An infidel spy gathered information. The infidels reported the situation to Shokli Malik. Behind his seven thousand kaftans, with torn, black hair heads, rough manner, enemies of religion, gathered and saddled the horses).

Or, in the "*Qanlı Qoca oglı Qanturalı boyunı beyan eder, xanım, hey*" story, the kaftan of the Seljan khatun is described as follows: "*Canvər qaftanlıq: "Ol qızın üç canvər qalınlığı - qaftanlığı vardı*" [5, p. 85]. (Translation: Kaftan made of wolf skin: "That girl had three kaftan made of three wolf skin).

The words "*bork*", "*papaq*", "*kulah*", "*chalma*", "*gejelik*" are used as headwear in Oghuz. A turban was one of the widely used men's headdresses in Oghuz. In several places of epic, we find the word "*sarig*". Hearing the news of Beyrek's disappearance, his father throw his "*sarig*" down on the ground. It is said in the text: "*Beyrəgin babası qaba sarıq götürüb yere çaldı*" [5, p. 57]. (Translation: Beyrag's father took the old sarig (turban) and slammed it on the ground).

In the epic, the headdress used by the "other" character, who differs from the Oghuz as an ethnostereotype, is reflected in different sizes. In the "*Qazan bəg oğlı Uruz bəgin tutsak oldığı boyı boyı bəyan edər, xanıch hey!* " story, the headdress of the infidel is depicted as follows: "*On altı bin ip üzəngili, keçə börkli, azgun dinli, quzgun dilli kafər çıqa gəldi* " [5, p. 69] (Translation: Enemies with sixteen thousand thread stirrups and with hats, a perverse religion, and a raven tongued came out).

3.3 Ritual and Imagology

Rituals are one of the areas studied by imagology. One of the elements expressing the concept of "own" and "other" is related to Egyptian places and images. Space plays a special role in defining "own" and "other" images. This place can be historical as well as mystical. For example, in the mythological imagination, there are images belonging to the mystical space. In European folklore texts, the place of giants, dwarves, and gods differs from the place of people. Turks who have a shamanic worldview also have the concept of "other" space. The owners of this "other" space are called "whom we give the food" in a broad sense. Sometimes there are certain elements that distinguish the owners of this mystical world from the "other" ones. The concept of "other" related to the mystical space, reflected in the mythological worldview, is not only expressed in shamanic rituals, but over time, it is transformed into the creation of bylines and fairy tales that spread to various genres of folklore.

Referring to Vinogradova's work "Slavic folk demonology", she writes about the relation to the names of demonological entities: "In folk demonology, the world of chronic demons does not have a fully established and stable structure. Here the function has a complete and decisive advantage over the attribute. The characters are also largely amorphous in appearance; it is very difficult to identify the external features of these creatures, which are characterized by their formlessness, which is because these creatures undergo metamorphosis very easily from their own nature [11].

Therefore, for example, the bitter evil spirits known under different names in the Mongolian people cannot be completely distinguished because they differ little from each other in terms of function and appearance. It is also worth noting that the meaning of the names of these beings can partially or completely overlap. Therefore, one of the difficulties of the bearer of tradition when talking about demonology is that while talking about a mythological character not by name, but by appearance and function, it becomes clear that several names and terms can fit him at once" [11, p. 208].

Citing examples from many fairy tales and myth texts, V. Y. Propp valued the hero's silence as his entry into the world of the dead. According to V. Y. Propp's theory of sacred laughter, as we mentioned above, silence was related to a kind of taboo factor directed against laughter. Silence was necessary to enter the world of the dead and to return again, in short, to pass the condition of initiation. Citing an example of rituals held among Yakut shamans, the author wrote about it: "Laughing is forbidden in the world of the dead. The ritual dedicated to it is a simulation of death. The seer understands that he has not completely left the earth. Similarly, when a shaman enters the world of the dead, he betrays himself with laughter. It seems that's why the one who laughs dies from gifts" [7, p. 183].

Such ritualistic spaces and images transformed into epics are also reflected in "Kitabi Dede Gorgud" epic. In the "Kitabi Dede Gorgud" epic, the "other place" where Dede Korkud went for match-making girls, "the owner of the other place" is described by the words of Deli Garjar: "*Ayaqlılar buraya gəldigi yoq. Ağızlılar bu suyımdan icdiği yoq*" [5, p. 56] (Translation: Creatures with foot did not come here. The natives do not drink from this water). Dede Korkud describes the location of this place as follows: "*Qarşu yatan qara tağını aşmağa gəlmişəm"* [5, p. 56]. In order to reach this place, ritual horses were used. In the epic, it is said from the words of Dede Korkud: "*Nagah qaçma-qoma olarsa, birisini binəm, birisini yedəm* " [5, p. 55]. (Translation: If there is a sudden chase, I will ride someone and eat other one).

From this text, a transformation of the shamanic ritual can be clearly observed. Although the poet presents the myth text in a new interpretation, the invariant text still talks about the shaman's journey to the mystical world. On the other hand, in the "Song of the Nibelungs" it is told that when Siegfried goes on a journey to buy a girl, he falls into the place of dwarves and gets armor from there [8].

In the fairy tale texts, in order not to be different from the "others" in the other world where the hero goes, the "others" should not look back no matter how much they call him. At the same time, the "other" place in epics is a historical-geographical place or an existing object, a castle, etc. can appear as well. For example, Ganturali's departure to marry the daughter of Gara Tekur from Georgia, Beyrek's 16-year captivity in Baybur Castle [5, p. 59]. Here we witness the curse resulting from the violation of the taboo. The main element of the curse is the word. Such cases can often be found in the creation of epics.

The birth of Tepegoz, one of the famous characters of the "Kitabi Dede Gorgud" epic, "the scourge of the Oguz people", was the result of defying the taboo. In this motif, we also observe the initial embryos of social laws. However, the main goal now is not this, but the discovery of the taboo motive in the plot. Thus, in "Basat killed Tepegoz", it is said that while herding sheep, the old Yellow Shepherd of Gonur meets fairies. The shepherd throws his belongings at the fairies and manages to catch one of them, "he greedily embraces it". After some time, the fairy girl returns to the shepherd and says: "*Çoban əmanətin gəl, al! – dedi – Əmma Oğuzun başına zəval gətürdin*" [5, p. 98] (Translation: Shepherd, come and take it. However, you brought the downfall to Oghuz).

We witness the birth of infamy because of the violation of the taboo, or more precisely, the creation of chaos because of a person's opposition to the prohibition. Here too, the main element of the curse is the magic word. If we analyze this motif, we can conclude that the main reason for the birth of Tepegoz is the result of the attempt of a mortal and earthly person to connect with something beyond substance – a fairy belonging to the sacred world. This situation is not voluntary; it is the result of the shepherd's ego.

4 Conclusion

From our analysis, we conclude that the concept of imagology, which is reflected in the creation of folklore, not only appears in folklore texts in the form of ethnic stereotypical images of historical events but also manifests ritualistic moments. It is proved that the problem of "one's" otherness appears in many ethnocultural norms, especially in clothes.

The black-robed infidels, Kipchak Malik, Kara Tekur, and other images such as Kafir Gizi appear as "other" prototypes of historical figures; the semantic load of the images of Seljan Khatun and Banu Chichek includes images of women belonging to the mystical world in "Kitabi Dede Gorgud" epic.

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ARTIFICIAL INTELLIGENCE: CHALLENGES FOR INTERNATIONAL TRADE AND LAW

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Abstract: The article aims to consider the trends in the development of artificial intelligence and its impact on the processes in world trade, the issues of protecting the rights to digital content created using artificial intelligence technologies and neural networks. This topic is becoming increasingly relevant with the development of technology and the expansion of its application in various areas of life. The problems of protecting developers' rights and legitimate interests have come to the fore in intellectual property law. With the help of intelligent systems, legally protected content can be created, and other data, relations regarding which are also subject to protection. In this regard, issues related to the standardization of requirements for procedures and means of storing big data used in the development, testing, and operation of artificial intelligence systems, as well as the use of blockchain technology, are of particular importance. Various options for using artificial intelligence at all links in the value chain are considered, and an assessment of the consequences of introducing such technologies is made. The analysis of the issues of regulating the issues of cross-border movement of data against the background of the aggravation of the problem of data confidentiality was carried out. Analytical assumptions about the possible impact of AI on the labor market in the future are made.

Keywords: Artificial intelligence, Digital economy, Intellectual property, International trade, Protection of rights.

1 Introduction

In recent years, a vast number of technical innovations have had a powerful impact on all areas of human activity. One of the most relevant innovations in recent years is *artificial intelligence* (AI). Intellectualization of organizational processes in various spheres of society, the introduction and accumulation of new technologies in the context of the Fourth Industrial Revolution, digitalization, and globalization lead to profound changes in economic systems and law. The emergence of high technologies significantly affects creativity and scientific thought, and scientific and technological progress does not stand still. At the same time, the creation of content using high technologies today competes in quality and relevance with the results of human intellectual activity [9]. At the same time, it seems that in the legal environment, when studying the end-to-end technology of artificial intelligence, the emphasis is on three components: a) the legal personality of robotic systems; b) the possible robotization of legal processes; c) the intellectual and legal aspects of the application of artificial intelligence technology in current conditions.

Twenty percent of companies are already using artificial intelligence on an industrial scale. However, the extent of use varies by sector. Thus, a high degree of use of AI is observed in areas such as financial technology, the automotive industry, and telecommunications. On the other hand, the average degree of use of AI is observed in retail, media, and FMCG, while a low degree is observed in healthcare, education, and tourism. Artificial intelligence is applicable at all links in the value chain: at the design stage – making accurate forecasts and plans; at the production stage – optimization of costs and production process; at the stage of product promotion – targeted marketing and market analysis; after-sales service – improving the quality of customer service and interaction with the customer [1].

Like other innovations, the introduction of AI will likely lead to an increase in the well-being of populations worldwide. However, the negative consequences may be the growth of inequality, the disappearance of several professions, and social exclusion. Despite significant progress in understanding the algorithm itself and the features of AI, humanity is not yet aware of the consequences of using this technology on a global scale. As a result, some countries are already negotiating to regulate AI through international agreements [12]. Until now, cross-border flows of data and information have been governed by WTO rules that predate the spread of the Internet. Now the countries are striving to regulate these issues within the framework of local and bilateral agreements.

The EU is considered a leader in the regulation of the digital market. Within the union framework, there is an agreement General Data Protection Regulation. Its goal is to harmonize data privacy legislation within the integration association [62]. This agreement intersects with human rights law and security legislation, which takes the issue of data protection to a new level. At the same time, governments worldwide are allocating vast amounts of public funds to developing clusters dedicated to developing new technologies based on AI, which aim to achieve a comparative advantage in the global economy. Often this process takes place on a too large scale, and good intentions can hide devastating consequences for the worldwide economy.

At the center of discussions are the actions of the Chinese government aimed at protecting domestic IT giants, which prevent giants like Google or Amazon from entering the Chinese market. This has enabled China to make tremendous progress in commercializing artificial intelligence technologies. Examples include the Baidu search engine, the Alibaba e-commerce platform, and the WeChat messenger company, which combines the functionality of Skype, Facebook, and Apple Pay. Services are already gaining recognition abroad and are beginning to compete with existing leading companies; perhaps, shortly, they will be able to penetrate the US and EU markets [13] fully.

2 Materials and Methods

It is known that artificial intelligence methods are highly diverse and borrowed a lot from biology, neurophysiology, genetics, philosophy, and sociology. Sometimes this makes it possible to clarify that artificial intelligence is a property of intelligent systems to perform creative functions that are traditionally considered to be inherent only to humans [10]. However, to create machines that would approach the human brain in their capabilities, one must first understand the essence of human intelligence and reveal the mechanisms of human thinking. But S. Blakesley and J. Hawkins convincingly proved in their timeless work that attempts to create artificial intelligence have not yet reached the expected level due to discrepancies between human knowledge about the structure of the brain and the possibilities of neurobiology psychology and cybernetics.

It is known that artificial intelligence methods are incredibly diverse and borrowed a lot from biology, neurophysiology, genetics, philosophy, and sociology. Sometimes this makes it possible to clarify that artificial intelligence is a property of intelligent systems to perform creative functions that are traditionally considered to be inherent only to humans [8]. However, to create machines that would approach the human brain in their capabilities, one must first understand the essence of human intelligence and reveal the mechanisms of human thinking. But S. Blakesley and J. Hawkins convincingly proved in their timeless work that attempts to create artificial intelligence have not yet reached the expected level due to discrepancies between human knowledge about the structure of the brain and the possibilities of neurobiology psychology, and cybernetics [2, 4-7]. We do not share the opinion that today artificial intelligence is a way to endow a computer, computer-controlled robot, or program with the ability to think intelligently. Research in this area suggests otherwise [61].

The most promising is the study of issues related to the definition of artificial intelligence technology as a tool for creating new knowledge, which leads to the denial of the legal personality of such systems. In turn, our experience in studying the digitalization of educational processes in the field of training lawyers has shown that artificial intelligence cannot replace a professional [11, 15-17]. Taking into account the need to develop common approaches to understanding the digital competencies of a lawyer, it can be concluded that technologies will allow the formation of such content, which in most cases will cancel the legal routine and allow for quick and accurate decision-making, but will not lead to the creation of new objects of exclusive rights protection. All this indicates the need to study the problems of the consequences of the application of artificial intelligence technology from the standpoint of privacy and information law in order to resolve the issue of the possibility of protecting the rights and legitimate interests of the creator of a particular artificial intelligence system or the implemented task for such a system. think intelligently. Research in this area suggests otherwise [23].

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3 Results and Discussion

3.1 Artificial Intelligence is the Main End-to-End Technology of the Digital Economy

The use of artificial intelligence technologies in the sectors of the economy is of a general nature. It contributes to creating conditions for improving efficiency and forming fundamentally new areas of activity for economic entities.

End-to-end technologies are the critical areas of the national technology initiative – a program to support the development of promising industries. These include big data, blockchain, artificial intelligence, quantum technology, robotics, wireless communications, the Industrial Internet, virtual and augmented reality, and new manufacturing technologies [8].

End-to-end technologies have become a guarantee of the successful implementation of the tasks of the digital economy. However, the concept of "end-to-end" digital technologies is not disclosed in the legislation and is also not generally recognized in science. In some cases, their existence is explained through an appeal to the scientific and innovative sphere [34-40]. And then, end-to-end digital technologies gain importance as key science and technology areas that have the most significant impact on the development of science and technology initiative markets. In this sense, as experts hope, the formation of a scientific and technological department for these groups will make it possible to create globally competitive high-tech products and services. In some cases, the emergence of the concept of end-to-end digital technologies is associated with their scale and depth of influence on society and the economy [42-45]. "End-to-end" digital technologies in this vein are understood as "technologies used for collecting, storing, processing, searching, transmitting and presenting data in electronic form, the operation of which is based on software and hardware and systems that are in demand in all sectors of the economy, creating new markets and changing business processes."

In addition, end-to-end digital technologies in technical sciences include not only big data, artificial intelligence, neural networks, and distributed registry systems, but also wireless communication technologies not mentioned in the legislation as such, technologies for controlling the properties of biological objects, etc. It turns out that the attribution of a particular technology to cross-cutting in legislation is not linked to any studies and justifications presented to the public [61]. However, obtaining such a regime affects access to budgetary injections in relevant undertakings. Such an approach can only be justified by the rapid development of technologies, which, due to their mobility, often influence the patterns of the regulatory sphere [47-50]. This is very clearly seen in the example of large-scale artificial intelligence technology.

We must not forget about the compatibility of various technologies to achieve the desired effects. For example, artificial intelligence and big data technologies are often and strongly linked in applied digital systems [52-59]. Perhaps the most important thing in choosing a strategy for the legal regulation of artificial intelligence technology is that a variety of technologies are used and developed that are based on or associated with intelligent systems but do not always fall under the concept of classical artificial intelligence. There is no common understanding of the term "artificial intelligence" in legal and other fields. Today there are many definitions of the concept of "artificial intelligence."

Artificial intelligence is a set of technological solutions that allows simulating human cognitive functions (including self-learning and searching for solutions without a predetermined algorithm) and obtaining results when performing specific tasks that are at least comparable to the results of human intellectual activity. The Encyclopedia Britannica defines artificial intelligence as "the ability of a digital computer or computer-controlled robot to perform tasks normally associated with thinking beings." As you can see, in both interpretations, an idea is given of artificial intelligence as a technology that creates something new compared to the result provided by the algorithm. It is well known that the author of the very term "artificial intelligence" is John McCarthy, the founder of functional programming [63-65]. He said, "The problem is that so far, we cannot generally determine which computational procedures we want to call intelligent. We understand some of the mechanisms of intelligence and do not understand others." Therefore, intelligence within this science is understood only as the computational component of the ability to achieve goals in the world.

On the one hand, this makes us think about the possibility of obtaining an actual result by using artificial intelligence. On the other hand, artificial intelligence technology is perceived as software that leads to the creation of results - intellectual activity or another nature, which allows making decisions based on specific generalized data. For example, we can talk about the so-called recommender systems and intelligent decision support systems. It is essential to keep this in mind to not associate the results of the application of artificial intelligence technology only with a significant impact that has originality and value in circulation, like an invention or a work of art or literature. In general, artificial intelligence technology allows you to perform actions based on calculations, including receiving and analyzing information and learning from new data.

"Artificial intelligence technologies are technologies based on the use of artificial intelligence, including computer vision, natural language processing, speech recognition, and synthesis, intelligent decision support, and advanced artificial intelligence methods." The necessary technological solutions include information and communication infrastructure and software, which also uses machine learning methods, processes, and services for data processing and decision making. Today, this technology is used in various areas of human activity (for example, in medicine, where it helps to treat or diagnose various kinds of diseases in transport by introducing Self-Driving Cars systems, in the military sphere when making intelligent decisions, when training voice assistants, etc. [13].

For the purposes of developing adequate legal approaches to regulating the relations under consideration, it is advisable to turn to the issues of the essence of this phenomenon. From the point of view of the developers of software algorithms and intelligent systems, unlike conventional process automation systems, the main features and properties of artificial intelligence systems are as follows:

- The presence of a goal or group of goals for functioning;
- The ability to plan their actions and search for solutions to problems;
- The ability to learn and adapt behavior in the process of work;
- The ability to work in a poorly formalized environment, under conditions of uncertainty, to work with fuzzy instructions;
- The ability for self-organization and self-development;
- The ability to understand texts in natural language;
- The ability to generalize and abstract the accumulated information.

Within the technical specialties, over the past time, there have been basic approaches to how you can determine whether a particular technology is an artificial intelligence technology. Moreover, intelligent technologies have been classified into several different types depending on the functions performed and the tasks to be solved. At the same time, it is important to emphasize that artificial intelligence technology is not the only one of its kind. For example, they are now looking for a place in the technology system for quantum intelligence. An alternative to artificial intelligence today is the concept of computational intelligence (CI) technology.

As the developer of this concept, Bezdek, has shown, a system is an intelligent computing system if it: operates only with digital data; has pattern recognition components; does not use knowledge in the sense of artificial intelligence, and shows: a) computational adaptability; b) computational fault tolerance; c) error rate approximating human characteristics.

As an alternative to classical artificial intelligence based on strict logical inference, computational intelligence relies on heuristic algorithms, such as fuzzy logic, artificial neural networks, and evolutionary modeling. The basis for the development of computational algorithms is the development of algorithmic models for solving complex high-dimensional problems. This refers to the field of intelligent algorithms (intelligence algorithms) based on the simulation of biological intelligent natural systems. This direction includes the following main paradigms:

- Artificial neural networks (artificial neural networks);
- Evolutionary computation (evolutionary computation);
- Swarm intelligence (swarm intelligence);
- Fuzzy systems;
- Artificial immune systems (artificial immune systems) [14].

Together with logic and deductive inference, expert systems, machine learning, and intelligent algorithms form a general direction – "Artificial Intelligence." Each of the paradigms of computational intelligence is based on modeling the properties of natural biological systems. Thus, we see that artificial intelligence is only one of the technologies of intelligent systems. However, sometimes, in terms of their manifestations and qualities, both artificial intelligence, in the understanding of J. McCarthy and his followers, computational intelligence, and possibly other technologies are perceived by entrepreneurs, businesses, consumers, marketers, and lawyers as a general concept for this technology. This allows us to talk about the creation of a certain general approach in the legal order to solve applied and doctrinal problems.

Thus, from the view of technical sciences, artificial intelligence technologies include various intelligent systems and algorithms. The results of their use can also be different. Science and technology are not yet at that stage of their development to create a clear and stable classification in the area under study. For jurisprudence, this means that problems will appear. However, even now, some of the issues can be resolved using well-known legal mechanisms. Some are not new at all; they simply were not so relevant due to the underdevelopment and lack of widespread use of artificial intelligence technologies [20].

3.2 Legal Qualification of the Results of the Application of Artificial Intelligence Technology

The concept of artificial intelligence can be understood as a set of technological solutions that allow simulating human cognitive functions (including self-learning and searching for solutions without a predetermined algorithm) and obtaining results when performing specific tasks that are at least comparable to the results of human intellectual activity. From a legal point of view, all of the listed components have a different legal regime, and their application gives rise to appropriate legal consequences, which I would like to dwell on in more detail in this paper.

The concept of the result of human intellectual activity is filled with quite specific content. The results of intellectual activity are works, computer programs, databases, performances, phonograms, broadcasting or cable communication, inventions, utility models, industrial designs, selection achievements, topologies of integrated circuits, and production secrets. They are not classified as the results of intellectual activity but only equated to them are the means of individualization of legal entities, goods, works, services, and enterprises. The results of intellectual activity are provided with legal protection as objects of intellectual property. Therefore, if, as a result of applying a set of technological solutions that allow simulating human cognitive functions, we get results comparable to the results of human intellectual activity, then we will face the question of the possibility of extending the regime of intellectual property objects to such results.

Today, the business community is extremely interested in monetizing their developments in creating artificial intelligence programs and systems and earning on the results of robots [10]. The so-called superintelligent artificial intelligence is one step above the human one. Nick Bostrom describes it as follows: it is "an intelligence that is much smarter than the best human brain in almost all areas, including scientific creativity, general wisdom, and social skills." Objects created using algorithms are easier to account for, control, open access and make a profit. The development of robotics and artificial intelligence technologies is very costly. Investors are actively looking for mechanisms to protect the results of their developments in the field of artificial intelligence technology. It is no coincidence that in the report of the World Intellectual Property Organization, "Technological trends 2019: artificial intelligence," it was noted that since the 1950s. In the 20th century, when artificial intelligence systems first appeared, about 340,000 inventions related to these systems were filed, and more than 1.6 million scientific publications of patent information were posted. Currently, machine learning is the dominant technology of artificial intelligence, which is disclosed in patents and included in more than a third of all patented inventions [60].

In some countries, the legislator and society are ready to recognize the claims of interested parties. In some cases, we are talking about supporting companies that invest in intelligent robots and providing them with tax and other benefits, as in South Korea1 and China. In others – on the recognition of related rights to the results of the activities of artificial intelligence systems, since they do not meet the criteria for the protection of a work created exclusively by a person's creative work. At the same time, many creators of complex, intelligent systems and their owners are interested in commercializing the computer program created based on their developments and the results of using the corresponding software. Thus, the developers of artificial intelligence systems have formed order to obtain a legal opportunity to protect the results of the activity of an artificial intelligence system. However, the process of legalizing the rights of developers and users to the results of the application of artificial intelligence technology is slow.

Researchers have stated that increasingly sophisticated self-learning systems that can produce innovative or creative results are becoming part of everyday life. It seems clear that there may be works and inventions without significant human involvement in the near future. New products are already being developed in so-called smart labs without significant human intervention, but only through self-learning programs [18, 21, 23]. A notable example in this area is the AI-enhanced Portrait of Edmond Belamy, which sold for $432,500 at Christie's. At the same time, in the US, it was found that while smart software is an important factor in the development of American culture, half of the respondents believe that the US Copyright Office is not ready to deal with the influx of computer-generated works. This conclusion was drawn from a survey of 57 AI scientists, technology policy experts, and copyright researchers through a survey and questionnaire [51].

3.3 Artificial Intelligence and International Trade

There are many ways to assess the spread of AI on an international scale: by counting scientific research on this topic, the number of patents and patent applications in the region, the number of start-ups using AI, assessing and comparing the market capitalization of companies using AI (Table 1).

Table 1: Top 12 companies by market capitalization and degree of use of artificial intelligence technologies

Top 12	Company	Market capitalization (billion US dollars)	Degree of use of AI
1	Apple	754	High
2	Alphabet	579	High
3	Microsoft	509	High
4	Microsoft	423	High
5	Berkshire Hathaway	411	Growing
6	Facebook	411	High
7	ExxonMobil	340	Low
8	Johnson&Johnson	338	Growing
9	JPMorgan Chase	314	Growing
10	Wells Fargo	279	Growing
11	Tencent Holdings	272	High
12	Alibaba	269	High

The trend is that among the top companies by market capitalization in 2017, almost everyone is using AI technology to a high degree, or at least moving in this direction. Artificial intelligence is defined as "the theory and development of computer systems capable of performing creative tasks that have traditionally been performed by humans" [10]. Artificial intelligence is associated with the concept of machine learning, which allows computer systems to learn from examples and build new data processing algorithms on their own. In connection with the development of neural networks and deep learning technologies, data processing quality is increasing every year. *So how will artificial intelligence change global trade?*

1. *Logistics.* One of the most prominent areas where AI will change is in supply chains. The entire process, from the online ordering of goods to delivery to the final consumer, provides data on which machine learning technology can be applied. Such programs will be able to predict the likelihood of force majeure at certain stages of delivery and analyze consumer behavior to optimize warehouses and storage facilities. In addition, AI can build the fastest and most optimal delivery routes. In general, this technology will be able in the future to create a supply chain that is flexible and resistant to unforeseen circumstances [8].

2. *Compliance control.* One of the main tasks and problems of doing business in modern conditions is the observance of many contract terms, legislative acts, and other constantly changing regulations. Companies must keep track of all these changes and monitor the entire process of delivering goods to the end consumer. Software is used for these purposes, but it is not immune from possible errors. In this regard, it is often necessary to apply additional control by competent employees, which leads to new costs [14]. The use of AI makes it possible to increase the efficiency of such programs and eliminate the need for human control of the manufacturer's business processes.

3. *"Smart" contracts.* Trading involves the conclusion of many agreements, which requires a lot of time and money. With the introduction of AI, these cost items can be significantly reduced because the conclusion of contracts is associated with legal issues, documentation, and other parameters that AI, using machine learning, can automatically resolve and present the finished document. It is also important that the interests of both parties can be equally observed with the competent work of artificial intelligence [3]. Furthermore, this system can be integrated with the schedule of payments, deliveries, and shipments from the manufacturer and the buyer, reducing the risk of disputes and litigation.

4. *Ensuring access to trade finance.* Another area where AI can be used to its advantage is funding. Before issuing a trade credit to a company, the bank conducts several evaluation activities to analyze the solvency and financial condition of the enterprise. As a result, many do not receive loans due to non-compliance with the terms, conditions of contracts, and other problems. Banks, in turn, must maintain a whole staff of analysts and compliance control specialists to avoid the risk of default on loans. This task can be entrusted to artificial intelligence, which will reduce banks' costs and time for considering an application for companies [9].

5. *Classification of goods.* Cross-border movement of goods requires the use of goods classification systems (e.g., harmonized HS system). For tax purposes, exporters and importers must classify the product and correctly determine its code. Highly qualified specialists do this according to the description of the goods provided by the exporter. Unfortunately, this process takes quite a long time [24].

Using AI in this area can significantly reduce costs and save time on mandatory trade procedures. This technology is already in use today. Thus, the 3CE company has developed software that determines the product code according to the harmonized system HS1 from the product description. Usually, this task is performed by highly qualified specialists with a high level of wages. AI may well compete with this profession.

Some researchers of legal, social, economic, and other problems of the development and use of artificial intelligence systems have concluded that it is necessary to unify and standardize procedures in this area [41, 46]. It is required to predict and solve as accurately as possible the interconnected technological and legal problems that will arise when the use of robots becomes ubiquitous, they will be widely introduced into all spheres of society. And we believe that such an implementation will occur in the next decade. That is why issues concerning the standards of behavior of autonomous robots are closely related to the safety of their use.

We also believe that in the modern conditions of digitalization, the next stage of legal regulation of relations in the field of collecting, storing, and using big data, as well as in the field of intellectual property, is associated with the need to unify and standardize artificial intelligence systems and blockchain technology. Unification makes it possible to develop common approaches to the legal regulation of relevant relations, resulting in not only convergence of the legislation of various countries but also the improvement of law enforcement practice. The beginning of the process of establishing unified requirements for procedures and means of storing big data used in the development, testing, and operation of artificial intelligence systems was initiated at the international level [25].

When referring to the analysis of international legal regulation in this area, it becomes obvious that since 2000, during the period of the rapid, revolutionary development of information and telecommunication technologies, acts of a general nature were adopted first of all – program documents recognizing the current stage of development of society in as an information society and fixing its main characteristics. It is no coincidence that during this period, following the results of the World Summit on the Information Society in Geneva (December 2003), as well as the meeting held in Tunisia (November 2005), very significant documents were adopted: the Okinawa Charter of the Global Information Society, Action Plan of the Tunis Commitment and others, in which the main goal facing modern society was proclaimed to accelerate the formation of post-industrial trends in all spheres of its life - economic, socio-political and spiritual.

The Declaration of Principles on the Information Society, adopted in Geneva in 2003, proclaimed the building of this society as a global challenge in the new millennium and identified the principle of increasing confidence and security in the use of information technologies as one of the key ones. The European Parliament 2017 published a Report with recommendations to the Civil Law Commission on the rules of robotics, which noted, in particular, that "the trend towards automation requires those involved in the development and commercialization of artificial intelligence applications to initially build security and ethics system, thereby recognizing that they must be prepared to accept legal responsibility for the quality of the technology they produce." It also emphasizes the need for a balanced approach, which implies the mandatory standardization of hardware and software of artificial intelligence systems and, at the same time, the inadmissibility of creating obstacles to innovation.

As noted in the Recommendation of the Parliamentary Assembly of the Council of Europe No. 2102 of April 28, 2017, "Fusion with technology, artificial intelligence, and human rights," it is increasingly difficult for legislators to adapt to the pace of development of science and technology and develop the necessary regulations and standards (paragraph 3), which requires the development of guidelines, in particular on the issue of automatic processing of transactions aimed at the collection, processing and use of personal data, as well as a general framework of standards. This paper draws the important conclusion that any machine, any robot, or any artificial intelligence must remain under human control.

Within the Eurasian Economic Union framework, a technical regulation "On the safety of machinery and equipment" was adopted, which, however, does not address liability issues. Over the past decade, the main provisions of the above and other strategic policy documents have been introduced into the national legislation of some countries: in particular, the UK, Germany, China, the USA, Japan, and South Korea are taking important steps towards the regulation of basic standards in the field of robotics and artificial intelligence. intelligence [16]. The Japanese Robotics Policy Committee, as a measure to solve or prevent problems associated with the functioning of new generation robots, called, among other things, the development of standards for the design and production of robots, which is supposed to determine the liability of manufacturers for harm caused by the actions of robots [10].

4 Conclusion

The analysis showed that in connection with the identified and constantly changing composition of high technologies that fall under the definition of artificial intelligence, questions of different orders are emerging, which are divided into groups. A number of issues of legal regulation in this area have already been resolved and have lost their relevance for advanced legal science (legal personality of artificial intelligence technology); a number of issues can be resolved using existing legal mechanisms (analysis of personal data and other information in the course of applying computational intelligence technology for decision-making). On the other hand, some require new approaches to legal science (development of a sui generis legal regime for the results of the activity of artificial intelligence technology, provided that an original result is obtained).

The main benefits of implementing artificial intelligence technologies are centered around reducing the cost of production and the manufacturer's costs. Another necessary consequence is simplifying general trade procedures and reducing the time required for their implementation. In addition, progress can be made in the compliance control procedure, which is one of the key issues for manufacturers, suppliers, exporters, and forwarders. It is important that all the above benefits can be achieved without the systemic risk of "human nature" errors thanks to machine learning technology and "deep learning" technologies [12].

Nevertheless, it is widely believed that the widespread introduction of AI can lead to the collapse of the labor market because machines and software will replace all existing professions. However, these ideas are often too unrealistic. There is no doubt that specific changes will take place in the labor market. Still, we are not talking about the complete displacement of a person from the labor market as such, but only about the consistent restructuring of the professional environment. Low-skilled workers will gradually leave the market, but there will be a huge demand for highly qualified professionals who can maintain and manage the new system. The tasks of the state in these conditions are to find a competitive balance in the labor market, provide support for specialists leaving the market, and establish retraining programs.

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ETHNOCULTURAL ANALYSIS OF PRAYERS, CHEERS AND DAMNATIONS IN DIALOGICAL SPEECH

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Abstract: The article deals with the description of the conclusion of research on the origin of prayers, blessings, and dominations, reflecting believers in magically powerful words associated with ancient mythological ideas. The main goal of this investigation is to identify the specificity of the linguistic view of folklore samples at the paremiological stage of the language. The thematic groups of small or short folklore samples: prayers, blessings, and domination are studied in this article. The quality of the presence of the national culture of each nation. Therefore, the use of folklore resources in the new accultural situation, which manifests itself in modern conditions, is especially important from the point of view of national interests. Folklore should be evaluated as a functional, structural model of culture. The origin of prayers, blessings, and dominations reflect believers in magically powerful words connected with ancient mythological representations. Where goodness and badness, positive and negative, coexist and fight, there will always be prayers, blessings, and domination. The fact that people are helpless before the mysteries of nature also arises in the formation of prayers, blessings, and dominations. This is still the period when faith in magic and the magical power of the word were very strong. In communication, people always direct their desires, feelings, and disgust to the chosen side. Paroemias reflecting these feelings can be considered a reflection of people's relationships with each other.

Keywords: Blessings, Culture, Dominations, Ethnocultur, Folklore, Language, Prayers, Semantics.

1 Introduction

Historically Azerbaijani culture is very ancient, it was formed on the basis of wealth folk literature. In the concept of ethnic development Azerbaijani culture can be a qualitative conclusion when various regional influences are accepted. If these influences are not ethnic in nature and they are not rooted in the national mentality, then they become a negative and destructive force that conquers the national culture and even threatens to destroy the national character.

The main criterion of while creating a factor of Azerbaijani culture (literature, art, etc.) and scientific-theoretical (aesthetic) analysis should be only the history of Azerbaijani culture and any other “criteria” (development, ideology, modernity, relevance, etc.) time becomes the opposite criterion. The author did not have national thinking and historical memory while such expressions were created. The author acted in accordance with the requirements of his time and thought and created as a son of the nation to which he belonged (within the limits of time and knowledge).

Ethnocultural characteristics are the creation of thinking, intellect, the expression of the people's culture and the concentration of the worldview on the national component. The trinity connection of consciousness-language-culture is considered the main indicator of ethnic culture and finds its expression in language. One of its main task is forming ideas about people’s life, household, traditions, national psychology and comparing existing knowledge with a deep knowledge about native culture. “Ethno-cultural features are revealed in the minds of native speakers with ethical and cultural elements, they’re distinguished in rituals, customs, stereotypes, beliefs, speech behavior” [3, p. 225].

Society members express their relations basically in the process of communication. Communicative function played an important role in the creation and development of language. To emphasize the role of the communicative function of language in social life, it is enough to mention that without communication and language, society cannot exist at all. A language that performs a communicative function not only develops itself, but also contributes to the development of society. Language develops as a conclussion of communication among society members, its grammatical structure and categories are created and developed; Along with the development of language, society and social consciousness increase.

2 Materials and Methods

During the research, the descriptive-comparative method of linguistics was used for the purpose of analyzing folklore samples. The main material of the research is folklore examples of the Azerbaijani language and fragments of folklore examples observed in dialogue speech.

Communication between people mainly takes place in the form of dialogue. Dialogue speech is the oral communication of people on any topic. Dialogue is not just a conversation, but it is an exchange of ideas and information between people of various intelligence, character, culture, and outlook. Dialog speech reflects the bright glorification of the communicative function of the language as a form of functional and stylistic speech diversity of the national language. In the scientific research carried out within the framework of the study, an extensive analysis of cheers and curses used in “Kitabi Dede Gorgud” epics, which is an ancient folklore example of the Azerbaijani people, was included [4].

2.1 Background

İnformation in the dialogue speech is transferred to the consistent interaction of the human collective. Although dialogic speech has been widely studied in Azerbaijani and world linguistics, it has not systematized and completed yet. The research is based on the materials of the Azerbaijani language, as well as colloquial speech and literary works. Interest in dialogue speech arose in the 40s and 50s of the last century. The foundations of dialogue theory in Russian linguistics were laid in the works of scientists such as L. P. Yakubinski, L. V. Sherba, V. V. Vinogradov, and M. M. Bakhtin. A large body of research on dialogue attests to the complexity and versatility of this concept. Dialogue is a concrete embodiment of language in concrete means, a form of speech communication, the creation of the sphere of human speech activity, a form of language existence. The logical-semantic relations between the parts of the dialogic community depending on the communication conditions are related to the content of the speech.

Dialogue speech requires a direct response. Thus, in the course of the dialog speech, the interlocutor expresses its attitude towards the interlocutor: either asks a question, confirms or denies. This aspect of dialogue speech affects the speaker's ability to express himself, directs him in a certain direction. Another characteristic of dialogic speech is that dialogue takes place in the conditions of emotional and expressive communication of speakers. At this time, the participants of the dialogue speech directly perceive each other and evaluate their emotional state. In the process of communication, people used different language units to express their personal relationships with each other. These language units reflected both positive and negative attitudes and emotions. Some of these expressions, sometimes emphasized by phraseological units, indicate the attitude of the subject to the subject, to various objects and events. Such phraseological units include blessing, dominations, oath, prayer, supplication, call, etc. They express the inner excitement of people. Some of these units entered our speech from folklore. Azerbaijanis are used to using small examples of folk in their speech depending on the situation.

Azerbaijan folk is one of the richest folklore the world. Deep wealth Azerbaijani folklore is the source of Azerbaijani literature. Traces of the mythological and artistic outlook are still reflected in folklore and classical literature. Azerbaijani mythology is not as systematic and complete as ancient Indian and Greek mythology. Traces of Azerbaijani mythology can be found in Azerbaijani folk. They are more cosmogonic and seasonal, and also carry some details of ethnographic myths.

Folkloric information is the only source of information about the past of a people without a chronicle tradition. Folklore texts tell about the ancient life of the people's ancestors, reflect the people's spirituality - outlook, worldvision and traditions.

3 Results and Discussion

In the national memory, the history of the nation passes through the fate of the entire nation. Folklore is the fate of the people: the fate of each ethnic group depends on its national memory. People who can restore his memory to the nation can rise to the top of the nation. The integrity of each people as a nation, the integrity of the country and the security of ethnocosmic memory depends on the form in which this memory is kept.

Folklore is the memory and destiny of the people: the destiny of each ethnic group depends on how it is connected to the national memory. A nation that can return to its memory can rise to the heights, which makes it a nation among nations. The integrity, safety, security of every nation as a nation depends on how its ethnocosmic memory supports it.

Folklore is knowledge that exists in oral tradition. In other words, every physical and spiritual experience of ethnos is an oral tradition in folklore. Folklore knowledge remains the main quality that distinguishes it from science. inclusion in the oral tradition, the entire existence of the oral tradition is determined by its principles. Depending on the communication conditions, the logical-semantic relations between the parts of the dialogic community are related to the content of the speech.

Dialogue speech is speech that requires a direct response. Thus, in the course of the dialog speech, the interlocutor expresses his attitude towards the interlocutor: he either asks a question, confirms or denies. This aspect of dialogue speech affects the speaker's ability to express himself, directs him in a certain direction. Another characteristic of dialogic speech is that dialogue takes place in the conditions of emotional and expressive communication of speakers. At this time, the participants of the dialogue speech directly perceive each other and evaluate their emotional state. In the process of communication, people used different language units to express their personal relationships with each other. These language units reflected both positive and negative attitudes and emotions. Some of these expressions, sometimes emphasized by phraseological units, indicate the attitude of the subject to the subject, to various objects and events. Such phraseological units include blessing, cursing, oath, prayer, supplication, call, etc. They express the inner excitement of people. Some of these units entered our speech from folklore. Azerbaijanis are used to using small examples of folklore in their speech depending on the situation.

Azerbaijan has one of the richest folklore resources in the world. Rich and deep Azerbaijani folklore is the source of Azerbaijani literature. Traces of the mythological and artistic outlook are still reflected in folklore and classical literature. Azerbaijani mythology is not as systematic and complete as ancient Indian and ancient Greek mythology. However, traces of Azerbaijani mythology can be found in Azerbaijani folklore. They are more cosmogonic and seasonal, and also carry some details of ethnographic myths.

Folkloric information is the only source of information about the past of a people without a chronicle tradition. Folklore texts tell about the ancient life of the people's ancestors, reflect the people's spirituality — outlook, traditions.

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Folklore has the experience accumulated by the ethnos over the millennia. This experience is the basis of its relationship with reality, and ethnos conducts its behavior based on these experimental-traditional models. What they believe, what they say, what they create, occupation — these are the levels of realization of folklore, ethnos. Folklore reflects codes of behavior related to reality.

For example, belief in reality is one of the most important issues in folklore. The most obvious part is the beliefs that live in folklore consciousness. Folklore beliefs embody original mythological archetypes. On the other hand, the confirmation of the physical and spiritual experience of the folkloric ethnos in reality reflects an experience whose reality is beyond doubt. The “creation” of folklore by the collective is the reality of the ethnos. It includes all kinds of folklore “genres” related to the movement. Folklore reflects the “speaking” part of folk creativity, it implies oral texts.

Folklore is a means of bonding in social groups that exist within an ethnic group. In other words, social relations, the level of these relations existing in the oral tradition, are patterns of behavior. Each social group has its own relationship with other group(s), the devices existing in the social tradition are built with the help of ready-made models of behavior and cannot go without them.

Folklore belongs to the ethnic group and includes knowledge implemented in oral tradition (all types of ethnocosmic experience), social communication, methods of measuring ethnosocial values (ethnocosmic communication of the unit), models of socio-emotional relationships. Folklore loses its functionality by isolating it from the culture in which it exists. In other words, folklore is called a system that is part of the macrosystem of culture. Folklore is such a large and rich cultural phenomenon that it is impossible to characterize it from a specific point of view.

Folklore genres are divided into archaic and modern genres. Spells, divination, oaths, prayers, blessings and damations are widespread in archaic folklore genres. However, this division is conditional; As the folklore process continues throughout history, new examples are regularly added to these genres.

The status of folklore in ethno-national culture is an indicator of quality, status and standard of citizenship. In this sense, the study of folklore in the ethnic-cultural system in the regional context is of great importance. Folklore is an “important” unit of the ethno-national cultural system. The direct ethical-aesthetic manifestation of folklore ethnos thinking is in status. The folklore of various manifestations of ethnic culture is also in the genesis, in other words, the nationality of those quality types originates from folklore. Folklore does not allow national culture to break away from its code. Folklore is divided into blocks according to the direct status of ethno-national affiliation, criterion and standard of national affiliation. This exceptional “status” of folklore in the context of the local environment of the ethnos in its national structure and its regional structure is the main theoretical and methodological basis of the need to study.

Each piece of folklore is signed by the people who created it. Although this signature is not visible, the people's feelings and thoughts, desires and ideals, everyday life and way of thinking are clearly visible in these works.

Various lifestyles of the people in different historical periods are reflected both in large epic works of folklore and in small genres of folk creativity: in phraseological units, proverbs and sayings that cover all areas of folk life in the past and nowadays: human nature and its phenomena, economic activity, views on socio-legal, family-household relations, religious, pedagogical and philosophical views. “Folklore is also a worldview. What people have understood throughout history and turned into a spiritual experience is reflected in folklore. So, the relationship between folklore and history is, in fact, the relationship between consciousness and reality in a broader sense” [5, p. 11].

More complex means of psychological influence gradually appeared in everyday life - prayers, blessings and dominations. They have been studied in the folk lately. Blessing and dominations have been studied in the field of education receintly. From the ethnocultural point of view, they are practically not studied.

Human beeings have always met goodness and badness in their conscious activity. The concept of welcoming goodness and badness also arose in the original imagination with the emergence of the concept of goodness and badness. The meaning of the word “cheers”, meaning to please, was associated with the word “cheers”, which is a red word. The opposite of goodness is bad. A person who accepts goodness has created a domination by condemning badness.

Blessings and dominations that living in the language of the people are grouped as follows: 1. Blessings and dominations related to ceremonies; 2. Blessings and dominations related to household life; 3. Blessings and dominations caused by mythological and religious ideas.

Blessings and curses related to the ceremony are related to the ceremonial rites and are widespread among the people: “*Bəylik hamamına gedəsən”* (Wish you go to the groom's bath), “*Toy şirnini yeyim*” (Let’s eat your wedding sweets), “*Boyuna çəmiş ölçüm*” (Cane on your neck), “*Adın daşlara yazılsın*” (Let your name be written on stones) and so on.

Blessings and dominations related to everyday life are also widespread and differ according to their domestic character: “*Evin abad olsun*” (May your home be prosperous), “*Duz-çörəkli olasan*” (May you have bread and salt), “*Süfrən açıq olsun*” (Let your table-cloth be open), “*Evin yıxılsın*” (Let your house fall dawn), “*Ocağın sönsün*” (Let your stove go out), etc.

Cheers and dominations are influenced by mythological and religious beliefs. When aperson is informed about their life, he fetishizes various forces and images, believes in them, and then this belief system is reflected in blessings and dominations: “*Həzrət Abbas köməyin olsun*” (May Hazrat Abbas help you), “*Qapında bayquş ulasın*” (Let an owl hoot at your door), “*Səni tapşırıram Həzrət Abbasa*” (I entrust you to Hazrat Abbas).

Among the examples of folk art, prayers, blessings and dominations reflect the positive and negative aspects of human relationships. In a contrast world, conflicting attitudes also appear between members of society. Prayers, blessings, dominations are formed in connection with natural and social events and are an expression of their belief in these events. Prayers and blessings that express the wishes of the opposite parties to each other are usually included in the etiquette section of ethnography, as they do not belong to a specific period.

Regardless of time and place, prayers are offered to each other, wishing each other good luck and everything will be fine. For this reason, prayer cannot be a kind of ceremony. But in some cases it is read in ceremonies and rituals. Rituals were held in honor of heroes' successes or victories over infidel enemies is shown at the end of the epic in “Kitabi-Dede Gorgud”. Dede Gorgud, who participates in these rituals, prays like this:

Yerli qara dağların yıxılmasın! (Don't let the local black mountains fall!), *Qanadların ucları qırılmasın!* (Do not break the tips of the wings!), *Haqq çırağın yana dursun!* (May the truth stand by your lamp!), *Qadir Tanrı səni düşməninə möhtac eyləməsin!* (May God Almighty not make you need your enemy!), *Amin" deyənlər behişt görsün!* (May those who say "Amen" see heaven!), *Allah verən ümüdün kəsilməsin!* (May the God-given hope not be cut off!) [4].

Azerbaijani folklorist B. Abdulla writes: “*Prayers are very close to blessing in terms of content and pronunciation. The prayer is sometimes read in parallel with the blessing, which is a separate independent concept*” [8]. In “Kitabi Dede Gorgud” Dirsa Khan, who has no children, is informed that if he is fed, dressed, and frees debtors from debt, with God’s permision, he can have a child. Dirsa Khan did what is said. At the same time, a big ceremony is organized. He invites Oguz gentlemen to his house. It is said that the riders, knowing why they came to the ceremony, “held hands and prayed”. God Almighty blessed the wife with the cheers of men: The wife became pregnant and after some time a boy was born [4].

Most of the prayers done in the live speech are directly Islamic phrases: *"Allah-Taala səni düşmənə möhtac eləməsin"* (May God not make you need the enemy),*"Ey Uca Tanrı, süfrəmizin bərəkətini bol eylə. Bizi çörəklə imtahana çəkmə"* (Oh Almighty God, bless our table abundantly. Don't test us with bread),*"Ey Qadir Tanrı, dərgahına əl qaldırıb, dua eləyirəm ki, büt ün gedənlər sağ-salamat evlərinə dönsün, mənim də bircə balam onların içində* (O Almighty God, I raise my hand to your and pray that all those who go will return safely to their homes, and my child is among them), *"Ya on iki imam, düşmənlərimizi zəlili-xar eylə"* (Oh... twelve imams, make our enemies miserable) and etc. After such prayers are usually says “Amen!” Some prayers are the result of personal relationships. In return for the good done to each other, these prayers are recited: “*Başın uca olasan*” (May your head be high), “*Dost-düşmən yanında üzüağ olasan*” (May you be humble in the presence of friends and enemies), “*Kölgən üstümüzdən əskik olmasın*” (May your shadow not be missing from above us), etc.

The origin of cheers and dominations, which reflect the belief in the magical power of words, is related to ancient mythological ideas. It is known that spirits are considered beings and are divided into two parts in the primitive worldview system: “goodness” and “badness”. According to legend, these spirits play a very important role in people's lifestyle. It is these spirits that fulfill people’s wishes and desires in a positive and negative sense and motivate them to do certain things. The particle “*al”* in the word “*algish”* and the particle “*gara”* in the word “*gargish”* are the names of spirits according to ancient beliefs. The first is a symbol of success, and the second is a symbol of failure. Of course, both of these names are ambiguous. The word “*al*” has a number of other shades of meaning. in addition to, it also means generation, tribe, trick, lie. In general, there are many words to which the ancient lexical unit "al" is added. Let's consider two of them — the processing of the words “*alov*” (flame) and “*alçı*” (gypsum). In Azerbaijani language the expressions used “*alov dili*” (tongue of fire): *"Səni görüm alov aparsın*" (Let you take the fire), and dominations such as “*alov aparmış*” (carried away by the fire) prove that “*al*” is a living being. *“Alçı”* the word has always had a positive meaning. “*Alçı*” is the name given to one side of the knee bone removed from the sheep’s knee, and it is this side of that bone that is a symbol of success and happiness. If it is said that *“Aşığı alçı durub”* it means *"lucky", "things are going well"*.

Throughout history, people have added words and suffixes to words like “algish”, etc they created a mess. *"Qaragünlü", "qarabəxt", "qaradiş", "qarasu", "qarayaxa", "qarabasma"* etc. words are related to the word “*qara*” (black). The expression *“qarabasma // qarabasdı”* is of special interest. The word *"qara"* (black) in Azerbaijani language is the name of an evil force, and spirit, which is directly related to fear and misfortune. In the expressions “*alqış*” (blessing // cheers), “*qarğış*” (dominations), the particle “*qış // ğış*” actually comes from the verb "*qışqırmaq*" (shout // scream), it means to call, shout, speak. The word "*qışqırmaq*" (shout // scream) itself has the following meaning: simply to shout at someone.

While kneading dough, preparing dinner, or brewing tea, no one should hurt or insult anyone. Because at this time the dominations from the mouth fall into the tea and food. Thus, dominations will be addressed to family members and not to the addressee.

Azerbaijanis have such a sayings — the domination has "two heads". That is, the direction to the other side changes depending on the situation. That is, it depends on the personality of the curse. If a person with negative energy recites a curse, one side of the domination applies to him, because he is rich in negative energy and attracts negative energies to himself like a magnet [2].

If someone who prays regularly curses someone accidentally, dominations will be fulfilled and no harm will come to him. Because he is a positive person surrounded by a circle of positive energies, curses and negative energy cannot approach him. Unfortunately, some parents use words with negative energy without thinking about the meaning. When the child doesn't study: *"Səni görüm öləsən"* (Let me see you dead), or when he ignores the ban and annoys his mother and goes out to play in the yard; *"Sağ qayıtmayasan"* (You won't come back alive), "*Ciyərin yansın"* (Let your liver burn).

Parents often say that *I don't have anything in my heart, I don't mean it from the heart.* But they should know that nothing happens by chance in this world. Few people know that such negative words do not disappear. It is impossible not to know the basic law of nature (physics) — matter, energy does not disappear, it simply changes from one form to another. The words we use also await this fate. Curses, which we call sudden anger, then work against us like real magic. Currently, not only his generation is cursed. It is possible that the biosphere around someone is strong and the curse does not work on him. But even if we take revenge, it can do more harm to our children, whose aura is relatively weak. The most dangerous and fastest curse is the father's curse. Even such curses can be fatal. This is also written in the first holy book of mankind, "Avesta". The book often says: "*Great God, don't curse us, father!*". Ancient sources claim that the soul is subordinate to the father and the body to the mother.

If the mother curses, the blow only hits the body. In this sense, road accidents, fractures, burns and other injuries can occur. The curse of the father directly harms the soul. The outcome often ends with two outcomes: the cursed person either dies or goes insane. The mother's curse does not affect the child because breast milk protects the child. Breast milk creates an invisible bond between mother and child, and this bond protects the child from all kinds of nonsense and curses. It is interesting that we have heard a lot about mothers who curse their children, and sometimes the curses of mothers who curse their children come true. The researcher notes*:* "*The basis of curses, as well as the basis of good wishes, is the magic of words.*" At the same time, if you follow the value system they contain, then they carry the same information as good wishes, but "*vice versa"* [1, p. 522-524].

People don't talk about things or events they have never seen. But there is also the fact that in a certain period of time, some expressions that have a special meaning and have a special meaning related to events, traditions, and rituals, according to the requirements of social development and everyday life, its content is either completely forgotten or rooted, its real it is very difficult to determine what its existence and significance are. There are many expressions in our language whose original meaning has been changed or forgotten. For example, *"Başına dolanım" // "Başına dönüm"* (Let me go around your head), *"Qurbanın olum"* (Let me be sacrifice for you), *"Ayağının altında ölüm"* (Let me die at your feet), etc.

Because these expressions are used in a positive sense, dominations here has a figurative meaning. Those expressions are also used in these forms: *"Başıma dönəsən" (*If you turn around of my head), *"Qurbanın olum"* (Let me be sacrifice for you), etc. At this time, these expressions are addressed to the second person and have a negative meaning. These expressions, which are also to some extent related to shamanism, are actually the product of a time when people did not influence each other by doing things - imitation became a great belief in the power of magic. In ancient times, when a person fell ill, the head of the animal was cut off, but it was still believed that the one who chased him should be cured. According to the legend, all his pains and sufferings were transferred to the wild animal, and later people applied this rite to themselves in the form of words, believing that if someone touched the head of the sick person, he would also get sick, and the victim. will recover. Even now, you see that when a child walks around a sitting person, they quickly say to him: "*Başına dolanım"* (Let me go around your head).

In ancient times, kings used ashes as punishment. They even say that the king thought the white-faced man was crazy and threw him into a specially dug ditch and sprinkled ashes on his head until he drowned. Although this custom disappeared later, its traces have been preserved in the folklore memory of the ethnos. The general functional direction of curses is determined by researchers in one vein: *"a curse is a wish expressed in words for any trouble that is a reflection of a certain state of mind of a person"; "Wish is hidden in the curse of health, well-being, happiness, sometimes the threat to life itself ..."* [6].

The culture of Azerbaijan undergone so much historical evolution that it has a universal character. The cultural system of Azerbaijan, which is a place where different cultures meet, can act as a component of a single whole in the universal context and national-cultural context.

Thus, cheers (algish) and cursing (gargish) have been passed down from century to century as one of the main moral factors in the traditions and folk of the Azerbaijani people. It should be noted that the tradition of blessing, cheers and cursing among Azerbaijanis is an integral part of manners both in everyday life and on solemn days. Blessings and prayers reflect basic concepts of happiness and well-being, as well as prescriptions that regulate human behavior in society. People influence each other in different ways in their life experiences.

In the process of understanding and understanding each other for centuries blessings and curses have played an important role. Although people's attitude towards curses has changed to one degree or another in modern times, they directly manifest themselves in the process of communication with their socio-psychological shades and determine their interpersonal relationships.

Blessings are an effective means of identification in the process of understanding and making sense of each other. The sphere of influence of curses is wider from the socio-psychological point of view. They are a psychological defense for the cursed, and a means of reflection and self-esteem for the cursed.

In the course of psychological defense, cursing also has a special meaning: when people curse someone, they empty their hearts and find relief [5, p. 2]. In the psychological direction, three types of blessings and dominations can be distinguished: a) blessings and curses used by people in different situations; b) blessings and curses of relatives (for example, mother or father for their children); c) blessings and curses of individuals. The one who did good was applauded: "*Allah sizi pisliklərdən qorusun. Allah sizi qorusun. Allah sizə uşaq ölümünü göstərməsin. Allah sizə oğul-qız nəsib etsin. Allah ata-ananın yanında böyüməsini, allah uşaqların toyunu görməsini qismət eıləsin. Süfrəniz bərəkətli olsun. Yüz il yaşasın"* (May God protect you from evil. God bless you. May God not show you the death of a child. May God grant you sons and daughters. May God bless him to grow up with his parents, and may God bless his children to see their wedding. May your table be blessed. May he live a hundred years).

They would curse the evil does: "*Allah qapılarını bağlı qoysun; Balalarının xeyrini görməyəsən; Duz -çörək sənin gözlərini tutsun*" (May God close their doors., May you not see the benefit of your children, May salt and bread catch your eyes).

The content and form of cheers and curses, on the one hand, depends on the level of goodness and badness itself, on the other hand, on the face and rating of people, the nature of the psychological distance that determines the boundaries of closeness. and the distance between them. If we compare cheers and cursing in terms of quantity, we will see that blessing is more important in everyday life. It is random and primarily due to socio-psychological factors. However, people's attitude towards them is ambiguous. Each of them has its own interpretation in the psychology of life. In the village, blessing, prayer and cursing are considered bad and discouraged.

Firstly, people give great importance to the person they wish good or bad to. He sympathizes with blessings to the people who are distinguished by the status of the village community, who enjoy the respect of the people, and objects to cursing in various forms. Blessings are praised as benevolence, especially when they take the form of prayer. Curses are the most severe means of psychological influence.

According to popular belief, a child is scolded by the father, not by the mother. There are two more interpretations of this proverb. There is a mysterious rule: mothers consider their children the light of their eyes, seek their happiness in their own happiness, and never curse with their hearts. Most importantly, according to popular belief, breast milk prevents spoilage, neutralizes it. In the Turkish country, mother's prayer removes the curse of seven men. "The social function of swearing is increasingly interesting due to its use by women — it is a typical female "weapon" that a mother can use against her son. In addition, the curse gives legal recourse to subjects who have no other way to protect themselves — wanderers or beggars, and of course women" [9, p. 14-22].

Cursing, like cheers, is a phenomenon of women's psychology as an effective means of psychological defense. In everyday life, women swear more than men. For example, there are negative emotional expressions such as "his house fell down, his son died, his homeland was lost, his ashes were blown to the sky, may it be forbidden, may it come from your nose, may it come from your eyes", etc. These expressions can be divided into the following groups:

1. Expressions in the meaning of oath and request: *sən Allah* (for God), *mən ölüm* (let me die), *and olsun (sənin canına)* (I swear bay your life), *and olsun (Allaha)* (I swear by God), etc.
2. Cursing phrases: *gözündən gəlsin* (let it come from your eyes), *burnundan gəlsin* (let it come from your nose), *boğazın tikilsin* (let your throat be closed), *(allah səbəbin) evini yıxsın* (let (God) destroy your house), etc.
3. Expressions expressing desire, request, hope: *Allah göstərməsin* (God forbid), *evimi yıxma* (don't destroy my house), *Allah kərimdir* (God is kind), etc.
4. Respect and agreement expressing: *qurban olum* (let me be sacrifice for you), *qadan alım* (let me take out youe pain), *ölənlərinin ehsanı olsun* (be the endowment of those who died), etc.
5. Expressions of gratitude: *çox sağ ol* (thank you), *xoş gəldin* (welcome), *Allaha şükür* (thank God) and so on.
6. Expressions expressing displeasure or fear: *dad əlindən* (save from one's), *vay dədəm, vay* (wow dadam (dad), wow and etc. Expressions that are more common in spoken speech: *sözünün qüvvəti* (the power of his word), *zəhmət olmasa* (please), *allah qoysa* (if God willings), etc.

A number of modal phraseological units express the speaker's attitude to the truth, the truth, the correctness or doubt of a specific judgment, and play a role in clarifying subjective relations. In curses, imperative words — "*olsun*" (let it be) as in good wishes, indicate the desirability of the fulfillment of this wish, but have a negative meaning. [7].

What have people blessed and what have they cursed? If we analyze cheers and curses from this point of view, we will see that they are based on those treasures that are highly valued by the people, like oaths. This is especially true of certain oaths, blessings, and curses. For example, *"Allah haqqı"* (I swear to god) — oath, "*Allah köməyin olsun"* (Let God help you) — cheers, "*Allah cəzanə qənim olsun"* (May God give the punishment) — curse, etc. In this sense, some authors note that almost all oaths, blessings and curses are connected with the names of holy blessings and beings.

4 Conclusion

Cheers and prayers occur in relationships between relatives and friends. Grandmother's and mother's blessing are unique in their psychological parameters. Cursing was often used as an effective disciplinary tool when domestic conflicts arose. In fact, cursing a child in front of a crowd was an unusual psychological phenomenon.

Self-praise or curse is a unique means of self-awareness and understanding. These tools, accompanied by strong affective reactions, play an important role in the formation of psychological self-portrait and self-awareness.

One time they swear by these sublime treasures, another time they in turn encourage someone's actions, and the third time they condemn them. Thanks to this feature, blessings and curses act as a special type of reward and punishment.

Despite the progressive development of society over time, people regularly use the language units we learn in speech and seem to believe in the power of these expressions.
Therefore, the structure of folklore thought (ethnocosmic code of thought) is paradigmatic and syntagmatic memory. It speaks, moves, is realized through figurative languages such as words, movement and music. Language is an important descriptive code.

People make influnce in different properties their life experiences. Gradually, more serious events of psychological influence appeared in everyday life — prayers, blessings and dominations. Prayers are essentially conjunctive, dominations are disjunctive. In the analysis of the course of development, there were characters that, thanks to these features, not only the affective characteristics of interpersonal relationships are determined, but also cognitive aspects, as well as significant differences in the direction of behavior. They have been studied in the folklore many years ago. Prayers and dominations have been receintly studied in the pedagogical field. From an ethnocultural point of view, they are practically not used.

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FINANCIAL ASPECTS OF SOCIAL AND ENVIRONMENTAL RESPONSIBILITY OF BUSINESS

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Abstract: The article aims to study the theoretical and practical features of a business's environmental and social responsibility. The task was solved using methods of analysis and synthesis. Both approaches provided the results of a study of the academic literature on the selected issue. Based on the methods of theoretical generalization, comparison, systematization, and sociological analysis, the effectiveness of the use of environmental initiative projects in the business sector is revealed, the results of the study in domestic and world practice are compared, and the conclusions are reasoned. The authors assessed the current state of development of the system of environmental and social responsibility in Ukraine and the world. They identified its main features and trends of its distribution. The tested innovative Ukrainian practices, start-ups, and foreign experience of environmental responsibility of business were analyzed. The work proposes the most effective tools and modern approaches to ensure an environmentally responsible orientation of business entities in Ukraine based on developing and disseminating environmental innovation projects and implementing foreign experience in social responsibility management. The authors revealed new features and trends in creating a business's environmental and social responsibility. An innovative toolkit for managing ecological protection, conservation, and business motivation in environmental and social responsibility is proposed. As a result, new approaches have been proposed regarding disseminating environmental initiatives in business activities. The use of the main criteria, the production of environmentally friendly vehicles, is presented, which encourages responsible consumption and promotes environmental protection.

Keywords: Business, Environmental problems, Finances, Social and environmental responsibility, Environmental responsibility, Practices, Projects.

1 Introduction

Today, the topic of environmental social responsibility is in the center of attention of many countries and the world community as whole. Its significance is increasing due to the processes of globalization, the growing impact of the activities of business structures and their products on the environment, the danger of the external environment of enterprises and regions, and the increasing interest of people in maintaining their health. In conditions of increased exploitation of natural resources, permissiveness, there is a threat to the future life of the planet. To solve complex environmental problems, a transition is needed to the establishment of personal and public environmental consciousness in compliance with the principle of the corresponding rights of present and future generations in the context of implementing a sustainable development strategy [7].

For many years, approaches to solving environmental problems have been used in developed countries. Issues of environmental responsibility are also related to the transition of countries to sustainable development. Since the 1970s, humanity has begun to actively deal with environmental problems, and many scientists have focused on researching the causes of the violation of the eco-social balance and finding ways to solve environmental problems. The beginning of solving this situation was the creation of the Swedish National Environmental Protection Agency (1967), and then a similar one in the United States, as a result of which air and water quality standards were adopted [9]. In recent international documents on environmental issues, attention is paid to the formation of environmental responsibility, eco-consciousness, and eco-culture.

People's expectations are aimed at the fact that business will use public resources more responsibly, taking into account not only their own interests, but also the interests of all mankind. New practices of business ethics have become widespread, an important component of which is environmental responsibility, which is being actively implemented throughout the world. In developed countries, environmental responsibility is seen as a social institution of high efficiency [1, 2]. Therefore, the chosen research problem is extremely relevant, since it allows not only to deepen the theoretical basis of social responsibility, but also to reveal the practical aspects of its implementation by business entities.

2 Literature Review

Many works of Ukrainian and other researchers, such as L. Bailey, H. Bowen, D. Gibony, A. Hessen, D. Grayson, N. Derzhak, J. Elkington, A. Carol, A. Kolot, A. Kuznetsova, J. Lensen, L. Preston, S. Simpson, T. Smovzhenko, Z. Hilton, M. Friedman, and others are devoted to the study of the peculiarities of the implementation of the environmental social responsibility concept. Approaches to the definition of environmental responsibility are very ambiguous.

There is a point of view about the impracticality of interfering in activities external to the business, which should only care about its own profit, ensuring its growth and acting in the legal field, that is, responsibly. Business units, ensuring their profitability, complying with the law, automatically act responsibly.

According to the classical approach, environmental responsibility arose under the influence of environmental legislation: in order to avoid sanctions, enterprises revise their environmental policy and take measures to reduce the negative impact of their activities on the environment, while according to the neoclassical approach, it is a consequence not only of regulatory and legal restrictions, but also of business' moral responsibility for losses incurred [9, 16]. The economic-ethical approach is based on the ethical factors of management decision-making. Radical environmental trends are manifested through environmental feminism, social ecology, animal protection, etc.

3 Materials and Methods

There is a need for further development of the theoretical and practical foundations of the concept of ecological social responsibility and the experience of leading corporations regarding the specifics of its implementation, which is due to the need to prevent the negative consequences of a careless attitude to the environment, the socialization of life activities, and the formation of the theory of sustainable development.

An assessment of theoretical and practical aspects, innovative practices of environmental social responsibility of business in the country and at the international level is needed, as well as determination of directions for the spread of its use.

The solution of the tasks set was carried out using general scientific methods: abstract-logical, method of theoretical generalization, comparison, concretization, systematization, sociological analysis. Their application was carried out in the sequence determined by the author, which supports the author's research methodology.

4 Results and Discussion

Environmental social responsibility refers to actions that benefit the environment or reduce the negative impact of business on it and go beyond what companies are required to do within the law. It provides for the obligations of officials and business structures to carry out actions aimed at protecting and improving the state of the environment, also meeting their own interests.

The issue of eco-development was updated in the 1980s, and the "World Conservation Strategy" was adopted, which for the first time marked sustainable development. A work "Caring for Planet Earth – a Strategy for Sustainable Life" (1991) emphasized that development should be based on the conservation of nature, the protective structures, functions and diversity of nature, which affects biological species. At the world conference in Rotterdam (1991), a proposal arose for the concept of opportunities to achieve the principles of sustainable development, an important component of which is environmental.

Ukraine confirmed its attempt to move towards sustainable development by signing the Declaration and Development Program “Agenda for the 21st Century”. Since its independence, the country voluntarily, introducing the idea of sustainable development, renounced nuclear weapons, closed Chernobyl nuclear power plant. According to the environmental efficiency index in 2017, Ukraine took 44th position, having improved its results by 25% over 10 years. At the same time, Ukraine ranks a very low value, 130 out of 180 countries, in “biodiversity and habitat” (concerns the conservation of species within its own borders), as well as 144 in air pollution by gas dioxide, which affects public health and assesses air quality. The best, 25th place, was taken by Ukraine in terms of the intensity of carbon emissions per unit of GDP. Growing environmental problems in the country, its unsatisfactory position in the Environmental Sustainability Index, especially in terms of “Air’ (impact on ecosystems) and “Climate Change”, an increase in the cost of enterprises to pay environmental tax (more than 2 times higher than the growth of capital and operating expenses) indicate that the level of environmental responsibility of most Ukrainian enterprises is low.

Studies by German scientists show that the main motives for the environmental orientation of enterprises are the following: environmental social responsibility (30.5%), relevant laws (22.5%), risk prevention guarantees (12.1%), image side (9.2%). That is, environmental social responsibility is of the utmost importance. Regarding the issue of awareness of business about the environmental responsibility and its variation, the majority of surveyed Ukrainian companies (78%) are aware of this, although about 22% of Ukrainian enterprises are not aware of the global practice of business greening. Responsible attitude to nature has not become a recognized necessity of companies policy – only 29.8% of them called the implementation of environmental measures a form of social responsibility. Consequently, they do not position themselves as sufficiently responsible in solving these problems. More than half of business entities (53.3%) are regulated by the norms of environmental legislation, large (79.8%) and medium (70.8%) enterprises [3, 5]. Only 19.7% of companies whose activities are regulated by environmental laws strive to achieve better performance than the normative ones, while others are focused on existing ones.

More than 3.5 million tons of waste are produced annually in Ukraine, of which 245 million are not used for disposal and processing. The most dangerous is the accumulated household waste from housing and communal services (household) – 16.2% of the total. Vegetable waste and wood waste – 42 and 47% respectively, as a rule, go to secondary processing, thanks to the activities of eco-business in Ukraine (pellet production). Over the past 6 years, 3.85 million tons of hazardous waste of I-III hazard classes have been accumulated in the country, although in general there is a decrease in their volume, which indicates a certain improvement in the environmental responsibility of business and the state. Given the need for a complete reduction in waste volumes, the issue of developing eco-insurance is becoming relevant. A certain obstacle to its formation is represented by military factors that threaten the environment and worsen social conditions of life [3-6, 8]. This can manifest itself in the development of the greenhouse effect, the destruction of the ozone layer, radioactive pollution, acid precipitation.

Along with negative trends in environmental policy in Ukraine, there are positive examples of socially responsible employers - innovative practices. Effective environmental protection measures are implemented by IE Coca-Cola Beverages Ukraine, implementing an initiative environmental policy. Its management tool is the annually confirmed ISO14001 Environmental Management System. The implemented projects deserve attention: reuse of water for washing equipment (annual water savings of 40,000 m2); transition to dry lubricants, lubrication of equipment without the use of water (annual reduction of water by 20 thousand m3); washing equipment with activated electrochemical water, without chemical reagents and water for their dilution (efficiency is 20 thousand m^3 of water annually). In order to minimize the impact from vehicles, an eco-driving project has been implemented (it provides optimization of traffic routes, minimization of fuel use, reduction of emissions from it, reduction of traffic accidents and injuries). The use of eco-shaped bottles for drinks is also applied (it reduces plastic consumption by 20% and prevents atmospheric emissions - 879 tons of carbon annually). The company's development strategy is based on the following principles: social responsibility; compliance with consumer needs; cooperation with clients; excellence in cost management. Working towards the expansion of the product range, it focuses on the production of the most demanded drinks by the consumer (without sugar or with a reduced content of it), works on the development of new types of drinks, improves packaging, etc., helping people to make more conscious choice of products, adhering to responsible marketing. The Responsible Marketing Commitment provides assistance in the development of industry codes of conduct, a commitment from the Union of European Drinks (UNESDA). Operations management is carried out in accordance with the corporate standards of Coca-Cola (KORE) and the standards of the Coca-Cola HBC Group of Companies. This provides an increase in production efficiency, a reduction in production risks, and an improvement in meeting the needs of customers and consumers. The plant of the Coca-Cola Companies System in Ukraine has implemented: an environmental management system certified according to ISO 14001:2015; occupational health and safety system according to the OHSAS 18001:2007 standard; product safety system FSSC 22000, FSSC 22000 Packaging; quality management system and ISO 9001:2008. The system of Coca-Cola Companies in Ukraine strives to minimize the impact of product packaging on the environment, following the principles: reducing the use of resources; material recovery and reuse.

Arterium Corporation considers concern for the environment to be an important part of its relationship with the local community. Here, in recent years, a number of hazardous production sites have been stopped, and the need for the use of acids, alkalis, hazardous solvents has been reduced tenfold, technical re-equipment has been carried out, which ensured a decrease in the use of ammonia to 3 tons. Instead of catalytic combustion of emissions, for the first time in Ukraine, a know-how is being introduced – a plasma-catalytic purification of emissions, which reduces natural gas consumption by 2710.8 thousand m^3 and carbon monoxide emissions by 2.644 tons, nitrogen dioxide by 5.459 tons per year. In the department of ecology of the enterprise, there is a certified sanitary laboratory for continuous monitoring of the air in the working area, emissions into the atmosphere and industrial effluents for compliance with current standards in the field of labor and environmental protection [10-15]. The corporation has abandoned the use of experimental animals in tests to confirm the safety of medicines, using the modern LAL test. Environmental safety is considered a priority direction of the company's development and is ensured at all stages of its activity. At the same time, great importance is attached to raising the eco-consciousness and eco-culture of employees.

Obolon Corporation has acted as a social partner of the international organization AIESEC within the framework of the large-scale eco-project Green Rush (green wave), which provides for environmental conferences, educational programs, and educational events. Project activities involve the implementation of knowledge on environmental responsibility of Ukrainian youth. The Green Office project has been implemented here, within the framework of which a number of energy-efficient solutions have been adopted, which made it possible to reduce the consumption of electricity, water, and paper at workplaces [17, 18, 20]. For more than 10 years, Obolon and Carlsberg Ukraine have been supporting the international eco-campaign Earth Hour, a global initiative launched by the World Wildlife Fund (2007), calling on the population of the whole world to turn off the lights and unimportant electrical appliances for 1 hour as a sign of non-indifference to the problems of climate change and the future of the planet (not to save electricity, but to demonstrate respect for nature). This is the largest eco-campaign involving more than 2 billion people of the world from more than 175 countries and almost 7 thousand cities.

Khlibprom Concern, in addition to providing the population with a sufficient quantity of an important product, high-quality bread, places responsibility on the company for the impact of its activities on the environment. For 5 years, the concern has been cooperating with the United Nations Industrial Development Organization, UNIDO, and the Northern Environmental Finance Corporation NEFCO in the field of energy conservation system formation. Recently, the enterprise received a grant from the organization for the introducing of ecological and energy-saving technologies in the project for the implementation of a complex of utilization of flue gases from smoke furnaces [21, 22, 24]. In the future, this can ensure a decrease in the dependence of the price of bread on energy price fluctuations. In 2014, the enterprise implemented an initiative measure of secondary use of packaging containers, which makes it possible to reduce the use of cardboard by 30%. Thanks to this, the company can save up to 30 tons of paper, and, as a result, save more than 300 trees from cutting down. In 2018, the implementation of the energy management system in accordance with the requirements of the international standard ISO 50001 – a component of the company's integrated management system - was carried out.

OJSC Ukrzaliznytsia is in the process of forming an energy strategy until 2020 and for the perspective until 2035, as well as a program for energy and resource saving in railway transport; cooperation on the formalization of the scheme of energy efficiency management business processes of regional branches and company branches is intensified; consultant companies were identified (with the support and grant funding of the EBRD within the framework of the agreements for the renewal of rolling stock and the electrification of the Dolynska-Mykolaiv-Kolosivka section) for the creation of the “Energy Management Strategy”, the design and implementation of the “Energy Management Information System”; JSC Ukrzaliznytsia has selected programs for “Introduction of LED lamps during the modernization of stations lighting for 2019-2021”, “Measures for replacing compressor equipment in wagon management for 2019-2023”; in 2017, the initiative of the energy management department started to systematize the process of managing specific norms and losses of energy resources at the company's enterprises, etc. In 2018, the work on the development of standards for the specific consumption of fuel and energy resources for train traction by types of traction, movement and series of locomotives for 60 divisions of the enterprise was intensified [25-30]. This provided the possibility of a rational analysis of the deviation of specific norms from the planned ones, specification of the influence of factors on the consumption of energy resources, early adoption of measures to reduce losses. At Ukrzaliznytsia, energy efficiency and energy saving approaches are popularized among employees. Economic efficiency and economical use of energy resources is evidenced by the program of energy and resource conservation in railway transport (2018), which includes measures to: save diesel fuel, electricity, boiler fuel, gasoline; resource conservation (materials, technologies, equipment). During its implementation in 2018, energy savings were ensured – 49.7 thousand tons of fuel in a conditional calculation, 2.3% of the total annual consumption. In total, the cost of saved energy carriers amounted to UAH 532.7 million. With planned financial costs of 451.2 million UAH, the payback of program activities is more than 9.5 months.

Vodafone Ukraine (earlier MTS), the first mobile operator in Ukraine, received the Social Responsibility mark, which is an appropriate confirmation of the company's significant contribution to the social sphere and support for important initiatives, including environmental ones. A significant achievement of MTS Ukraine in the field of social responsibility is its accession to the UN Global Compact network to confirm business commitments. In 2007, according to the results of an independent study, UMG MTS was recognized as the most famous socially responsible company in Ukraine, which implements its policy with the help of the Code of Ethics and Business Conduct of its employees, the purpose of which is the organization's desire to reduce the impact of its activities on the environment. Here it is worth noting such environmental initiatives – the program “Throw it away correctly”; active participation of employees in activities to clean up areas, plant trees, flower beds; the use of a wind generator in a mobile network; electronic archive and electronic document management [31, 32].

In 2019, Ukrgasbank became the first among Ukrainian banks to partner with the Private Financing Advisory Network (PFAN), a global network that provides free expert and investment support for clean energy projects. UKRGASBANK and the State Innovative Financial and Credit Institution, which promotes the attraction of investment resources, the effective development of innovative business, cooperate to implement joint projects in energy saving, energy efficiency, green energy, environmental protection and infrastructure development in these areas. It is a partner of the socio-ecological project “Kyiv Blooming”, whose task is to plant greenery in the capital, the formation of an eco-culture and the creation of comfort in a modern metropolis. The Bank in a certain way contributes to ensuring the competitiveness of its customers in changing financial and climatic conditions. In 2019, the environmental and social component was evaluated in 156 clients, of which 81 are eco-projects (52%). All analyzed bank borrowers are assigned a risk level using their environmental and social categorization: A (high), B (medium), and C (low), reflecting the impact associated with the project and determining the nature of the social and environmental assessment, the information component and the involvement of stakeholders sides. High risk projects have potentially significant environmental and social impacts and require detailed assessment; those of medium degree are characterized by a fairly manageable environmental and social impact; correspondingly, low ones may result in negligible or positive environmental or social impacts. The activity of JSB “UKRGASBANK” is focused on providing banking services to clients implementing projects related to the efficient use of resources and reducing the harmful impact on the environment – the Eco-banking strategy, which promotes the investment to such environmentally important facilities as solar and wind power plants, thermal power plants on biofuels, etc. The share of renewable energy projects in the bank's loan portfolio is 22.7%, and energy efficiency and environmental projects, respectively, constitute 11.5%.

As a result of the implementation of “green” projects in Ukraine, financed or refinanced by the bank, it was possible to ensure a significant reduction in greenhouse gas emissions, in particular CO2. At the beginning of 2020, from the beginning of the implementation of eco-banking (in 2016), the volume of greenhouse gas emissions was reduced due to the implementation of the bank's eco-projects, which is 1,333 thousand tons (including 1,025 thousand tons, or 76, 9% – for renewable energy projects and 308 thousand tons, or 23.1% – for energy efficiency and environmental modernization projects). In 2019, the reduction of greenhouse gases due to the implementation of the bank's eco-projects amounted to 277 thousand tons (including 255 thousand tons or 92% – for renewable energy projects and 22 thousand tons or 8% – for energy efficient and environmental projects of modernization). The bank implements an important policy in the field of environmental protection, minimizing negative consequences, and not only by stimulating investment, but also by rational consumption of resources in the bank itself - the savings in electricity consumed in 2019 compared to the previous year per employee amounted to 7%, for water this indicator is 9%. One should note the following savings initiatives to reduce the use of resources due to the internal activities of the bank: the introduction of measures to minimize the purchase of paper, the organization of separate collection of municipal solid waste, the use of monitoring of the consumption of water, electricity, the organization of separate measurement of various consumers (computers, light, household appliances), carrying out energy audits in the bank office, using automatic shutdown of office equipment during non-working hours, implementing measures for the economical use of paper, in particular, made after processing, organizing an eco-event, etc.

According to the rating of the business magazine Business, UKRGASBANK is the country's leading ECO-bank in financing and supporting “green” projects. It implements a consistent environmental policy based on continuous assessment of the compliance of the loan portfolio with environmental criteria, systematic analysis of various types of economic activities that may adversely affect the environment, as well as the application of refusals when considering credit orders for those business entities dealing with environmentally hazardous activities [33]. Due to the fact that the bank pays great attention to environmental issues when granting loans, it has a positive impact on the level of environmental awareness of its customers. That is, the company is aware of the impact on the environment of its activities, and accordingly assumes responsibility for this.

In the automotive industry, the BMW Group is considered synonymous with sustainable business. Of interest are its social and environmental projects in which it takes part. The concern is a leader among car manufacturers in terms of environmental responsibility, according to the Dow Jones Sustainability Index. At the same time, “sustainability” or “sustainable development” means socially and environmentally responsible business conduct. The concern recognizes the priority of these values, its environmental sustainability involves the implementation of the following principles: a significant reduction in fuel consumption and CO2 emissions for all existing car models; development of energy-saving and alternative vehicle concepts; environmentally friendly production processes and waste disposal; responsibility for social issues and commitment to education and traffic safety. Among the areas of environmental responsibility of the BMW Group, the focus on the production of more environmentally friendly vehicles is particularly noted. For vehicles exported to European countries, the concern has reduced CO2 emissions by more than 27% over the course of 12 years of operation – far more than any other car manufacturer. To date, more than 1.4 million BMW and MINI vehicles are equipped with Efficient Dynamics technologies, and 32 of the group's models have CO2 emissions of 140 g/km. The following will soon be ready for series production: technology with a 20% reduction in fuel consumption compared to models equipped only with an internal combustion engine. The company is the first automaker to focus on hydrogen technology with 100 test BMW Hydrogen 7 hydrogen vehicles produced, as well as alternative engine concepts such as more than 600 MINI E vehicles powered by electric drive alone. Important aspects of the BMW Group's environmentally responsible approach are the low fuel consumption and CO2 emissions of the vehicles it produces, as well as the clean production processes and minimal energy and water consumption when handling solvents, generating waste and emissions. This practice is used in all production divisions of the concern, which is also confirmed by examples (Table 1).

Table 1: Effectiveness of using environmental initiative business projects

Product manufacturer	Environmental event	Effectiveness of implementation
BMW Group	Clean production processes	Energy and water consumption, waste and emissions during the production of one car are reduced by 30% within 7 years (about 5% annually).
Center of Research and Innovations (Munich)	Use of cold groundwater for cooling buildings	Stores about 10,000 MW of electricity and 6,300 tons of CO2
Research and Innovation in Munich (FIZ).	Uses more than 60% of its energy from methane gas produced by a nearby waste processing plant	CO2 emissions are reduced annually by 69,000 tons
BMW plant in Spartanburg, South Carolina, USA	Uses a closed cycle of water use and a cleaning system	Up to 30 million liters of water are stored annually
BMW plant in Steyr, Germany,	95% of the concern's cars are recycled or remanufactured	85% is used for the production of materials and another 10% for energy regeneration
BMW Group	Educational program in schools on nature conservation	More than 1 million people reached by 2020

It is also important that 95% of the concern's cars are recycled. This is due to the fact that: the development of cars ensures the possibility of their quick and environmentally safe disposal at the end of their life cycle; since 2007 buyers in EU countries can return their old cars for recycling free of charge; 15% of all plastic elements of cars are made from recycled materials. An ecological component is also embedded in the logistics of the business - when transporting new cars, the concern mainly uses rail and sea transportation and optimally uses containers, boxes, trucks, which also contributes to reducing the negative impact on the environment.

Of a certain scientific interest is the positive impact of the ecological features of brands. In today's environment, when an ecologically sound lifestyle takes on special importance, there is a need for brands that meet people's expectations regarding the results of operation, and at the same time contribute to the solution of important environmental issues. Taking this into account, Procter & Gamble's activities are aimed at ensuring that environmental responsibility finds a certain reflection in its brands. For example, the task of branded detergent Ariel is to consume 50% less resources, electricity, water; the Pampers brand improves by using 30% less diaper materials and introducing recycling for all diapers and wipes; the Lenor brand envisages the use of 50% recycled rubber in the production of transparent bottles of all sizes in Europe, which ensures the use of more than 2,700 tons of recycled plastic. Charmin and Puffs brands use fully recyclable packaging for most of their products. The Tide brand contains 65% biological raw materials, its packaging is suitable for recycling, and the factory that manufactures the product has completely switched to zero-waste production. By implementing this program, the company strives all leading brands to promote and encourage responsible consumption, and for all packaging to be recyclable or reusable.

All P&G products are produced through an environmentally responsible supply chain, from raw materials for ingredients to final products. The goal of this project is to reduce the impact on the environment and strive for closed-loop solutions based on regeneration and restoration. To achieve it, the company is focused on the full restoration of electricity and the reduction of greenhouse gas emissions by 50%; more efficient use of water resources by 35% and obtaining at least 5 billion liters of water from closed cycle sources; transition of at least 10 meaningful circular supply chain partnerships to implement circular solutions in terms of climate, water, or waste. The long-term goals of the company are the following: until 2020 – to reduce absolute greenhouse gas emissions by 30%; by 2030, reduce the use of water at production facilities by 20% per unit of production. The company's environmental mission is to protect and strengthen forests, as it uses wood pulp in some of its products. P&G's stringent internal policies ensure that wood products are responsibly sourced to high standards by working with numerous organizations to increase the number of certified forests in the world, strengthen the certification system; implementation of product development measures based on the Forest Positive approach, which is based on the principle of a positive overall effect on the world's forests. The company is fighting water pollution, looking for advanced solutions to increase the resilience of water resources. The main goals of this project sounds like this: until 2030, to ensure energy savings of 70% of dishwasher loads; make water-saving products available to 1 billion people. Let us note that as of 2018, 69% of downloads are energy-saving, and water-saving products are available to 700 million people. The company manages to achieve these goals by modifying its products (Table 2).

Table 2: Implementation of the water resources protection program based on product modification

Product	Effectiveness of an ecologically oriented event
Cascade Platinum Action Pacs Detergent	Washes food residues from dishes so well that it saves more than 75 liters of water in one load
Swiffer Wet or WetJet mop refills,	Households that use them can save more than 260 liters of water each year compared to using standard mops and buckets
Detergent Tide HE Turbo	Saves 984 liters of water per year in each household (when used in high-efficiency washing machines, it is easily rinsed before spinning)

Through ongoing projects, the company has been recognized for its proactive leadership on climate change and reducing greenhouse gas emissions and received the 2017 Climate Leadership Award, Organizational Leader from the U.S. Environmental Protection Agency and the Arbor Tree Planting Foundation Day Foundation – “Friend of the Forests” award. The company will also intensify its activities in the field of environmental social responsibility in Ukraine. Thus, the Procter & Gamble plant in Pokrov announced its intention to switch to production with zero solid waste. The company's plants in Ukraine also take part in the implementation of the “Goals 2030” of sustainable development [4]. In this way, Procter & Gamble accepts its environmental responsibility to consumers and future generations and continues to rapidly develop environmentally friendly initiatives.

According to the World Bank report *What a Waste 2.0*, 2.01 tons of municipal solid waste is produced annually in the world, 33% of which is not treated in an environmentally friendly way. Over the next 30 years, the amount of garbage will increase by 70% and reach 3.4 billion tons per year. To prevent these predictions from coming true, an increasing number of companies are switching to waste-free production. So, by 2030, all Procter & Gamble plants will operate on the principle of “zero production waste to landfill”, which means complete recycling or reuse without landfill. In 2020, this certification should be obtained by a plant in Boryspil, and in 2021 – a plant in Pokrov. Then all P&G factories in Europe for the production of household detergents will achieve 100% reuse or recycling of solid waste. P&G plants in Ukraine are scheduled to implement a project by 2021 to ensure the recycling or reuse of 3.8 thousand tons of solid waste per year: wooden pallets, paper waste, scrap metal, polyethylene and plastic, as well as shredded waste. Every year, the company will store more than 1.8 hectares of forest thanks to the processing of wood. Reusing shredded waste for fuel pallets generates enough energy to heat more than 2,000 100 sq. m during the heating season, and recycling about 800 tons of polyethylene and plastic helps save 2 million liters of oil.

Considering that aviation produces about 2% of anthropogenic emissions of carbon dioxide (CO2) in the world, airlines strive to reduce carbon emissions associated with their activities. Thus, Turkish Airlines, the market leader in Turkey, carrying 44% of all passengers, has its own environmental policy, the main achievement of which is the creation of a memorial forest in 19 cities of the Republic of Turkey in 2014 – 500,000 trees were planted. In 2012, the carrier launched a campaign to plant a tree for every infant passenger between the ages of 0 and 2 flying with Turkish Airlines. The company also provides an opportunity for other travelers to contribute to the project, thereby drawing attention to the environment and strives to minimize the negative impact of its activities on it and take measures to combat climate change. Turkish Airlines has developed a comprehensive fuel efficiency program, contributing to the aviation industry's collective efforts to combat climate change. Since 2008, more than 100 projects have been introduced and implemented to optimize operation in order to reduce carbon dioxide emissions. The airline seeks to invest in the most advanced and environmentally friendly aircraft, in particular, it has ordered 75 Boeing and 92 new generation Airbus aircraft with more economical fuel consumption. Turkish Airlines has launched a study that includes measuring and monitoring fuel efficiency, which has become an integral part of its corporate culture. In 2013, Turkish Airlines signed an agreement with Solena Fuels Corporation for waste-to-biofuel production in Istanbul and aims to improve the air traffic management system by cooperating with local and international air navigation service providers. Turkish Airlines has a team that constantly researches the optimization of flight routes and has an interdepartmental commission that works on the SESAR project [34, 35]. The company's use of CSR principles contributes to the growth of positive feedback from passengers, numerous awards in air competitions, a large number of air transport routes, and an ever-increasing volume of passenger traffic.

Therefore, using the practices of environmental social responsibility, companies not only solve society's problems, increasing the costs of implementing energy-saving and safe for the environment and people technologies, but also receive certain benefits from this: access to socially responsible investments appears, in the distribution of which investors take taking into account the company's indicators in the field of its environmental protection, increase its investment attractiveness; possible reduction of operating costs (due to reduction of production waste or its processing, more efficient use of electricity or sale of recycled materials, etc.); improvement of reputation, image, which develops and opens new markets and business directions; sales growth, increasing customer loyalty, because consumers want to know that products are produced with an understanding of environmental responsibility in relation to nature; increasing labor productivity, because there are more opportunities to attract and retain employees (people prefer to work in companies whose values correspond to their own); attract the attention of interested parties (stakeholders, financial organizations, partners, customers, mass media, public organizations, etc.); reduction the number of claims from regulatory bodies; growth of the company's competitiveness as a whole; ensuring regular accountability and transparency of the company's activities; compliance with ethical norms in the company's business conduct; in the long term, the profitability of the company increases, the risks and expenses associated with the management of anti-crisis measures decrease.

Taking into account world practices, most TNCs are implementing a policy of protecting nature and combating climate change. Certification management, which includes requiring suppliers to adopt third-party certified standards (ISO 14000), is common. More than 60% of the world's largest TNCs are participants in the UN Global Compact and apply the Global Report Initiative (GRI) guidelines. A significant number of TNCs that signed the agreement have demonstrated their desire to balance economic rights with social and environmental responsibilities. Most TNCs disseminate information on their environmental activities and climate change. About 98% of large TNCs disseminate some information on ecological drinks, and 87% – provide data on greenhouse gas emissions, 73% have implemented environmental management according to the ISO 14000 standard, and 69% are responsible for environmental indicators at the level of the board of directors [6]. Accelerated depreciation of cleaning equipment is considered an important incentive for environmental protection activities in the USA. Legislation establishes a three-times shorter period of its amortization compared to the industrial one. Along with the 10% tax discount on cleaning equipment, there are tax benefits in the country. Almost 30 states have no property tax on sewage treatment plants and equipment, and 24 states have no sales tax on such equipment; in 16, there is no tax for renting such equipment [23]. In order to reduce harmful emissions, environmental subsidies, taxation, lending, fines and quotas are used. In order to control emissions, a system of "permits" was introduced for the permissible rate of pollution, which is lower than the limit for the sale of rights by a business entity to firms. In some states, laws were introduced on the possibility of mandatory use of secondary raw materials, which made it cheaper to obtain products than the use of fossil raw materials and encouraged entrepreneurs to recycle waste and used things. The country has a tax system for harmful products (types of fuel, fertilizers, pesticides, detergents, etc.) [19, 36].

In Western countries, environmental insurance, real estate insurance, and environmental transportation liability insurance are used as a mechanism to protect the environment, which makes it possible to compensate realized losses caused to third parties and losses of policyholders that arise as a result of accidental environmental pollution. In France, Germany, Italy, Finland, and other EU countries, there is such a way of state regulation of nature use as a deposit system (refers to surcharges on the retail prices of goods, the disposal of which is expedient after the termination of exploitation). In Sweden, collateral is used when selling cars, which ensured that more than 90% of them were disposed of after sale [37-43]. An important role is played by preferential lending and subsidizing eco-programs on a competitive basis, in some countries subsidies are given to companies that do not use pesticides and toxic chemicals. In Western European countries, there is a tendency to abandon subsidies for the sale of fertilizers (a tool for preserving the soil from fertilizers and motivating biological methods of increasing its fertility).

EU directives determine the legal and organizational principles of environmental impact assessment, which is aimed at preventing damage to nature, ensuring environmental safety, rational use and reproduction of natural resources. An important issue of the Paris conference "COP21" (2015) was the stabilization of greenhouse gases in the atmosphere at a level that would prevent anthropogenic interference in the climate system of the planet. With the participation of 195 countries of the world, the issue of a new climate agreement (entered into force in 2020) has been resolved, which provides for limiting global warming to 1.5-2 degrees Celsius [16] and is implemented through: reducing emissions and overspending of business objects; carbon footprint control; ISO 20121 event certification; optimization of economic schemes and use of transport; motivation of new types of eco-activities and jobs; formation of eco-consciousness. In most European countries, fiscal and financial incentives for corporate philanthropists have been introduced [44-51]. For example, in Holland, companies complying with the provisions of the so-called "green investment", which refers to environmental issues, get access to special financing programs.

In the international practice, a number of national and international certification systems are used. Products that meet ecological standards are certified by ecological labeling, such goods are marked with the appropriate eco-sign. The indicated systems are included in the international GEN eco-labeling system [52-55]. It also exists today in Ukraine and is part of the international certification system, although it is not popular among product manufacturers and only consumers export-oriented companies are usually interested in it, because the condition for their product to enter the foreign market is its compliance with environmental standards.

In developed countries, there is an effective system of monitoring the environment and scientific institutions that are part of environmental regulatory bodies (in the USA) or are independent (in Germany). Financing of these institutions for scientific support of state environmental regulation is fully carried out by the state. In the US, the Environmental Protection Agency (EPA) is the customer of the scientific environmental program, which includes: detection of pollutants, their movement and consequences; cleaning technology, development and demonstration of a new environmentally safe technology; pollution prevention, economy and health [56-58]. The executors of the program are scientific institutions with an annual budget of several hundred million dollars. In France, Germany, Great Britain, and the Netherlands, there are scientific institutions that carry out certain environmental studies as part of environmental protection agencies. The experience of developed countries shows that spending on scientific research makes it possible to obtain significant savings in the implementation of environmental protection measures and significantly reduce damage from pollution and depletion of the environment.

5 Conclusion

Taking into account the current environmental situation in Ukraine and the world, strengthening environmental responsibility can make a significant contribution to solving identified problems, improve relations between business, society and government, as well as improve the perception of Ukrainian producers in foreign markets. The signing of the Association Agreement between Ukraine and the EU puts forward new requirements for the regulation of environmental protection in accordance with European standards. Today, environmental responsibility in Ukraine is at the stage of formation, the most active are the representatives of foreign companies that implement modern world practices, principles and standards in Ukraine, as well as Ukrainian entities with a progressive innovation-oriented development strategy. Their experience needs the attention of entrepreneurs, appropriate recognition and dissemination.

The foreign experience of state regulation in the field of nature management and environmental protection shows the need for a combination of economic, legal, and administrative methods. The most effective tools should be used: environmental payments, which provide businesses with the freedom to choose optimal solutions for pollution charges; benefits to enterprises fighting pollution; a deposit system, which makes it possible to set surcharges on retail prices for goods whose disposal is expedient after operation; voluntary agreements between eco-inspectors and nature users; issuance of licenses for the purpose of a comprehensive survey of enterprises and individualization of approaches to reducing the impact on the environment; fines for violations of legislation in the field of ecology.

An important way to intensify environmental protection activities can be: insurance of environmental risks and environmental catastrophes with insurance pools due to the critical size of losses that can be realized as consequences of environmental risks. The specified instruments are similar to those that exist in Ukraine, but in developed countries, priorities are given to economic stimulation and support of business development, which ensures protection and preservation of the environment. Stimulation of environmental protection activities should not be limited to coercive methods – an important role can be played by the policy of providing appropriate benefits and assistance to enterprises that fight against pollution. At the same time, the role of the state in the regulation of nature use should remain decisive, and the financing of scientific research in the field of protection, conservation and restoration of the natural environment should be carried out from the state budget of the country.

The considered approaches to environmental responsibility are proven, and they can be used in the development of a system of measures that encourage environmentally responsible behavior of companies, taking into account the peculiarities of the Ukrainian mentality, the high degree of shadowing of the economy, the absence of tax incentives or benefits for national business entities.

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ANALYSIS OF THE BORROWING METHODS OF FOREIGN WORDS IN MODERN RUSSIAN AND AZERBAIJANI LANGUAGES

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Abstract: The article presents a comparative analysis of the ways of borrowing (phonetic, semantic, graphic) foreign words in modern Russian and Azerbaijani languages. The article focuses on borrowed lexical units that have emerged over the past 10 years and are widespread on the Internet, most of which are not recorded in any dictionaries, as well as on the features of their functioning in the Russian and Azerbaijani speakers on Internet communicative space. The study uses the following methods: observation, description, classification, and contrastive comparison. It is established that an important feature of the latest borrowed words used by Russian and Azerbaijani Internet users is that the source language is mainly American English.

Keywords: Azerbaijani language, Borrowed word, Borrowing method, Internet communication, Linguistics, Russian language.

1 Introduction

Being the most accessible way of providing, searching, storing and transmitting unlimited information, the Internet quickly turned from an information resource into a communication environment, and also quickly provides communication between people, including intercultural ones. Lexical borrowing does not mean the insufficiency of the word-formation means of any language, but primarily indicates the linguistic contacts of peoples and countries in the course of the development of various spheres of social activity. The language of communication in the Internet space is actively enriched with borrowed words from other languages, which are the object of conscious word creation – many foreign language lexical units are borrowed for the emotional and defiant self-expression of Internet users, as well as their creative self-expression. According to M. R. Zheltukhina, “a new effective mediated two-way communication is being implemented in connection with the intensive development of information technologies and the global Internet, which determines the creation of mass social networks and other communication products in the Internet space” [20, p. 12].

Some scholars note that language norms are undergoing the changes; the language is rich in neologisms, jargon and profanity. Of particular concern to researchers is the prevalence of borrowed vocabulary, as well as the use of youth Internet jargon in media texts [12, 17, 20].

2 Literature Review

According to N.A. Minakova, E.B. Ponomarenko and E.V. Talybina, when considering the topics of works devoted to borrowing, two main points of view can be distinguished in relation to this problem. Firstly, this is the process of penetration of a significant layer of foreign vocabulary into the Russian language, which is fraught with a certain danger; however, the dynamic inclusion of foreign vocabulary to the language system is simultaneously determined by some extralinguistic reasons. Secondly, these units are in demand by society and serve its needs, thereby enriching the language. It is noted that the “principle of necessity” of such language units takes the first place [11, p. 139]. Theoretical and methodological basis was the study of English, Russian and Azerbaijani linguists’ investigations in the field of lexicology, lexicography, neology and the theory of borrowings, in particular D. Crystal (2008), L. P. Krysin (2004, 2010), E. V. Marinova (2012), Sh. A. Jafarova (1999), T. R. Yagubova (2008), A. F. Bayramova (2009) and others [3, 5, 6, 10, 18].

Taking into account the traditional understanding of the problem of borrowing, as well as the views of modern linguists, we consider a *borrowing* as a process of transition of a language unit from one language to another. At the same time, it must be understood as the process of forming a new language unit in a language under the influence of another language because of one or more language contacts. Thus, adhering to a broad understanding of the term “loan word”, we consider lexical units formed because of lexical borrowing as borrowed words.

3 Materials and Methods

The material of the study was lexical units collected by the article author by continuous sampling of dictionaries of borrowed words and text messages of Internet forums.

During the study, the following methods were used: observation, description, classification and contrast comparison.

In the modern Azerbaijani language, in addition to the phonetic, semantic and graphic methods of borrowing foreign words, there is also a phonetic-graphic method. The phonetic method is also divided into oral and written methods of borrowing [6, p. 21].

4 Results

“Phonetically borrowed word” means a lexical unit in which the sound and meaning of a word in one language are established in another language through phonetic borrowing [10]. The introduction of new information and communication technologies, the rapid spread of the Internet, the constant increase in the number of users of network resources have led to the emergence of international computer terminology. In this case when it becomes necessary to use some foreign language concepts, the names of new realities or objects that do not exist in the original language environment, the Russian language often borrows lexemes (lexical units) of approximate sound and similar meaning from other languages. For example, Russian words used in the field of information and communication technologies, in the vast majority of cases are phonetically borrowed from English: *монитор* (English monitor), *файл* (English file), *роутер* (English router), *сайт* (English site), *форум* (English forum) etc. [9].

In the communicative internet space, there is a tendency to increase the number of words phonetically borrowed from the English language, semantically equivalent to the words that exist in the Russian and Azerbaijani languages. For example, in Russian: *хендмэйк* (can be replaced by the word "needlework"); *шопинг* /shopping; *креатив* = creativity; *ресепшн* = reception; *уикенд* = weekend; *маркет* = shop or market; *окей* = good; *фейк* = fake; *стагнация* = slowdown; *толерантность* = tolerance and etc; in Azerbaijani the words: *şopinq* can be replaced by the word “alış-veriş”, *kreativ* can be replaced by the word “yaradıcı”, *resepşn* can be replaced by the word “qeydiyyat masası”, *market* can be replaced by the word “dükan / mağaza” and etc.

The method of borrowing, in which only the sound shell is mainly borrowed and the language does not receive a new lexical meaning, however only a new sound is a specific feature of the language of Internet communication, especially among young people. Here, obviously, there has been a general trend towards the use of English loan words in everyday speech; young people see their use as a sign of modernity. For example, *мэн/мен* (English man); *мани* (English money); *сайз* (English size); *смайл, смайлик* (eng. smile); *лузер* (English loser) and others. Slang vocabulary is similarly created in the youth environment: the word *гудовый* with the meaning “good” (English good) was created by sound adaptation; *факир* (literally fakir in English) as a consonant to the English obscene word fucker is used in its meaning [12].

We believe that in this case it is more appropriate to talk about the influence of such cultural and linguistic contact as bilingualism and multilingualism (this also includes translation activities), when the consciousness of one linguistic personality accommodates the experience of two or more linguistic cultures. The problem of bilingualism interests us because the linguistic consciousness of a bilingual is exposed to two linguocultures, and this is necessarily manifested in his verbal and mental activity. Cultural and linguistic contacts, which are carried out directly or indirectly, lead to the fact that in each of the contacting linguistic cultures arise the event that have developed under the influence of another linguistic culture.

The function of the above new words is expressive; they are increasingly replacing everyday words or expressions of the mother tongue from the speech of young people. Many of them become well known over time and are used by an increasing number of Internet users, regardless of their status, education, age or nationality. Phonetically borrowed vocabulary is represented not only by nouns, but also by other parts of speech in the communication of Internet users. So, for example, verbs with Russian suffixes *-а(т)* and *-и(т)* were formed: *аскать* (to ask), *спикать* (to speak); *-и(ть)*: *апгрейдить* (English to upgrade), *коннектиться* (English) [12]. Verbs derived from borrowed roots can form aspect pairs. For example, the word *лукать* "look" (imperfect) and *полукать / лукнуть* (perfect) from the English word "to look" [12]. Adjectives can also be borrowed using Russian suffixes and endings. For example, *блуевый* = blue (English blue), *файный /файновый* = beautiful / thin (English fine); adverbs such as *кул* = cool (English cool), *вэри* = very (English very), *нэва* = never (English never); interjections such as *вау* (English wow), *ес* (English yes) [12, 13].

The sound form of a foreign word or its outer phonetic shell is reproduced using the method of phonetic borrowing. This method of borrowing has long been widespread in both Russian and Azerbaijani languages, since it accurately conveys the meaning of the original word. In the Azerbaijani internet space, in particular in the field of advertising, phonetically adapted words are used that are not marked in the latest dictionary of new words: *kovörkinq, frilanser* and others. The word *kovörkinq* is semantically equivalent to "to work together".

English has become the main source of phonetically borrowed words at the present stage of development of these languages. In 2020, the "Spelling Dictionary of the Institute of the Russian Language" of the Russian Academy of Sciences included such words as *вайфай* (unlike the English original, there is no hyphen in the Russian spelling); *кеш/хештег, имейл, дизлайк, блогер.* In 2020, the Spelling Dictionary of the Azerbaijani language included the old borrowed words with new spellings: distribüter→*distribütor*; performers→*performans*; ə dej - vü→*deja-vü*; sanatori→*sanatoriya*; profilaktori→*profilaktoriya*; ismarıc→*ismarış* [2].

More often, words are borrowed with a distortion of their main dictionary meaning: there is a narrowing, expansion or shift of meanings. One of the reasons for the change in meaning is the fact that during the borrowing, some words do not retain their systemic features, that is, the place and role that they had in the donor language.

It is appropriate to call semantically borrowed words the tracing (it is considered one of the methods of borrowing), and the tracing itself is a "semantically borrowed word" [7, p. 221] or a single word translation [15, p. 65]. Semantic borrowing is the transfer of the semantic structure or semantic content of the words of the source language.

However, we consider it expedient not to include tracing words to the circle of the studied words for several reasons.

Firstly, the tracing of foreign words is not a very common occurrence in the language. Secondly, it is quite difficult to draw a line between an explanatory translation and borrowing of the structure of a word or the semantics of a foreign word (for example, N.N. Raevskaya considers the phrase Young Communist League to be a tracing paper, however N.N. Amosova takes it as an explanatory translation) [1, p. 77-79].

Thirdly, when creating and using a tracing word, the conflicting opinions arise. Some believe that the tracing is a positive phenomenon, since by means of the native language one can accurately convey the thought, "spirit", and way of thinking of native speakers of another language. Others believe that the tracing is a negative phenomenon; the presence of a tracing word is an indicator of poor translation, as it demonstrates the insufficiency of the means of the native language or the unwillingness of the speakers to make an effort to find these means, demonstrates the lack of language proficiency. Perfect knowledge of the native language involves being expressed metaphorically or "idiomatically" to avoid tracing.

Fourthly, in the semantics of all languages of the world, there are regular, perhaps even universal processes of the semantic development of words. It is not always possible to draw a line between the independent (not borrowed!) semantic development of a word in one language and a similar borrowed phenomenon in another language.

We do not include to the study a mixed type of borrowing, when one part of a word (usually a compound word) can be borrowed, and the other part can be an original word. For example, in Azerbaijani *fri – kartof* [Eng. Free potatoes] means fried potatoes cooked in the same way as in Mcdonalds: "*Makdonalds üsulu ilə qızardılmış kartof* " [19, p. 109] (McDonald's fried potatoes). Some German speakers in Australia use the word "*gumbaum*" in the meaning of "gum tree" (gum tree) in their speech [15, p. 355].

We also do not refer g*raphically borrowed words*, sometimes referred to as inclusions to the borrowings, since they are not included in the lexical system of the recipient language, they are used in the graphic form of a foreign language and only in certain communicative situations and discourses. For example, since March 15, 2016, Azerbaijan State University of Economics has been operating under the brand name "UNEC" (University of Economy). Or words such as *COVID-19*, *koronavirus*, *antiviral*, *status-kvo* and other words that are not included in the language system show a high frequency of their use. "*«Pfizer» şirkəti COVID-19 infeksiyasına son verə biləcək dərmanın insan üzərində testlərinə başlayıb. ...PF-07321332 adlı antiviral dərman koronavirus infeksiyasıəlamətləri olan insanlarda xəstəliyin kəskinləşməsini dayandıracaq*" [13]. (Translation: *Pfizer company has started human tests of a drug that can end the infection of COVID-19. The antiviral drug PF-07321332 will stop the exacerbation of the disease in people with symptoms of coronavirus infection*). However, these lexical units (*COVID-19, antiviral*) are not recorded in any lexicographic source.

5 Discussion

We give brief information about inclusions. According to Russian linguists, graphic borrowing means the reproduction of a borrowed word in the graphics of the donor language [4, p. 4, 10, p. 96]. Thus, a graphically borrowed word in the Russian language is a lexical unit with original graphics of another language. Currently, the Russian speakers' Internet is characterized by the use of national languages with a large share of English language components. During determining the dynamics of events internet-communication requires the means of nomination of new concepts and realities. In the absence of nominative means in the original lexical stock, foreign words perform nominative functions, becoming graphically borrowed words. Many new graphically borrowed words can be found in the speeches of forum participants along with phonetically borrowed words from the same source word of a foreign language. For example, trolling / *троллинг,* lamer / *ламер* and etc. According to E.B. Marinova, "simultaneous existence in different graphic variants is characteristic for a foreign neologism, in particular in the original (Latin) and in the supposed (Cyrillic)" [10, p. 100]. The linguist considers the graphically borrowed word as the primary form of lexical borrowing, as well as the initial stage of mastering the neologism of a foreign language, which ensures its transition from the state of inclusion to functioning in the system of the recipient language as a separate unit. In Azerbaijani texts, there is also variation in fixing the graphic form of some words: whatsApp, votsap, vatsap. In the new dictionary of borrowed words the form “votsap” is noted [19, p. 271], and in the orthographic dictionary — “Vatsap” [16].

There is one more type of words in the modern Russian text. It is a graphic type of borrowed words or abbreviations (the main image of the first component of the word), for example: *Appмаркет* (Eng. Appmarket); *chatланин* (Eng. Chat LANin); *SIM-карта* (Eng. SIM card); *SMS-сообщение* (Eng. SMS message); *PIN-код* (Eng. PIN code); *TV-шоу* (Eng.TV show); *PR-менеджер* (Eng. PR manager) [8, p. 575]. Some linguists consider them as the complex words, others as the word combinations consisting of an analytical adjective and a defined noun [8, p. 577]. Krysin claims that “modern Russian word formation prefers the creation of complex words of this kind, and in it one can consider the influence of the word formation system of the English language, where such a word formation model is extremely widespread due to its universal character when forming words of different parts of speech” [8, p. 576]. The use of graphically borrowed words is influenced by the subjective social-psychological factor of discursive activity, in particular, the reliability of the use of foreign units in native language [10, p. 98]. Such words as *cool, crazy, good, happy, love, new* claim to be common foreign language inclusions when considering the communicative speech aspect. They can be qualified as communicative marked, since their use always corresponds to a specific communicative situation and is determined by the author's intentions. We have found some special graphically borrowed abbreviations based on the first letters of English phrases in the messages of participants of Russian forums. For example, IMHO (Eng.: In My Humble Opinion); BBS (Eng.: be back soon); pls/plz (Eng.: please); NP (Eng.: no problem) and etc. A similar phenomenon can be traced in Azerbaijani Internet resources. These graphically borrowed abbreviations have established themselves well among Internet communicators. Like a special speech education, they allow native speakers to react instantly to communication conditions.

Graphically borrowed lexical units can serve as a means of forming new words created by contaminating them with lexemes of the Russian language through structural association. Hybrid graphic neologisms are formed within the framework of language word formation and games with graphics, while two original words and their meanings are superimposed on the same material segment of language signs. For example, *clubиться* is formed due to the contamination of the graphic borrowed word club and the Russian word klubitsya; VIPендриваться = VIP (“очень важный человек”) + выпендриваться (“show off”) [14, p. 124]. Hybrid graphic neologisms, distinguished not only by the arbitrary character of intraword boundaries, but also by an increase in semantic volume, reflect the peculiarities of the speech situation.

5 Conclusion

Russian and Azerbaijani languages borrow foreign words phonetically, semantically and graphically. In both languages, there are different ways of creating neologisms when borrowing lexical units from foreign languages. The newest borrowed words, formed because of written communication on the Internet, have some features of the conversational vocabulary. Of these methods, only the phonetic method fits the classical definition of lexical borrowings. An important feature of the newest borrowed words used by Russian and Azerbaijani Internet users is that the source language is mainly American English.

Most borrowed Russian and Azerbaijani words that have new linguistic semantics are phonetically borrowed. They are borrowed in sound form and similar in meaning to the prototype, they perform an expressive function, preserving the effect of novelty and fashion in their form.

Various English words and phrases become part of Russian and Azerbaijani texts and become graphically borrowed units, while preserving their original Latin graphics. Some graphically borrowed lexical units are part of the basis of the Russian language. As a result, the first part of a complex word of the Russian language is a graphically borrowed component, and the second part is a word written in Cyrillic.

This type of word is formed under the influence of a similar word formation model in the English language. Graphically borrowed lexical units can serve as a means of creating lexical neologisms in Russian, distributed on the Internet, for the emotional and expressive expression of users, as well as for their creative self-expression. Thus, the contrastive and comparative analysis of various ways of borrowing (phonetic, semantic, graphic) foreign words in the Russian and Azerbaijani languages proves that the newest borrowed words used by users of Internet communication have peculiarities of the conversational vocabulary.

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DEVELOPMENT OF PROFESSIONAL COMPETENCE OF PUBLIC SERVANTS IN THE CONDITIONS OF DECENTRALIZATION OF PUBLIC AUTHORITY

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Abstract: The article aims to analyze the modern processes of developing the professional competence of state and municipal employees in the context of decentralization of public authority. State and municipal service – as the essential tool for transformations in power, economy, and social sphere is a specific type of professional activity. This, in turn, implies the formation of particular competencies in the structure of professional competence. The formation of the professional competence of employees at the present stage is an urgent task of the civil service institute. Thus, the presence of civil servants of the competencies of public service and ethical behavior directly predetermine the attitude of citizens towards the state, the system of government, and the institutions of a democratic society. The professional competence of a civil servant and, in the future, an administrator in one of the areas of state and municipal social policy makes it possible to effectively analyze, plan and organize work and management in general. Organizational and managerial competence in this area is also an important criterion and indicator of the professionalism of specialists involved in implementing socio-political and socio-economic processes. An equally important task is training such unique specialists in the field of social policy who would be competent in scientific research and practical work on the verge of economic and social processes. The training of civil servants, intellectually prepared to solve scientific and practical socio-economic problems in any area of social policy, is the key to achieving beneficial results at the state's social policy level.

Keywords: Civil service, Decentralization, Professional competence, Public administration, Social policy, Training of specialists.

1 Introduction

The development of Ukraine as a social, legal, democratic state, which seeks to take a prominent place in the European community as a developed state with high living standards of the population, takes place against the backdrop of continuous globalization of state, public and personal life [49]. In modern Ukraine, the transition from strict total administration to a state based on the principles of equality, justice, legality, and the advantages of democratic standards and values requires society to form such tools that will ensure compliance with these principles through a system of awareness by each citizen of their expediency and necessity for achieving public and state welfare.

In the public administration system, this necessitates the implementation of the critical values of democracy and civil society, declared in international and national regulatory legal acts. Based on the results of research conducted by the analytical center *Texts.org.ua*, the scope of the leading social and political values of Ukrainians is defined: the right to a fair trial (56% of respondents), the right to freedom and personal integrity (52%), freedom of thought, conscience and religion (about 45%) and the right to decide one's destiny (more than 44% of respondents) [1].

However, other equally essential values and priorities of a democratic society (availability of material and spiritual benefits, transparency, openness, and publicity of public administration procedures, efficiency, and effectiveness of decision-making, respect for human rights, etc.) have not received a proper assessment of the Ukrainian society [59]. Thus, among the main tasks of a modern democratic state, the problem of forming civic competence in all members of the contemporary community arises. In the period of decentralization of power, this primarily concerns the managers of public authorities.

2 Literature Review

This problem began to be discussed at the beginning of the reform of the public service system. It was formalized in the Law of Ukraine "On Public Service" based on applying a competency-based approach to personnel management. Furthermore, different scientific works are devoted to the formation and development of a competency-based approach to public administration [2, 7, 13, 63].

The process of decentralization requires modern managers to a more in-depth study of the theoretical provisions and practical approaches to managing organizations' effectiveness. The correctness and rationality of drawing up strategies and tactics in personnel management and the entire process of the organization's work is the basis for the effective functioning of the whole life cycle of the organization and its further development [3, 5, 6]. Therefore, day after day, scientists and practitioners are engaged in solving management problems, developing scientific approaches to innovation management, and introducing modern technologies to increase production efficiency and labor productivity. It follows from this that the consideration of this topic is relevant.

Outstanding foreign and domestic scientists considered this topic in their scientific works [1, 4, 11, 26, 61]. With the development of scientific and technological progress, the role of innovation increases, and the types and number of technologies contribute to the emergence of new products with new characteristics and criteria, which are highly valued in the market. Therefore, now there is a process of restructuring the management system from the traditional production and demand to a technological orientation capable of fulfilling this task.

3 Materials and Methods

The theoretical and methodological basis of the study was the theory of management sociology, management psychology, social psychology, and acmeology, as well as institutional, structural-functional, and activity approaches:

- An institutional approach to the study of social processes and phenomena, which allows us to consider the development of professional competence of a civil servant as an element of the development of the public administration system [24];
- Structural functionalism, with the help of which the structure and functions of the professionalism of a civil servant are studied [25];
- An activity approach to the professional competence of a civil servant, which allows studying the processes of its formation and development [21].

Following the chosen methodology, the following methods were applied: the dialectical method of cognition, analysis of statistical data, comparative analysis, observation, and participant observation.

An essential factor in the success of each organization is the strategic management of the organization's technological development – technological innovation management. One of the "main directions of the restructuring of innovation management and its improvement has been the massive use of the latest computer and telecommunications technology, the formation of highly efficient information and management technologies on its basis. New technologies based on computer technology require radical changes in the organizational structures of management, its regulations, human resources, documentation system, recording, and transmission of information [2].

The introduction of information management is of particular importance, which significantly expands the possibilities for companies to use information resources [10]. The leading modern technologies of innovation management include ERP systems, reengineering, engineering, benchmarking, controlling, and grading. Thus, modern management technologies are a complex of innovative and organizational technologies that develop both evolutionarily and revolutionary, despite the development of humanity and its worldview and needs for a given period of our civilization [8, 9].

The Ukrainian model of modern innovation management and its use as a tool is in the formation process. Therefore, Ukraine now requires introducing innovative information technologies in the management field.

4 Results and Discussion

Speaking about the effective process of developing the professional competence and competitiveness of a civil servant, it is necessary to analyze the features of professional activity in general, its patterns, and what is important for creating an effective process for choosing such a place of professional activity as public service. First, it is necessary to identify the main problems of professional self-determination and professional development, which are considered by personality psychology [11]. The degree of trust of the population in self-government bodies also depends on this. Professional self-determination is one of the most important aspects of a person's self-determination. Considering the problems of psychology related to our study, we highlight the most critical points for the structure of the formation of professionalism and management of the process of formation and development of the professional competence of a civil servant.

Firstly, it is the holistic, comprehensive formation of the human personality that occurs in the course of professional activity. Under its influence, a person's self-esteem increases, creative abilities develop more efficiently, and an understanding of the need and importance of his life and his work for society [14, 16]. It can be said that professional activity provides potential opportunities for personal development and the complete satisfaction of all basic needs. It is the study of the psychological characteristics of the unique aspects of a person that allows us to say that:

- By focusing on personality traits that act as professionally essential qualities of an employee, it is possible to have a significant impact on the success, reliability, and other objective indicators of his professional activity;
- Certain personality traits can act as the main determinants of vocational training, on which the speed of acquiring professional skills and the quality of training depend;
- Getting satisfaction from the result of professional activity affects the positive development of the individual.

The study of individual personality traits allows you to adjust the personal approach to training and education and apply various psychological and pedagogical techniques and methods, depending on the personality of the future professional. With this approach, it is relevant to talk about the individualization of vocational training and the creation of special conditions for the activity, including preparing special programs for each professional.

For training on the creation of certain conditions of activity to have an individual approach on the part of mentors, it is necessary to consider the abilities (both general and special) of the state and municipal employees themselves undergoing retraining [61]. This is especially important to consider because communication skills are not initially developed in the same way for everyone.

In connection with professional self-determination, attention must be paid to the ability to work in different subject areas of labor (the so-called special skills), which are as diverse as the requirements for a different level and directly to the place of work of a civil servant [18-20]. But general abilities are also important since, in professional development, it is possible to compensate for some abilities by others, to develop some abilities by identifying others.

Based on the requirements of psychology, a special place has the study of self-esteem. Self-esteem is an assessment by a person of himself, his abilities, capabilities, qualities, and place, among others [1]. Relating to the core of personality, it is an important factor and regulator of behavior. As the results of various studies show, the overall success of the activity is negatively correlated with the inadequacy of self-esteem, both overestimated and underestimated, as well as with its instability.

The more the level of knowledge and professionalism grows, the more important the cognitive side of self-esteem; the role of the emotional side is either reduced or updated depending on other personal characteristics of a person. Emotional stability also depends on self-esteem traits since this quality allows you to maintain effective performance indicators under the influence of negative factors [22, 23, 27]. In psychological studies, there are various, including conflicting data on the relationship between anxiety and the success of professional training of civil servants. The study of individual personality traits allowed scientists to separate people who get a profession or choose a specific job. Scientists note the importance of psychological diagnostics (psychodiagnostic) as a necessary (but not sufficient) component of the process of professional self-determination. The main stages of this type of activity are as follows:

- Data collection;
- Data processing and interpretation;
- Making a decision in the form of a psychological diagnosis and psychological prognosis.

Moreover, the main diagnostic methods are testing, surveys, questionnaires, and participant observation.

As part of developing informational, diagnostic, corrective, and formative methodological aids and practical recommendations to ensure the mutual correspondence of the characteristics of a person and a profession, professiography is also used. By this term, we understand the technology of studying the requirements imposed by a job on a person's qualities, psychological abilities, and psychophysiological capabilities. In this process, special attention is paid to formative professiography, which is used in the process of vocational training and covers the socio-economic, historical, and legal characteristics of the profession, a detailed analytical study of the technical aspects of that professional activity [12].

It is important to note that the rational use of innovative technologies occupies an important position in the formation of the professional competence of public servants [28-30]. This will allow coordination between the staff and the process of the organization. Using innovative technologies will help create a favorable environment for the reproduction of innovations in goods or services [31-32]. The management of innovations will make it possible to form new approaches to civil society in general and to civil competencies in particular.

The modern idea of management provides for the main aspects of the implementation of managerial activities: on the one hand, the application of democratic procedures for the performance of managerial functions, and on the other hand, the formation of qualities in local government specialists that meet modern international and European standards of public service [33-39]. The philosophy of these standards organically follows from the managerial approach based on the competencies and professionalism of the public service, the purpose of which is to provide citizens with quality services through the use and development of the human capital of both societies as a whole and the public service.

The main feature of competency-based innovation management is that the knowledge, skills, and behavior of public service specialists are directed to the implementation of the strategic goals of the organization and society, in contrast to the traditional approach, where the knowledge, skills, and abilities of specialists are not aimed at obtaining the final result [40-45]. It changes in objective reality but on the observance of formal procedures that should ensure the receipt of the final result.

In modern science, "competence," as indicated in the Encyclopedia of Public Administration, is understood as the ability, through acquired knowledge, to perform a particular set of work or manage its implementation with the appropriate speed, quality, and efficiency [46-48]. Competence is a certain process or part of a process, a function, or a certain part of a function, that is, all the knowledge, skills, and behaviors of an employee necessary for the successful implementation of the tasks of the organization.

In the Western scientific tradition, competence is often identified with the traits necessary for an employee to effectively perform work: knowledge, skills, and abilities that ensure the success of the professional activity. Different specialist features, including cognitive and mental qualities, a system of values, knowledge, skills, and acquired experience, form professional competencies.

The concept of "competence" is a structural property of a person's professional competence, necessary for her to carry out professional activities [50-53]. The professional competence of a specialist is defined as a measure of the professionalism of an employee, the ability to effectively self-realize special professional knowledge in practice, it determines business reliability, the ability to successfully and accurately carry out a specific activity or as in-depth knowledge of the subject, a set of professional knowledge and professionally significant personal qualities necessary in specific conditions for the implementation of the functions assigned to the relevant position. In addition, a competent specialist has traits that enable him to act effectively within a specific social or professional sphere [13].

So, the competence of a specialist acts as an integrative system that should characterize a professional for the effective and high-quality performance of the tasks and functions of the position [4]. This integrative trait of a person is formed through a combination of knowledge, skills, practical skills, abilities, ways of thinking, professional, ideological, and social qualities, and moral and ethical values [54-56]. Thus, professional competence is an integrative characteristic of a specialist's professional and personal attributes and reflects the level of knowledge, skills, experience, worldview principles, values, and attitudes necessary to achieve a goal in a particular type of professional activity.

In modern science, civic competence has recently become widely used, which comes from the literal translation of the English phrases civic competencies and citizenship competencies. In the most general sense, civic competence is an individual's ability to actively, responsibly, and effectively implement civic rights and obligations to develop a democratic society [57, 58]. Such a definition focuses on the civil nature of competence as a set of cognitive, emotional, and communication abilities and knowledge necessary for a person concerning the state. Thus, civic competence is an integrative characteristic of a person, which is required for her in relations, first of all, with the state and its institutions.

Civic competence, in contrast to general competence, is a characteristic of a person, which includes a set of knowledge, skills, experiences, emotional and value orientations, beliefs of an individual, her values and attitudes, helping her to realize her place in society, to determine own duty and responsibility [10]. before compatriots, homeland and the state, the Constitution of Ukraine in the second section "Rights, freedoms and duties of a person and a citizen" provides for the distribution of all rights and obligations necessary for a person to ensure his own life activity into the rights, duties of a person as a person and the rights, responsibilities of a citizen [60]. Therefore, competence itself is derived from the functions and tasks assigned to the staff, and they, in turn, are mediated by rights and duties.

Civil competence, which is an integrable component, occurs when the level of interaction of a person goes beyond the immediate environment and manifests itself in the process of self-awareness of a person, awareness of belonging to a specific ethnocultural community, people, nation, state, representative of humanity [12]. In this case, it appears in the form of the individual's value-oriented, socio-cultural, moral, and political qualities. This approach is based on the identification of the components of civic competence as an integrative characteristic of a person – a specialist in public authorities necessary to ensure the normal functioning of a person and the degree of interaction with the outside world, which allows us to speak of a high level of civic competence.

At the personal level, the civic competence of a modern manager of public authority is defined as the ability of a professional in a changing unfavorable environment to maintain his physical, psycho-emotional, and moral-psychological balance, which ensures the survival of a person as a representative of the human race [2]. At the public level, a person's communication and social interactions, necessary for him as a professional and a community member, begin to play a vital role. At this level, a person goes beyond his own "I" this level of civic competence is the most important; it combines the previous and next levels - based on the personal level and acting as the basis for value-oriented.

The highest level of competence is a civil value-oriented level when a specialist of public authorities is aware of his rights and obligations and tries to actively implement them, taking into account the rights of another person as the same representative of the human race and society [62]. This level of civic competence is characterized by the perception and awareness of the value orientations of the community and the state. On their basis, a person's professional and personal qualities are realized; it acts as a proactive individual who not only perceives the "value dimension" of the environment but actively and actively forms it. The civic competence of specialists as an integrative characteristic of an individual enables specialists to act effectively in a democratic state, exercise civil rights and freedoms, and promote an individual's free, harmonious development. However, civil competencies are only a potential opportunity for a public person to implement the principles of civil society and democratic relations in the state.

For society, it is not so much the presence of certain qualities, abilities, or characteristics that a public administration official has, but instead, whether they use their own competence to achieve the goals of society, the state, society or use them to achieve personal goals and personal enrichment, that is, it is necessary to talk about competent behavior [7]. In addition, as J. Raven notes, it depends on the motivation and ability to engage in high-level activities, for example, taking the initiative, taking responsibility, analyzing the work of organizations or political systems; willingness to engage in subjectively meaningful activities, such as seeking to influence what happens in an organization or the direction of a social society; willingness to promote a climate of support and encouragement for those who are trying to innovate or are looking for ways to be more effective; a reasonable understanding of how the organization and society in which a person lives and works functions, adequate perception of one's own role and the role of others in the organization and society as a whole; understanding of several concepts related to the management of organizations, namely risk, efficiency, leadership, responsibility, accountability, communication, equality, participation, well-being, and democracy [59].

Even the presence and awareness of civic competencies by officials do not guarantee the establishment of democratic relations in the state to ensure public welfare [11] Therefore, the primary further task of scientific research is to form competent behavior of public persons of state administration and local self-government. The entire system of public administration should be built in such a way that, in one case – even the absence of civil competencies in an official who is called upon to ensure the implementation of the functions of the state would not lead to deviations from democratic standards of governance. And even better, the civil-state system should prevent access to the public service of such persons [15]. In another case, civic competencies would guarantee their observance, and social relations would be built on the principles of civil society.

The practice of forming civil competencies of officials of public authorities by means of innovation management in the developed countries of the world shows that their success is associated precisely with the development of an integrated innovation management system, which is in constant and continuous development following changes in both the organization itself and the external environment [13]. At the same time, such an innovative structure and management culture is being created in the state, in which the directions of innovative development are integrated into general strategic plans related to the constant development of promising new products and the creation of new areas of civil society. To form the civil competence of officials, innovative management tools are used. Special classes, seminars, workshops, master classes, etc., are being introduced for officials.

Pieces of training occupy a special place in the formation of the civil competence of public authorities. In Sumy Regional Institute of Postgraduate Pedagogical Education organized such departments as "Democratization and partnership of public authorities in the conditions of decentralization," "Competently – oriented education of officials of public authorities and local self-government," "Information providing as an effective technology of public – civil management" and others. The primary attention is paid to innovative management approaches in the formation of civil competence of officials of public authorities [17].

The implementation of complex, creative tasks necessitates a balanced and harmonious activity for the construction of the civil competencies of specialists. It is provided by the definition of a system of priority factors that need to be responded to in the first place. These factors include an increase in the external environment's uncertainty level. It is associated with the deepening of competition, the acceleration of changes in technologies for the production of new goods; limited resources; the influence of social and political forces on the organization's market behavior; increased activity in the commodity markets of developing countries; limited investment resources.

It should be noted that in the last decade, due to the growth of stochastic factors in the external environment, as well as the lack of completeness of information, processes of desynchronization of the rhythm and growth of the parameters of the social system began to grow in complex sociotechnical systems [49]. Important for the formation of civic competence through the effectiveness of innovations is the complex of using such management principles as creating an atmosphere of creativity that stimulates the search for and development of new ideas; the focus of all innovative activities on the needs of the market; determination of priority areas for innovative changes based on the goals and objectives of the organization; the like. Thus, the civic competence of officials of public authorities is its integrative characteristic, including personal qualities, knowledge, skills, values, and beliefs, with the help of which managerial personnel realizes professional and personal goals within the framework of a legal, democratic, socially oriented society.

Civic competence is realized at the personal, social, and civic levels. The personal level is manifested as a set of traits of an individual and characterizes the ability to solve everyday management problems [10]. At the social level, it exists as a complex segmented communicative interaction of a person in the immediate environment, without going beyond his own family, interest group, or community.

The civic level is the highest level of a person's awareness of his citizenship, role, and significance in the life of society. A person not only perceives the norms, values, standards, and rules of social relations but also acts as an active agent in their establishment and formation [21]. At this level, the civil competence of public authorities turns into competent behavior of all authorities, capable of ensuring the progressive development of Ukraine as a social democratic rule of law state with equal rights and opportunities for all of its society.

5 Conclusion

At the present stage, for developing the professional competence of civil servants, it is vital to establish a system of continuous professional education. Therefore, the introduction of new approaches to the constant plan of vocational education and management technologies aimed at improving the professional competence of government employees is of great importance. It should become one of the main directions for modernizing the state and municipal services system.

As initial steps to improve the system of development of professional competence, the following can be noted:

- Clarification of existing competencies for state and municipal employees, including personal and individual ones;
- Expansion of the system of continuous education
- From specialized educational groups to the training of mentors within the framework of the public service;
- Drawing up individual programs for each civil servant;
- Complete control by the state of the system of continuous professional development of civil servants with feedback from the primary customer – society;
- Improving the technique and methods of personnel selection for the "present" and "future" civil service.

A civil servant is perceived as a genuine representative of the state. The state as a whole is judged by the level of activity, a civil servant is perceived as a "protege" of the state with all the ensuing consequences - as the best, smartest, and most correct.

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MANAGEMENT OF EFFECTIVE ECO-EDUCATION: PROBLEMS AND PROSPECTS

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Abstract: Over the past decades, the concept of "eco-education" has gained extreme popularity in the scientific, educational, pedagogical, informational, educational, public, political spheres, being filled with the most diverse content. Naturally, approaches to the formation of eco-education also fluctuate in a very wide range. Among them, as a starting point, we can conditionally single out the following" eco-education is considered as a component of the general educational process. Accordingly, the development of the basic (holistic) concept of eco-education and models of its practical implementation takes place in the context of reforming the entire field of education and on the basis of a new philosophy of science. The article substantiates the need to create an independent branch of education - eco-education - on the basis of a specially developed methodological platform that will clearly formulate the goal and objectives of environmental education, develop its conceptual and categorical apparatus, methodological and didactic tools, identify target groups, etc. Based on the consideration of modern management of eco-education in the EU countries, it is argued that global ethics, which prescribes the value bases of human existence in the socio-bio-sphere, subject to systemic inclusion in the educational process, is able to form value eco-behavioral stereotypes outside the system of specialized environmental education

Keywords: Eco-education, Environmental education, Sustainable development.

1 Introduction

At present, European institutions are faced with the challenge of remaining viable and efficient in the light of the "sixth and seventh wave" of EU enlargement. At the same time, with the undoubted success of integration, there are still many problems of managing an integrated economy and harmonizing the interests of the national EU member states. One of the most important and urgent problems of the European Union is the problems of environmental protection and ecological safety, therefore, the current trends in European development make us think about such complex theoretical issues as the quality of life of Europeans. At the level of national and international institutions, there was an awareness of the need for a centralized and structured environmental policy, the purpose of which is to reduce the scale of environmental pollution in the countries of the European continent through the introduction of stringent standards for all types of emissions and discharges.

The end of the twentieth and the beginning of the twenty-first century were marked by increased attention to the problems of the prospects for the development of mankind. On the basis of numerous comprehensive studies by various authors, the Club of Rome, and other international scientific organizations studying global development, it became obvious that the world has approached a milestone that requires a radical change in the value orientation of each person and humanity as a whole, compliance with the priorities of natural prerequisites in natural history development.

The most important event in the international life of the last decade of the last century was the conference on environmental problems and development, convened by the UN in 1992 in Rio de Janeiro. At this forum, a package of documents was adopted that defines the rights and obligations of individual countries in the field of production, environmental pollution, and the use of natural resources. This conference was the logical conclusion of a great deal of work carried out over the years by UNESCO and various UN commissions for the protection of the environment. The concept of sustainable development adopted at this conference, in essence, opens a new era in understanding the relationship between society and nature. Sustainable development is a self-sustaining, self-organizing process of the balanced development of human society in harmony with the natural environment [10, 61, 66].

As human society develops, more and more interdependence and interdependence of the processes that occur in the "nature-man-society" system are revealed. The current environmental situation has brought to the fore the problems of interaction between society and nature, sharply raising the question of the role of environmental education in optimizing this interaction. Environmental education indirectly, but very actively influences the optimization of the interaction between nature and society.

Recognition of the importance and necessity of environmental education in our time has not automatically led to an adequate understanding of its philosophical, methodological, theoretical foundations. The main attention turned out to be focused mainly on such issues as environmental pollution, resource depletion, etc. These vital issues for society are often considered at the level of common sense, without using the appropriate scientific methodology [1-5]. But such an inefficient approach is hardly acceptable today. This circumstance predetermines the relevance and necessity of a special study of the role of environmental education in the formation of the ecological culture of society and in optimizing its interaction with nature.

Environmental education is a long-term process of educating the population of a rational attitude towards nature and resources. Eco-education smoothly turns into an ecological lifestyle, which is why it is so important and slow in time. But it all starts small, with the daily formation of knowledge, skills and good habits.

In the EU countries, the system of environmental education is built in such a way as to ensure wide contacts of the child with the environment and form knowledge about the unity of man, society and nature on the direct relationship of local, regional and global environmental problems with human activities. For example, in Germany, children, starting from kindergarten, are taught to take care of the environment in which they live: sort garbage, use less plastic and polyethylene, take care of plants and animals.

Unfortunately, at the EU level today there is no single generally accepted basis for the content of environmental education. There is no unambiguous, generally accepted definition and main goal of environmental education. Interpretations of the goal of environmental education vary from "training an environmentally literate person, the formation of a system of scientific knowledge, views and beliefs that ensure the formation of a responsible attitude towards the environment in all types of activities, "the formation of environmental consciousness" to environmental culture [6].

The study of the features of the relationship between environmental education and environmental culture and their role in optimizing the interaction between nature and society shows that it is very relevant in modern conditions [7, 8]. Comprehension of this issue is necessary in order to understand that environmental education will certainly help society get out of the environmental crisis.

2 Materials and Methods

The implementation of the research objectives involves the solution of a number of tasks, the main of which are the following:

1. Critical analysis of different points of view on environmental education. Determining one's own position in the conceptual understanding of the content of environmental education.
2. Study of the possibility of fundamentalization of environmental education in the effective formation of environmental consciousness.

3. Understanding the ways and means of forming the ecological culture of society as the goal of environmental education.
4. Identification of the features of the impact of environmental education on the optimization of the interaction between nature and society.

The study used the dialectical principles of cognition: consistency, structure, integrity, activity, etc. Achieving the goal and objectives of the study determined the need to use the methods of analysis and synthesis, induction and deduction, analogy, comparison, explanation, etc.

The study is based on the theory of unity, interaction and subordination of nature and society as distinct and interpenetrating formations, the data of modern natural science and social science, certain areas of ecology: general, biological, geographical, social, anthropological, as well as general theoretical provisions of cultural studies and pedagogy that contribute to philosophical understanding environmental problems and ways to solve them.

The materials contained in the article can be used in further research in the field of environmental policy, as well as general theoretical and practical problems of development, as well as problems related to the field of environmental education and political and administrative management [12, 13]. The main provisions and conclusions of the study can be used to ensure the sustainable development of the European Union. The theoretical significance of the study is determined by the fact that its materials and results can be used in further study and development of the problems of environmental education, determining its place and role in the formation of environmental culture, in optimizing the interaction between nature and society as distinct and interpenetrating formations.

3 Results and Discussion

Understanding the complex problems of environmental education in recent years has received coverage in socio-philosophical, pedagogical and other works [35-40]. Unfortunately, it is necessary to state the fact that in the presence of a large number of works on these problems, the role of environmental education in optimizing the interaction between nature and society as a holistic, relatively independent and developing process is not sufficiently defined.

In order to form an environmentally active personality in the process of environmental education, it is necessary: to acquire scientific knowledge; learn moral value orientations in relation to nature; to develop practical skills and abilities to preserve favorable conditions of the natural environment [23, 34, 47, 64].

The basis of all ecological disciplines is one or another idea of the ecological system and ecological approach. The ecological approach is an eco-oriented approach to the study of special spheres of reality – special ecosystems in which the “central” object and the “eco-environment” are qualitatively heterogeneous [15-18, 20]. Ecological interactions that are associated with an ecological approach and which are special (inter-level) eco-oriented interactions are the object of study of environmental sciences.

It is very important that environmental education has a single, common methodological basis, on the basis of which the study of all sections of ecology, including social, which should form the basis of socioecological education, would be carried out [9]. Social ecology is the science of the interaction of nature and society, with the aim of optimizing this interaction. General socioecology is an important basis for the formation of the ecological culture of society.

The cognitive component of environmental education, first of all, should include a general theory of ecology, which is based on an ecological approach, biological, geographical, social and anthropological ecology [22, 24-27]. Singling out global ecology as one of the sections of ecology is hardly advisable, since the term “global” rather reflects the quantitative characteristics, the scale of the problems than their integrative nature, and is used in conjunction with the terms “regional”, “local”. In terms of its volume, the content of the cognitive component of environmental education coincides with the sphere of environmental knowledge, while this knowledge must be conceptually organized in a certain way for more effective assimilation in the educational process.

A scientific judgment about the world should not avoid valuable worldview conclusions. The results of the study of ecology are meaningless outside their cultural context [29, 30]. Their role is comprehended from the standpoint of a human perspective within the framework of a system of values determined by the need for co-evolution of society, man, and nature. Hence, the synthesis of intellectual and spiritual experience within the framework of education is very relevant.

The fundamentalization of environmental education allows generalizing knowledge in the form of certain conceptual constructions. This will provide a holistic, rather than fragmentary coverage of environmental problems [32, 33]. An ecological approach should become a methodological need and a necessity in order to obtain ecological knowledge, and the general theory of ecology should take its rightful place in the cycle of ecological disciplines.

In Scotland, environmental education is built on the interaction of the school as a single team and the local community. This allows students to understand the close relationships between the environment, society, the economy, and issues of social inequality [41-46]. All teachers and school leaders are involved in the educational process, environmental responsibility is supported by the school culture and the physical environment (building, surrounding area, rules of conduct). Every day part of the classes takes place in direct contact with nature (outdoor learning) [11, 48].

The result of environmental education is achieved through the synergy of the efforts of the family, society, scientific and educational institutions, the media, cultural institutions, business and, most importantly, the state. It is this open model, when everyone cares about environmental education, that is adopted in Sweden. For comparison, in the homeland of Greta Thunberg, the rate of environmental concern is 85% [31]. Back in the 1970s, topics related to nature conservation were included in the compulsory school curricula. Then came the Swedish National Environment Project. One of its functions is the preparation of new teaching aids and recommendations for teachers and students.

In the 1990s, Sweden began to seriously attend to the problem of waste recycling. Today, the first generation of Swedes has already grown up in the country, who “have never seen a single garbage can in the kitchen” [66]. In Swedish kindergartens and schools, children sort their own garbage, learn how to make compost, and go on excursions to sorting stations.

Commercial companies are also involved in this process. Swedish auto giant Volvo has released a children's book on plastic pollution in the oceans [49-52]. This is the story of a boy who goes on a journey to find out where the ocean has disappeared. It motivates readers to make a promise to change the environment for the better, keeping young Swedes on the green agenda.

A feature of the Swedish model is that environmental education is continuous. It begins in the family, is supplemented in kindergarten, school and university, and continues through all professional activities [54-59]. The idea of prioritizing environmental knowledge is reflected in the Swedish Environmental Code - adopted in the late 1990s, it replaced more than 15 laws dealing with various environmental issues. Demonstration of a sufficient level of environmental knowledge is a priority principle of the Code – before starting economic activity in any region of the country, it is required to demonstrate awareness of environmental conditions and the impact on it [60].

In environmental education and enlightenment in Germany, the emphasis is on the fact that the child forms his opinion about the problem based on personal experience. In Germany, there is no single concept of environmental education, approaches and forms are diverse [62, 63]. In each of the 16 federal states, there is a provision on the legislative level for the continuity of environmental education and upbringing from the earliest preschool age. It applies to schoolchildren, students, and is also applicable to other categories of the population.

In Germany, back in the 1980s, the Ecology and Education program was adopted, which became part of the educational process of all schools. For example, the concepts of teaching and educating schoolchildren in the field of environment and nature (Natur- und Umweltpädagogik) are based on the transfer of knowledge about nature and environmental relationships based on practical experience [9, 19].

Under the guidance of teachers, students independently explore, observe natural objects and phenomena in the urban environment. The focus is on the relationship between man and nature, the consequences of environmental impact (both negative and positive) [65]. This is how the norms and rules of environmentally responsible behavior in relation to nature and our own future are formed. Much attention is paid to how to properly collect and sort household waste before it is sent for recycling.

In France, environmental education has been carried out since the 1970s. Back in 1993, the Ministry of the Environment and the French Ministry of National Education signed a cooperation agreement. The document clarified that the sustainable development of the country is inextricably linked with the health of an individual citizen. That is why it is important to tell the public about this connection. In 2004, the authorities created an environmental charter. A year later, in 2005, it was included in the Constitution of the Republic [28]. The need for environmental education in all educational institutions is now enshrined in the fundamental law of France.

Education begins as early as elementary school, where children are introduced to different types of materials. In secondary school, students study environmental issues through mathematics, physics and chemistry. In high school, questions of a scientific approach to human life are dealt with through "thinking about the relationship between people and the environment" [53]:

- In the lessons of the French language and in the humanities – a look at nature through authors and artists of different eras;
- On history – focus on climate change;
- On natural science subjects – reflections on life cycles in nature, environmental problems.

In high school, they pay attention to climate and environmental issues. The introduction to this program emphasizes that students understand the main challenges that humanity will face in the 21st century: the environment, sustainable development, resource and risk management [9].

In the historical geography program, students are introduced to "climate change under the influence of megacities" [13]. Here education considers individual and collective responsibility for environmental problems.

A very systematic and thoughtful environmental education is organized in Slovakia. "The Ministry of the Environment supports non-formal educational activities in accordance with the Sectoral Concept of Environmental Education up to 2025 (available in Slovak language). The overarching goal is to create an integrated system of environmental education and awareness raising within the environmental sector, focusing on diverse target groups by using innovative tools and respecting the principles of sustainable development.

Educational activities are provided throughout the whole country by the organizations instituted by the Ministry of Environment:

- Slovak Environment Agency, including its Center of Environmental Education "Dropie"
- State Nature Conservancy of the Slovak Republic
- National Zoological Garden Bojnice
- Slovak Museum of Nature Protection and Speleology
- Slovak Mining Museum
- Slovak Water Management Enterprise and others.

Organizations Instituted by the Ministry of Environment prepare a number of events, which are focused on raising awareness in the area of environmental protection and its components, as well as the field of practical environmental education with using interactive elements. Professional conferences, seminars for different target groups as well as methodological days and accredited continuous education for teachers are also organized. Last but not least, organizations Instituted by the Ministry of Environment are engaged in editorial, publication and promotional activities" [53].

In Slovakia, environmental education is organized and managed in the context of ethics and ethics education. This ethical context includes the following key (fundamental) elements:

1. Noospheric development puts a human in the center of attention, who should have the right to a healthy and fruitful life in harmony with nature, both now and in the future. The transition to noospheric development requires the creation of a new world order aimed at ensuring coordinated actions of the entire world community to prevent an ecological catastrophe, the need for cooperation on a planetary scale, including the development of procedures and mechanisms that can ensure the preservation and development of human civilization as a whole. At the same time, the problem of the survival of mankind should become a priority among other national problems.
2. On this path of development, it will be necessary to form a new worldview of people and replace the priority of consumption with the priority of improving the overall quality of life. The creation of a new system of values in society will contribute to the formation of rational structures of production and consumption, the achievement of a higher living standard of the population by changing the way of life and reducing the consumption of natural resources.
3. Sustainable development is a way of life of the world community, in which the main task is to ensure normal conditions for the entire population of the planet without infringing on the interests of future generations. The concept of sustainable development was born among ecologists, and according to the ecological approach, it is such a development that does not take the system beyond the limits of the economic capacity of the biosphere. It does not cause in the biosphere the processes of destruction, degradation, the result of which may be the emergence of conditions that are fundamentally unacceptable for humans.
4. The concept of sustainable (protected) development (sustainable development) is seen as an alternative to unbridled economic growth. The concept of sustainable development and environmental education is reduced to the definition and search for the prerequisites and conditions for survival and the indefinite existence of the development of mankind on the basis of a new system of values, the creation of a culture adequate to the nature of the world and the essence of man. One of the necessary conditions for the transition of modern civilization to a sustainable development model is the dominance of ecological culture in society.
5. Recognition of the complexity of the laws of interaction between society and the environment. The current trend in the field of synergetics is an attempt to extrapolate the synergetic paradigm to social processes and understand the

> need to study nature in all its diversity of relationships with humanity. The task of understanding the environment and educating a moral attitude to nature on the basis of the information received is one of the central ones in global ethics. The assimilation of the principles of global environmental ethics through the mechanisms of education is the main thing in the survival strategy based on the principles of sustainable development.

The adaptation of these universal requirements to the specific conditions of human activity and economic entities is an important condition for the effectiveness of ethical mechanisms for regulating everyday actions.

It seems that environmental education in secondary schools should be based on these provisions of global environmental ethics. In part, this is already being implemented by European pedagogical science. Thus, the proposed grounds for educating an ecological worldview are: the primacy of the whole in relation to the particular and the inability to derive the whole from the part; ecosystem organization of life and synergetic nature of ecosystems; the significance of the individual efforts of each person for macrosocial processes and, as a result, the high responsibility of the individual for actions and actions, to a large extent correspond to the principles of global environmental ethics and the understanding of personal responsibility in it [64].

The key to environmental education based on global ethics is the explanation of the ideas of the ecosphere and co-evolution, which act as a global model of the future civilization. At the same time, the development of the biosphere into the noosphere excludes any forceful solution of problems in the form of wars or aggressions, and implementation is possible only on the condition that all of humanity will intelligently manage this process. Thus, in the light of the ideas of global ethics, the following provisions can become environmental "cross-cutting" in the content of a number of educational programs:

1. An ecological imperative that defines the boundaries of what is permitted, i.e. system of norms (prohibitions and prescriptions), which follows from the value orientations that are fundamentally different from the dominant consumer ones.
2. Integration of economic, ethical, and environmental knowledge, contributing to the formation of a holistic understanding of the interaction between nature and society, a correct understanding of environmental relations that ensure the environmental safety of life and production.
3. An interdisciplinary approach in building an axiological basis for the economic and everyday behavior of a person and business entities.

The axiological basis of global ethics in education is the value of future generations, which is determined by many researchers, including A. D. Ursul, according to two main features - anthropocentric and biospherocentric: "this is why it seems appropriate to consider sustainable development as a strategy for survival and ongoing development civilization as a whole and a separate country in terms of preserving the natural environment and, above all, the biosphere. It is quite clear that we are talking about the formation in the future of a socio-natural co-evolutionary system capable of resolving a lot of contradictions that are manifested in our time" [21].

4 Conclusion

Environmental targets are characterized by a high degree of uncertainty and many associated factors, they often contain a contradiction between economic rationality and sustainable development and have delayed results. But their main difficulty is related to the need for practical action at the individual and collective level. Therefore, environmentally responsible behavior is closely related to motivation and specific actions ("action competency").

Environmental competencies are based on knowledge. Their spectrum unfolds in the plane of relations "man – nature": how these relations were built in the past, in the present and will be built in the future. This is knowledge from the field of natural, social and human sciences.

Environmental education should take a holistic approach that considers the environmental, social, cultural and other aspects of specific problems. Therefore, it is characterized by interdisciplinarity [14]. The result of environmental education is achieved through the synergy of the efforts of the family, society, scientific and educational institutions, the media, cultural institutions, business and, most importantly, the state. In the absence of a systematic approach to environmental education at the state level (as is observed in Ukraine), public projects play the main role.

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PROBLEMS OF HUMAN RESOURCE MANAGEMENT IN A FAMILY BUSINESS

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Abstract: The article deals with the main problems of family business development and human resource management at each stage of its life cycle. The authors of the article have developed a family business life cycle model. The study emphasizes that the importance of family policy has increased with the changed economic conditions and regional differentiation in relations between the state and business. Current trends in supporting the family economy are associated with social policy, the formation of financial stability, and the conditions for its development in the regions. The family economy is often shaped by state support, social guarantees, and services. Still, self-employment and family business opportunities can play a more significant role in the development of the family economy since social guarantees solve current problems, and traditional employment, especially for mothers with two or more children, is difficult due to many circumstances. In this regard, it turns out to be a promising source of income based on one's labor, creating guarantees for the economic and social growth of the family economy, labor education of children, and ensuring the possibility of their future labor skills.

Keywords: Family business, Family business development, Family policy, Human resource management, Labor skills.

1 Introduction

The family economy is a specific area of study and research since economic relations are closely connected with socio-psychological relations. The subject of the family economy is the family in the form of a social community, formed by ties of kinship, marriage, parenthood, and various formal and informal norms. The family economy is characterized by the absence or limited use of hired labor, mutual and long-term support, family-wide consumption, monetary and non-monetary evaluation of actions, love relationships and relationships of responsibility to children and parents, and inheritance relationships [5].

The family economy has not been considered an alternative resource for developing entrepreneurship. The transition to market relations led to an increase in the unemployment rate, and therefore family (individual) entrepreneurship has become the most important economic function of the family, generating income. The departure of former employees of enterprises into family businesses creates a shortage of labor and specialists in production, which worsens industry development in the country. But at the same time, low wages and unsatisfactory working conditions provoke the creation and development of family (individual) entrepreneurship. In most cases, family business activities are based on trade [37]. As a result, most subjects are cut off from domestic production, which is unacceptable in the current economic situation. Therefore, when opening a family business, it is necessary to understand the advantages and disadvantages of organizing a business and whether it has prospects in the national economy.

The family is one of the oldest forms of economic organization, unique in its kind with its social and legal status. The foundations of the personality are laid in the family as an institution of socialization, and family-legal values are formed. The individual and his family receive assistance and social support from the state. Family relations involve solidarity and mutual aid, both material and moral, at various stages of the life cycle. The same distinctive aspects can also characterize the family economy associated with the stages of formation and functioning of the family business if any. The problems of family harmony that arise at the maturity stage of a family business are often associated with the specifics of corporate governance and its impact on family culture [20].

Family nature implies the involvement of the majority or some family members in the company's management, as well as the possibility of distributing property rights and management functions between its individual members and between generations of owners. If a company striving to become a family company should not become a subject of civil circulation, then at least its shares should become transferable within the framework of a narrow family circle. This transition does not always go smoothly. Often, the owner believes introducing family members into the company's management will ensure the ease of transferring power and responsibility for the business to the younger generation [10]. So, even Max Weber noted, "Initially, there was no difference between family farming and business. Such a division arose gradually based on the medieval accounting of money accounts, household expenses and business transactions were not separated." The secret to the success of the family business lies in the simplified system of communications of senior management through a standard method of values. It is precisely because of the overlapping features of the family business and "cultural characteristics" that Japanese, and to a greater extent, Asian, business gravitates towards the "family style," not only within family firms but also within corporations [13].

Family Individual Entrepreneurship (FIE) is considered to be the most common type of business, quantitatively predominant in countries with developed market economies [5]. Family firms are the world's oldest and most common form of business organization [10]. In many countries, family firms make up more than 70% of all companies operating in the market and play a key role in the country's economic growth and job creation. In Spain, for example, about 75% of firms are family owned, and their contribution to the GDP averages 65%. The situation is similar in Latin American countries, where the contribution of family firms to GNP is about 60%. Family firms can be small and medium enterprises, as well as large concerns operating in most sectors of the economy. Examples of well-known family firms are Benetton, Salvatore Ferragamo, Fiat Group (Italy), Carrefour Group, L'Oreal, Michelin (France), Hyundai Motor, Samsung, LG Group (South Korea), Siemens in Germany, BMW, Ito-Yokado (Japan), Ford Motors Co, etc., where the number of FIEs have risen to 20 million [29].

2 Literature Review

The challenges of building a mature and flexible culture are closely related to the nature of the family business. When family and business roles are combined, a unique atmosphere of unity of a rational business principle and an emotional family is created, which ultimately leads to the development of group interaction, holistic perception of life, and the formation and maintenance of shared values. The communication system in a family business is different from formal corporate communications because, in a family business, everything is built on trust and understanding [4].

Family values are the prospect for the development of the family business. Ideally, all family members work together in a family business, they know each other well, or they get to know each other better in working together. They trust each other because they are connected not by material goods but by a common economic interest and joint working and living conditions [10]. Their common family values are united by the family's future well-being, caring for their children's health, common goods, and future. Everyone strives to do what they do best, gradually turning their efforts into the highest result in the form of a volume of work performed for further exchange or sale and development opportunities [1-3].

Family entrepreneurship is a specific area of scientific research since economic relations are closely interconnected with socio-psychological relations. The main subject is the family as a social community formed by kinship, parenthood, and matrimony ties.

The problems of family business development and human resource management in the new economic conditions and the creation of a national entrepreneurial environment are reflected in many scientific works of scientists devoted to expanding the theory of entrepreneurship in the development of family entrepreneurship.

Significant in this problematic area are the works of foreign scientists in the field of strategic planning of family business (Randel S. Carlock A. John L. Ward, Fitzgerald M.A., Winter M., Miller N.J., Paul J.), Harvard studies of competitive advantages in organizing a family business (Danny Miller & Isabel Le Breton-Miller, 2005) and Cambridge studies on the formation of the family business elite (Jane Marceau, 1989), work on various problems of family business operational management (Paul C. Rosenblatt, Leni de Mik, Roxanne Marie Anderson, Patricia A Johnson, 1985), comparative studies of family business models (Dumas C., Blodgett M., Hennon Ch.B., Jones A., Roth M., Popescu L.), studies of the Asian family business model (Davies H., Ma C., Janjuha-Jivraj Sh., Woods A.), works on the conflictology of family business (Astrachan J.H., Keyt A.D., Danes Sh.M., Leichtentritt R.D., Metz M.E., Huddleston-Casas C.), works on the theory of integration in family business (Mill er D., Steier L., Le Breton Miller I. Weigel D.J., Ballard-Reisch D.S.), a study of the stages of the formation of a family business (Leenders M., Waarts E.).

A number of authors focus on the family's influence on an enterprise's strategic management [8, 14, 20, 27]. Thus, they formulate the essence of the family business as the intention of family members to maintain control over the common business within the next generation. However, the intention to transfer a common cause, the possession of resources, and strategic planning without an appropriate behavioral component does not make a family enterprise. Therefore, the above four components are inseparable from each other.

The system approach ("components approach") is based on the following thesis: to make an enterprise a family, family involvement is sufficient. On the other hand, the essential approach is based on the thesis that the involvement of family members is a necessary condition but not sufficient [40]. Thus, family involvement must be shown at the level of the behavioral component through a clear setting for the perception of the enterprise's strategic objectives by each family member before it can be considered a family business [6, 7, 9, 11]. Therefore, according to the substantive approach, two businesses with an equal degree of family involvement may not be inherently a family business due to insufficient development of a strategic vision or specific behavior.

3 Materials and Methods

The family economy is a specific area of study and research since economic relations are closely connected with socio-psychological connections. The subject of the family economy is the family in the form of a social community, formed by ties of kinship, marriage, parenthood, and various formal and informal norms. The family economy is characterized by the absence or limited use of hired labor, mutual and long-term support, family-wide consumption, monetary and non-monetary evaluation of actions, love relationships and relationships of responsibility to children and parents, and inheritance relationships [4].

FIE is the business of one person or the private property of a family. The owner has the material resources and capital equipment necessary for production activities, and the owner personally controls the enterprise's activities [12].

Let us highlight the main advantages of FIE used by the family in foreign economic practice, which can be successfully practiced:

- Quick opening of an enterprise (the legal procedure for registration is simple, and registration does not require high financial and material costs);
- Freedom and independence in decision-making;
- High adaptation in the market, especially at the stage of the final product (for example, the owner can provide the client with personal services, while the outcomes of a large enterprise are always standardized, and the final product needed by the consumer is individual);
- High motivation for effective work (the owner either gets everything in case of success or risks losing everything in case of failure);
- High team cohesion (employees of the organization, as a rule, are interconnected by family ties);
- The possibility of saving on overhead costs and the cost of the workplace;
- The possibility of obtaining assistance from the state since the state is interested in the development of such a business as a sphere of self-employment.

While there are certain advantages of FIE, we will designate a few limitations:

- The financial resources of a sole proprietor are usually not enough to grow into a large enterprise, and the family business often lacks funds;
- The owner must be a universal worker (perform all major decisions: buying, selling, attracting, and maintaining staff), pay attention to technical aspects that arise in production, advertising, and distribution of products);
- The sole owner is subject to unlimited liability (independent entrepreneurs risk the assets of both the company and their personal ones).

Approximately one-third to three-quarters of the world's family firms either go bankrupt or are sold by their founders during their holding period. Only 5-15% of family firms pass into the hands of third-generation descendants of the founders [13].

Family Individual Entrepreneurship is a format that is usually on the verge of self-employment and microbusiness or small business [16, 19]. In this regard, support for family businesses is a direct way to simultaneously support both people who cannot find an application for their labor within the framework of labor relations and small businesses that make up the dominant part of the small and medium-sized business in terms of the number of entrepreneurs [18].

An analysis of the existing practice of running a family business and managing human resources in the national economy shows that the transfer of business by inheritance is implemented through a policy of succession, based on the transfer of business from one generation to another within the same family (clan). Suppose a family business is presented as a value and a well-built system of relationships in the family economy that brings profit, not just as a property with a specific value [22-24]. In that case, there is a need to preserve this value within the family. Without an active state policy in this direction, FIE will remain only in the form of self-employment. It will not be able to play more significant socio-economic roles in the national economy.

4 Results and Discussion

There are many definitions of the essence and significance of a family business [45]. A family business performs not only an economic but also a social function since pensioners, students, and the disabled work in this type of business, for whom it would not be easy to find a job on general terms. A family business is an example of an economic entity, initially focused on a long existence. The foundations of the family business are laid in the historical national traditions and skills of running one's own business, as well as in the specific features of the existing relations in various sectors of activity (for example, in agriculture). Various authorities become the basis for finding additional opportunities to increase personal and family income [26].

To successfully implement the ideas of a family business, thoughtful steps are needed to organize management, marketing, finance, and development strategy. In a family business, the functions of not only a producer of goods or services and an employer, an organizer of jobs are implemented, not only at the expense of the own resources of family groups and employees but also much more complex functions: an organizer of the labor process; taxpayer; counterparty, partner or competitor; a participant in the financial flow, a borrower of capital; representative of the business community, PR agent, member of public organizations; an active subject of relations with the authorities, society, the environment, and the world community, etc.

Considering the definition of the family as a unit of economic activity based on an officially registered marriage, including spouses, parents, and children, the most appropriate description of the scientific category "family enterprise," in our opinion, is the following: "A micro-enterprise that employs members of one family and is involved in ownership and management." It should be noted that the adoption of this definition of the family in the aspect of family business excludes such enterprises in which the participants in entrepreneurial activity, in addition to those specified in the definition, are distant relatives (nephews, uncles, aunts, cousins, and sisters) [15].

From our point of view, family businesses are organizations with the participation of heirs of the first stage. It should be noted that if family relations are broken between the employees of this enterprise, they become business partners - individuals or legal entities [30-36]. Therefore, the consistency of actions and the clarity of priorities of economic entities engaged in a common cause will depend on the quality of business relations.

In a situation where members of the same family, participating in ownership and management, work in one enterprise, which, in terms of the scale of activity, exceeds the indicators of a micro-enterprise, then we should talk about the functioning of a family corporation. The origins of most of these organizations are people who organized a small joint business with close relatives. In our opinion, a family corporation is a stage in the development of a family business, to which it "ripens" at a certain moment. To do this, a family firm must go a long way in forming corporate relations and prove the independence of existence from a change of owners [21].

Family corporations are characterized by a clear subordination structure since their family relations are transformed into strictly "business" ones. Participants in joint activities already have to reckon with the fact that some relatives are moving to managerial positions, and some are moving to their subordination [38, 39]. Quite often, at the transition stage of a family enterprise to a family corporation, serious managerial problems await him in the division of accumulated capital and the powers of government. The process of "corporatization" can take decades, and many family businesses will go out of business long before it is complete.

From our point of view, at the regional level, a successful family business, compared to a large corporation, is more prepared for the transition to the so-called "energy-saving" mode, which provides maximum efficiency at minimum cost [41-44]. Family micro-enterprises can compete successfully, and closely related ties make them stronger in an unstable market environment. It should be noted that in the first place in family micro-enterprises is trust.

Indeed, if mutual understanding reigns between close relatives, it will be much easier for them to transfer their communication to a business level. Each family member is motivated to work with complete dedication to achieve higher profit margins. Close relatives are not only "vitally" interested in developing their small family business but are also functionally interchangeable [46-50]. Family businesses often do not have a strictly built hierarchical structure of subordination and a clear division of powers. As a rule, the leader is the head of the family, and other family members perform their official duties as they understand them.

4.1 Leadership Transition Problem

At various stages of the life cycle of a family business, the very status (roles) of family members changes, typical problems arise adequately to the stages of development of a family business, and the typology of a family business is reflected in modern research [20].

The problem of leadership transition is connected with preparation for planning and transfer of affairs. For example, A. Shleifer and R. Vishny, who studied the degree of legislative protection of property rights in various countries, proposed the following hypothesis: in many countries of continental Europe, the rights of shareholders (predominantly minority ones) are protected much worse than in Anglo-Saxon countries [59, 60].

A historiographic analysis of this problem is presented in the work of J. Hardwick (2009) [27]. Its local aspects are reflected in modern studies by economists and foreign scientists (Eleanor Hamilton, (2011), Juliano Lissoni, Mauricio Fernandes Pereira, Martinho Isnard Ribeiro Almeida, Fernando Ribeiro Serra (2011)) [26, 40]. The concentration of a strategic package provides the strongest guarantee of firm ownership.

That shares are at the disposal of an individual family or several families [26, 59, 60]. Family members, top managers, and other employees working at different levels of the company, its suppliers, and customers are waiting for a decision to prepare a new generation of leaders from a corporate leader. From this perspective, business transition and management planning are the cornerstones of leadership [51-55]. And even with such arguments, some owners stubbornly avoid the issue of succession. While the founders of the business were alive, no one in the family touched on the painful topic of the transfer of affairs, but, despite the silence, everyone had some expectations regarding dividends, salaries for management duties, participation in the business of other family members, property rights.

4.2 Family Values and Business Interests

The problem of successful competition is connected, first of all, with the very nature of the family business. A family business has an entirely different policy towards relatives working in the company. Suppose, for most corporations, this practice threatens efficiency and contributes to a decrease in competitiveness. In that case, the family business considers the participation of family members as a positive factor that creates additional competitive advantages. Indeed, with the arrival of new family members in the company, the number of carriers of family traditions and ideology increases, and the number of people exercising informal control increases [17].

The problem of family harmony that arises at the maturity stage of a family business is often associated with the specifics of corporate governance and its impact on family culture [56-58]. Family nature implies the involvement of the majority or some family members in the company's management, as well as the possibility of distributing property rights and managerial (or control) functions between its individual members and between generations of owners. If a company striving to become a family company should not become a subject of civil circulation, then at least its shares should become transferable within the framework of a narrow family circle. This transition does not always go smoothly.

Often, the owner believes that the very fact of introducing family members into the management of the company will make it easier in the future to transfer power and responsibility for the business to the younger generation. However, practice shows that the processes that should take place in a company during such a transformation are strikingly similar in form and essence to creating corporate governance systems. The principle of collective decision-making should replace the sole power of the owner at the expense of the most capable family members [25]. Management should be professionalized, and control and reporting should be introduced into the company's practice. "Corporate culture," "corporate philosophy," norms of behavior, traditions, and principles of doing business appeared in family firms long before the first corporations appeared. Moreover, it is in family businesses that they play the most significant role. Family values become the hallmark of a company and serve as the foundation for uniting family members, connecting their interests with the interests of the business.

4.3 Hiring Top Professional Managers

The problem of professional management is related to the operational management of a family business with its growth. Any successful enterprise changes its structure during the transition from the small business sector to the medium and large ones. Growth problems are left behind, just like the family way of business. Most family businesses acquire top professional managers who effectively manage competitiveness – realize that being at the helm of their rapidly growing enterprise does not always mean being an effective manager [27].

Maintaining leadership positions is sometimes more difficult than achieving them. Family members hire professionals. At the same time, they perform supervisory and corrective functions. After all, rapid growth may be due to favorable market conditions or a successful marketing move; competitors are not asleep and are sure to use these innovations to their advantage [61-65]. Removal from the company's operational management reduces relatives' control over their grown company.

According to world practice, a particular share of the enterprise will belong to hired managers, to which we can add funds raised on the stock market. As a result, this developed business is no longer 100% family-owned, but its value is already different.

4.4 Family Business Communication System

The challenge of developing a strong and flexible culture during the renovation phase is also related to the very nature of the family business. It has long been noticed that the imposition of family and business roles creates a particularly unique atmosphere both in business and the family. The constant mixing of the rational (business) and emotional (family) principles leads to a holistic perception of life, to a kind of group consciousness. The communication system in a family business is very different from that in formal corporate methods. In a family business, everything is really built on trust, common values, and understanding from a half-word [28].

The value system comes just from the family, it is not artificially grown and instilled, as in modern corporations, but it is formed in the education process. Therefore, the "natural" value system will be more viable than the grafted one [66-69]. If you look at Western business, the famous "effects" of corporate culture were formed based on the family business.

4.5 Third-Generation Business Transition Crisis

The problem of developing a family business at the next level of management at the stage of renovation is connected with the transfer of the business to the next generation. A "maturity test" in a family business takes place every time the moment of inheritance when ownership passes to a new generation of owners [26]. At these moments, management systems and distribution of responsibility and family philosophy and values are tested for strength. A sound family business management system should provide sufficient flexibility to allow new owners to change strategy if the old one ceases to promote development. Statistics show that

The critical moment is the third transition of the company by inheritance. There are quite reasonable explanations for this. By the time of the third transition, the company already has the values, strategy, and traditions developed by previous generations.

Often, strengths become weaknesses, and new owners do not risk changing what faithfully served the previous two generations. Successfully overcoming the crisis of the third gear significantly reduces the risk of business failure in the future.

5 Conclusion

The values of the industrial order left an indelible mark on the development of family business at the end of the 20th century, changing the importance of the information order. Likewise, the globalization of the world economy also leads to significant changes in this institution. However, no matter how actively the external environment changes, for a specific structure to be classified as a family business entity, it must retain such fundamental components as family ownership, continuity of generations, and family management.
The family business's various functions also imply a responsibility for their performance in the subjects of socio-economic relations. This is the social responsibility of the company to society that is so necessary at present. However, a business based on family ties is mainly carried out either in the form of individual entrepreneurship or a limited liability company. At the same time, although the entrepreneurial activity is carried out with the active participation of other family members, the laws governing relations in this area do not cover the whole variety of legal aspects of intra-family relations that develop in the process of entrepreneurial activity.

For a family business, limited use or complete absence of hired labor, long-term mutual support, family-wide consumption, material and non-material evaluation of actions, love relationships, relationships of succession and inheritance, and responsibility to relatives are characteristic. Given the high importance of the economic institution of the family in the regional aspect as a unit of economic activity based on an officially registered marriage, including spouses, parents, and children, it is advisable to define a “family enterprise” as a micro-enterprise that employs members of the same family who take part in ownership and management.

Consistency of family and personal interests is the basis for creating a favorable moral atmosphere in family enterprises, where there are no barriers to the interchangeability of workers, the transfer of experience between generations, and human resource management. Furthermore, the recognition by modern civil society of the advantages of family business will lead to the discovery of new prospects and opportunities for its successful development.

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THE PERSONAL AND COMMON GOOD IN THE THEORY OF STATE SOLIDARISM

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Abstract: The article analyzes the relationship between the concepts of the common good, public interest, individual (private) interest, and the problem of reconciling individual interest and the common good in the theory of state solidarism. The authors reveal the concepts of solidarism and solidarity at different stages of the development of social thought. The importance of updating the solidarity strategy for modern society is argued. The ideology of solidarism did not have full development in the 19th century – in contrast to the complete ideologies of liberalism, social democracy, and conservatism. However, in a postmodern society, solidarism can increase its attractiveness. The ideas developed in the philosophy and ideology of solidarism (solidarity, trust, cooperation, subsidiarity, self-organization, non-hierarchical interaction) can provide an answer to many actual challenges of our time.

Keywords: Common good, Coordination of interests, Personal benefit, Solidarity, State, Theory of solidarism.

1 Introduction

The initial elements of society are individuals, each of which is a separate, independent personality with interests, needs, and unique features. However, any society is a complex social system and is not reduced only to the sum of its constituent individuals. Society is commonly understood as the totality of various social groups and the relations that develop in their joint activities [2]. The existence of society as an integral phenomenon presupposes the presence of a common interest, which is not reduced to the sum of the private interests of its members, and sometimes conflicts with the interests of individual individuals.

The development of scientific categories and their manifestation in scientific discourse have their history, flourishing, and oblivion or filling with new meanings that change the previous understanding of the significance of the phenomena behind these concepts. So, today, for example, "tolerance," "trends," "innovations," and "modernization" are categories that are actively used by political scientists, sociologists, and culturologists, and the concepts of "solidarity," "solidarism," have practically disappeared from scientific circulation [1, 5, 6]. Together with them, the social guidelines that are essentially significant for modern conditions, expressed by these concepts, left the problematic field. In our opinion, the real status of the concepts of "solidarity" and "solidarism" requires a more serious study of their interpretation at different stages of social development and the fixation of certain traditions in the formation of the concepts they define.

With all the variety of definitions of the essence and functions of political ideology, with all the ephemeral nature, conventionality, and elusive nature of ideological discourse, it can be stated that ideologies, unlike political and philosophical doctrines, are not only and not so many worldviews, ways of knowing, understanding, interpreting and descriptions of social reality [8-10]. Moreover, ideology is always connected with social practice - the mobilization of the subject of collective action and the struggle for power and influence necessary for implementing political projects.

Ideology is, as defined by Bernard Sasser, ideas striving for power. The task of any political ideology is the construction of meanings and motivations, the creation of a picture of reality, and the "editing" of the present and the future, in accordance with its ideas about the common good, about what exists and should. At the current stage of development, ideologies are turning from a system of ideas and values into a manipulative political technology, into a set of simulacra, into a means of pre-election agitation and propaganda.

In theoretical terms, solidarism is developed worse than "full" ideologies – its ideas did not often become centers of intense ideological and polemical struggle. In addition, it was pretty much forgotten – not only by theorists but even by historians of ideas and ideologies. There is often a preconceived notion that solidarists have compromised solidarism by collaborating with fascist regimes [2].

Any political ideology, as a more or less ordered system of ideas, is described and constructed after the fact, from the future – by "pulling" under the modern ideological template, under the modern idea of this or that "change" of certain ideas, teachings and persons from the past. Hobbes and Locke did not expect they would become the forefathers of liberalism, and even such a word in the 17th century didn't exist. And Chateaubriand, who was the first to use the word "conservatism" and gravitated towards a conservative worldview, was called by his contemporaries a liberal. Plato could hardly have imagined that he would become the "first communist" and an obligatory figure in anthologies on the history of communist doctrines.

Solidarism should be spoken of in three different ways:

- First, about solidarism in the narrow sense of the word – concerning the teachings for which "solidarism" was a self-name.
- Secondly, about solidarism in the broadest sense of the word – concerning the authors who did not use this word as a self-name but actually reproduced precisely solidarist ideas and interpretations of social reality (anarcho-syndicalism, Christian democracy, corporatism, neo-corporatism).
- Thirdly, the new solidarism (neo-solidarism) – is about modern attempts to create ideological and political-philosophical discourses based on solidarist ideas [4].

The problems of political philosophy and the ideology of solidarism can be revealed through the description and study of the solidarist understanding of the concepts that are mandatory for most ideologies (state, power, freedom, justice, labor, property, common good, authority, equality, human rights, political, traditions, and innovations), as well as through the interpretation of concepts characteristic only of this ideological discourse (social solidarity, subsidiarity, trust, cooperation, synergetic interaction, free loyalty, self-organization, networking, etc.) [7].

2 Literature Review

The problem of reconciling the interests of the state and private interests has been the subject of discussion throughout the entire period of development of society and the state. Turning to the history of the Ancient World, we note that even Ulpian chose interest (benefit) as a criterion for distinguishing between public and private law, opposing the benefit of the state to the benefit of individuals. The ratio of the "common good" (bonum commune), which in Rome was understood as the highest good of the state, and the "individual good" (utilitas), was decided by Roman philosophy and law; unequivocally: "Public benefit should be put above private" [21].

Thus, the Romans reduced the difference between private and public law to the difference between protected interests, distinguishing between private and general interests. Opponents of such a division note that it is impossible, therefore, to oppose the interests of the general and private. On the one hand, only individual people have interests since only people are the real, real elements of community life. On the other hand, the general interest is nothing but the totality of private interests [23]. In this sense, it can be said that all law is established for the protection of the interests of individuals, that is, private interests. On the other hand, legal protection is given only to those interests of individuals that have more or less general significance or that are inherent in a whole group of individuals. Therefore, every right protects the general interest.

Greek thinkers could not find a compromise between the interests of the individual and the interests of the state. The absorption of the individual by the state or the decomposition of the state in the name of the interests of the individual are the main features of their views on the organization of a hostel [40].

In Aristotle, Cicero, Seneca, and Stoics, the concept of the "common good" is based on the concept of natural law. According to the authors, the good of all and the good of everyone are the same [43]. The common good relies on law principles (freedom, equality in legal personality, the unity of the rule of law, the legal basis of the state and laws) and legal justice. The common good includes various interests and claims of various subjects to the extent that they correspond to the general legal norm. The state becomes the spokesman of the common interest, the common good. Thus, the public interest is identified with the common good, which is manifested in the functioning of the state [13, 14]. The state, which expresses and protects the common good, is the "cause of the people" and, at the same time, the "general legal order" (Cicero). The situation is similar to the natural law concept of the state (polis) of Aristotle.

Thomas Aquinas argued that the law should express the common good of all members of society. Hugo Grotius noted that the state is a perfect union of free people, concluded for the sake of law and the common good. The task of the rule of law is to achieve the greatest common benefit. To do this, the state must rise above any personal interest and take care of the benefit of all equally, that is, ensure justice. He argued the need for the freedom of others, regardless of its personal recognition by the individual, could always, in fact, limit the freedom of the individual on an equal footing with everyone. This requirement of coercive justice, he believed, is brought in from the idea of the common good or public interest [50].

Many of the most prominent representatives of the natural law school recognized that state power as such in relation to the individual has no boundaries and that it is therefore absolute. In this view, even such contrasts as Hobbes and Rousseau converged [16-18, 20]. It was possible to argue about which organization of state power is better (monarchy or republic), but that state power in relation to the individual is absolute; seemed to them indisputable.

Some authors, speaking about the common good as the state's goal, saw in it a combination of opposite elements that make up its composition, personal and public [51, 60, 71]. The benefit of the union lies in the fullness and harmonious development of all its elements. This is the true nature of the state, its idea. The state does not aim at the private welfare of its members. The private good is civil society's goal, not the state's. The latter contributes to developing private interests only to the extent that they are included in the general interest [22, 25-30]. The state is a union that rises above other unions and does not absorb them in itself. Therefore, its purpose does not coincide with the purpose of other unions. The essential difference is that its goal is general, not private. But since the good of the whole depends on the well-being of the parts, the promotion of private interests indirectly becomes the state's goal [32]. Whether this assistance is necessary is a question whose decision depends on the changing conditions of life. But the fundamental principle is that state intervention in the area of private interests is the exception, not the rule.

The real tasks and true goals of the state lie in the implementation of the solidary interests of the people. The common good is the formula in which the tasks and goals of the state are expressed [34-36]. That the essence of the state, indeed, is to uphold the solidary interests of people; this is reflected even in the deviations of the state from its true goals. Considerations of the common good usually justify even the cruelest forms of state oppression.

Freedom, equality, law, property, etc., make sense only concerning individuals, to the individual, and where people are not independent individuals, not individuals, but "members of the collective," integral parts of the class and the masses, there is no there can be no freedom, no right, no equality, no property, no morality. Without an individual, without a personality, all this turns into an allegory, into metaphorical words without an adequate meaning [38, 39]. The primacy of social unity over the concept of the individual would mean the transformation of the individual into a means and instrument for the future bliss of some higher beings, in relation to which the people of the present would be an inferior species that does not have an equal moral value. In contrast to this, the philosopher insisted, it should be recognized that, by virtue of its unconditional significance, the individual represents the only basis that, first of all, must be protected in every generation and in every era as the source and goal of progress, the image, and way of realizing the social ideal.

According to legal libertarianism, the common good is a legal form of recognition and realization of individual benefits on the principle of formal equality [45]. The concept of the common good presents a legal model for identifying, reconciling, recognizing, and protecting various, largely conflicting interests, claims, and wills of members of a given community as their benefit, possible, and permissible from the point of view of a universal measure of equality, a single and equal for all legal norms. From the standpoint of such a general norm, only legally consistent, various interests can be qualified as the good of individuals and the common good [41, 42]. The concept of "good" (individual and general) thus includes various interests, claims, and wills of various subjects (individuals and legal entities) only to the extent that they correspond to the general norm, meet the uniform criteria of legal prohibitions, and permissions, are possible and permissible within the framework of the general legal order. In this sense, we can say that the concept of "good" is a legally qualified interest (claim, will, etc.) [46-49]. The public interest is the common good, the possession of which is valuable for the individual. Restricting the rights and freedoms of the individual is quite possible since it is carried out in favor of the common good, and hence the person whose rights are limited.

As for the very nature of interest, there is no single position regarding its essence. Some authors believe that interest is objective; others believe that it is subjective, interest is inextricably linked with awareness and cannot exist outside of awareness.

Interest, in our opinion, should be understood as an objective component aimed at a conscious and desired result, good, or benefit, the content of which is a need of a social nature, and the form of expression is a social relationship.

In modern legal literature, the most important for our study is the division of legally protected interests by carriers (subjects) into private (interests of specific individuals and their groups) and public (interests of society and the state) [52-55]. The boundary between the spheres of private and public interest is mobile and is established by the legislator.

Public interest is what society and its social groups see as a particular value that satisfies material, spiritual, aesthetic, and other needs. As a result, it is subject to protection in the manner prescribed by law. When interpreting the public interest, the author proceeds from the purpose of the state – to serve civil society, to protect its interests and the interests of individuals.

It should be noted that in different historical periods, public interest was understood to varying degrees: the general interest, the general will, the common good, the public interest, the state interest, etc.

The definition of the common good or public interest is difficult since this category has not been developed in either economic or legal literature [57]. The common good, public interests are not the interests of the state, but interests that benefit the whole society or are significant for a separate social community and have not a one-time, short-term effect but serve as a condition for the life and development of society (individual social communities) and are focused on the fundamental constitutional values.

The ideas of solidarity and solidarism became widespread in the late 19th and early 20th centuries [12]. This was due to the objective need to search for new forms of interaction between social actors in the context of the growing class conflict of bourgeois society when the former social institutions of traditional society – the family, the neighborhood community, and religion – began to lose their significance and strength [61-65]. There was a threat to the stability of society.

Common in these ideas and the interpretation of the concepts themselves is the allocation of the principles of interaction, which implies mutual understanding, consent, and cooperation of different interaction subjects. In the sociological theories of E. Durkheim, V. Pareto, S. Frank, and others, solidarity is considered as a condition for the development of society and its main constitutive feature [37].

The most established meanings of scientific concepts are fixed in the appropriate dictionaries. For example, the modern sociological encyclopedic dictionary defines solidarity, firstly, as a unity of beliefs and actions, mutual assistance and support of members of a social group based on common interests and the need to achieve common group goals; shared responsibility, and secondly, as "active sympathy and support for someone's actions or opinions [56].

Solidarity (French solidarite) means a community of interests, like-mindedness, unanimity, interdependence, interconnectedness, mutual responsibility, and joint responsibility [12]. Thus, solidarity is defined as a principle of social existence involving the pooling of resources and capabilities of the subjects of relations to achieve common goals, while the interests of each of the subjects are in balance with the interests of the community.

The Big Explanatory Dictionary of Sociology (English translation of the D. Jerry edition) contains an article on social solidarity, defining it as integration and its degree or type displayed by a society or group. And further, it is pointed out that the basis of social solidarity changes from simple societies to more complex ones [66-68]. In the first, it is often based on kinship relationships, direct relationships, and common values; in the second, its other foundations appear. Moreover, the dictionary does not explain what these "other bases" are. In addition, it can be noted that not every philosophical and sociological dictionary can find definitions for the concepts of "solidarity" and "solidarism." Apparently, this is due to the fact that modern dictionaries explain the most frequently used concepts, which are not included in the circle we are considering today [59].

The attitude toward the concept of solidarity in the history of social thought has been far from unambiguous: from its sharp criticism (Sorel and other French anarcho-syndicalists) to the substantiation of the fact that solidarity is a norm that has a legal character [58]. In fact, when defining the concept of "solidarity," researchers in most cases list certain characteristics of this phenomenon. The conceptualization of solidarity by a number of authors is seen in the concept of "solidarism" [3, 15, 19]. Until now, there is no consensus among researchers about who exactly and when introduced this concept into scientific circulation.

At the same time, many authors are unanimous in recognizing solidarism as a principle of social organization, in which the driving force of social development is not the class struggle but the unanimity of the members of society, the solidarity of its members, and the interdependence of all social groups, the harmony of the interests of labor and capital [58].

What is common in various interpretations of the concept of solidarism is its definition as an activity aimed at seeking mutual understanding, harmony, and cooperation between people, organizations, and countries [2]. And in this sense, the concepts of solidarity and solidarism are identified. However, there are differences between them. Solidarity is the real state of society, the nature of social relations between interconnected and interdependent social subjects [12]. In contrast, solidarism is considered both a political ideology, a philosophical doctrine, and social technology and appropriate management practice based on the idea of the common good, solidarity, and the coordination of interests and values [33].

In a narrow sense, solidarism is sometimes used as a synonym for corporatism, an ideological doctrine that arose at the end of the 19th century as opposed to Marxism. Supporters of corporatism advocated the creation of corporate states, where the class struggle would be replaced by class cooperation in the name of the prosperity of the state-corporation. However, other interpretations of solidarism also fix the fact that this concept does not rely on the class struggle but mutual understanding, cohesion, solidarity, the interdependence of all social groups, and harmony of interests of employers and employees [37]. In this sense, solidarism is seen as a doctrine of society, affirming the solidarity of its parts [44].

The point of view has also spread that solidarism is an eclectic ideology that includes elements of the French economic doctrine, the Italian philosophy of a totalitarian orientation, the ideas of Slavic "cathedralism," "all-unity," and "Holy Kievan Rus." Obviously, we can agree with this, explaining the presence of elements of eclecticism by the fact that the search for adequate and effective forms of social order has always worried politicians, philosophers, and ordinary active members of society [7]. At the same time, solidarism as a principle, as an ideology, and as a social technology has always had many guises [24].

3 Materials and Methods

As a rule, the concept of social solidarity is considered the basis of the ideology and political philosophy of solidarism. Solidarity (French solidarité) is a community of interests, like-mindedness, unanimity, interdependence, interconnectedness, mutual responsibility, and joint responsibility. Solidarity can be defined as a principle of social existence, involving the pooling of resources and capabilities of the subjects of relations to achieve common goals, while the interests of each of the subjects are in balance with the interests of the community and are not sacrificed to either an abstract common interest or individual egoism. Solidarity should be considered as a mechanism of social self-regulation, self-preservation, and self-development of the collective organism, which allows the maximum use of the capabilities of all members of society for the individual and common good [59].

Solidarism is the principle of building a social system based on the solidarity of its various parts among themselves and not on struggle and not on fierce competition. In such a system, its members (citizens, families, ethnic groups, religious denominations, classes, social groups, political parties, business corporations, etc.) have real legal and socio-political subjectivity, as a result of which their rights, opportunities, interests, and values can be consolidated and solidarized for the sake of achieving consensus goals (the common good) within the social framework of various scales (local, national, global) [44]. Rejecting liberal individualism and totalitarian egalitarianism, theorists of solidarism tried to generate their own "symphonic" anthropology and ontology based on the balance of individual and common interests.

The key issue for solidarism is the relationship between "I" and "we." In fact, this is the only ideology that tries to balance the individualism of the individual and the interest of society as a whole [4]. At the same time, liberalism upholds the priority of the interests of the individual and socialism and the totalitarian ideologies of the 20th century – the priority of the general interest.

The common good must be based on the public interest. The concept of public interest is closest to the legal category of public interest. Public interests are in the sphere of public relations; in the sphere of legal relations, that is, public interests transferred to the legal field become public interests.

The difference in the understanding of public and private interests in the philosophical sense boils down to the fact that a person is a unity in the human individual of the general and the special [70]. The general is that which connects the individual with a historically given set of social relations, a class, a social group, and that which is characteristic of any life activity, of any human organism. The special is individuality, i.e., uniqueness, inimitable in the manifestation of everything in common, distinguishing one individual from another. Since collectivity is a combination, cohesion, and individuality is a selection, the difference between one individual that they are mutually are opposite. At the same time, they mutually presuppose one another, assert themselves one by means of the other, and are linked by an inseparable unity.

The formation of private and public interests is carried out personally. Through individual consciousness, interests are born that makeup both the individual and the common good. Satisfaction of both private and public interests is carried out through the fulfillment of the interests of individuals. In any case, as a result of the implementation of both private and public interests, specific people benefit: specific citizen benefits from the implementation of private interest, and all members of society benefit from the performance of public interest.

The distinguishing features include the fact that private interest concerns individuals. The public interest belongs not to individuals but society or their ideal unity. Public goods can only be realized jointly or with someone's help [72]. These are needs that cannot be objectively met on an individual basis. The public interest is directed towards public goods that cannot be clearly "packaged" that cannot be sold only to those who are willing to pay for them. However, private interests can also be carried out jointly, but what distinguishes them is that in the public interest, the joint implementation of interests is objective. Private interests are subjective (i.e., private interests can be realized jointly or not). The joint implementation of public interests is a condition for providing common benefits to all persons in need. With the individual realization of public goods, many will be unable to use this benefit due to a lack of funds or physical capabilities. The "common good" is often seen as a criterion for balancing public and private interests.

4 Results and Discussion

A person is invariably a member of society and its integral part. The interests of society as a whole and the interests of each individual are inextricably linked and determine each other. Although the formation of a complex of socially significant interests of the individual and society as a whole is determined by the laws of life and the development process of society, they have a single nature [69]. Consequently, the fundamental public interests that are the object of legal protection and the true interests of each individual subject of public relations constitute a single whole.

Based on this, the very possibility of opposing the common good and private interest is denied. On the one hand, the common good is decomposed into the sum of private interests, which gives reason to assert that public interests are protected by law to the extent that they can ensure individuals' well-being. On the other hand, private interests find support in law and protection only when their pursuit is consistent with the common good.

The state very often has to intervene in people's individual lives, guided by a special understanding of the public good [51]. However, if the dominating state uses its power to oppress individuals instead of caring for their well-being of individuals, then it deviates from its goal and violates its duties.

There can be no doubt that the state can and is even obliged to limit, i.e., introduce into certain limits individual freedom and, in this sense, sacrifice individual interests to the public. In this case, the problem of establishing the boundaries of the state's requirements in relation to the individual in the interests of the "common good" arises.

Since the issues of the balance of interests are decided by the legislator, expressing public interests, they initially prevail over private ones in the sense that they serve as a criterion for establishing the limits of the realization of private interests and thus as criteria for their legality.

Suppose, in the name of the common good, it is permissible to resort to immoral means. In that case, it is not because the good of the state is a necessary end, but only because of the consideration that the good achieved by immoral means outweighs the evil caused by them. Machiavelli's rule applies here that of two evils, one should choose the lesser. Immoral means are always evil and remain evil even when they are taken in the name of the common good, but this evil is not so great as the disastrous consequences of a policy that, for moral reasons, does not decide to resort to the means necessary to save the state, which is a necessary assumption of the most vital interests of the people.

There is no unambiguously defined concept of the common good that would suit everyone. This is connected not only with the fact that some individuals have aspirations that do not coincide with the common good, but first of all with the fundamental point that different individuals and groups put different content into the concept of the common good.

In this case, a legal compromise is achieved not by renouncing differences in private interests, wills, etc., not by subordinating some private interests to other private interests or all private interests and wills to some special interest or special will of society and the state, but through the participation of all these private interests and wills in the formation of that general legal norm (i.e., really the general will and common interests of all bearers of private interests and wills), which, with its permissions and prohibitions, expresses an equal measure of freedom and justice for all. The understanding of the common good should be worked out concretely each time, and the maximum possible harmonization of the interests of all individuals should be carried out.

The main criterion for establishing the limits for satisfying the interests of a particular person is the interests of other persons, including public and state ones. The basis for overcoming conflicts of interests of all subjects should be based on the fundamental principle: the state, represented by law-making bodies, should strive to ensure that the observance of public interests is beneficial to each carrier of private interest. At the same time, it is important to limit the manifestation of subjective interests that do not correspond to the interests of society and the state to achieve their awareness by the carriers of private interest.

4.1 Solidarism in Western Europe

Solidarism went through several stages in its development, and in each of them, it acted in a different capacity: in France, socio-economic aspects came to the fore. In England – legal; in Italy and Germany – political; in Ukraine – philosophical and metaphysical [31].

Understanding the states of social solidarity and attempts to conceptualize them in the format of political ideology go back to the philosophy of German romanticism: solidarism, like many other philosophical and aesthetic phenomena of Modernism, appeared as a reaction to disappointment in the liberalism and values of the French Revolution of 1789 [44]. As an alternative to the bourgeois system, the idea of a corporate estate brotherhood was put forward, appealing to the medieval estate society. Adam-Heinrich Müller compared the state to a "family of families," in which the estates correspond to the elements of the family structure (it is in this context that the image of the "nation-family" is born). The state should have the right to intervene in social and economic life to protect citizens and estates, while corporations – bodies of estate-professional self-government should become a buffer between the state and the citizen. A special role was assigned to the church as the highest moral authority. It is from this source that Christian socialism and Christian democratic ideologies originate. Karl Marx in The Communist Manifesto called this type of corporatism "feudal socialism."

But in full voice, solidarism declared itself in France, where at the beginning of the 20th century, for some time, it was even considered the official ideology of the Third Republic (1870-1940) and was called upon to neutralize social antagonism and the class struggle that threatened the existence of the state. There he was understood, first of all, as a political economy or a purely economic doctrine [11].

It is noteworthy that the very word "solidarism" was introduced into wide circulation in the 1840s by the French utopian philosopher, author of the doctrine of Christian socialism, and follower of Saint-Simon Pierre Leroux (1797-1871) (he also owns the term "socialism"). However, in France, solidarism remained a predominantly utilitarian-economic doctrine that received neither a political platform nor a philosophical justification. Moreover, most of its ideologists were "progressives" – atheists, fighters against religion, and non-religious Freemasons [4].

In Germany, solidarist ideas began to actively develop after the defeat in the First World War – in a Catholic environment, in the context of the philosophy of neo-Thomism. The most prominent representatives of the current – Heinrich Pesch and Gustav Gundlach – belonged to the Jesuit order. They rejected the then popular ideas of a "global organism" or "world ontological unity" as a manifestation of pantheism, leading to totalitarianism and having nothing to do with solidarism [24]. Real solidarism and solidary coexistence are possible only in the context of an organic understanding of society. Heinrich Pesch called solidarism a social system "which gives a genuine meaning to the solidarity association of people, such as members of a natural community, from families to the state" [11].

Later, Cardinal Josef Höffner, the author of the treatise "Christian Social Doctrine" (1962), a milestone for the Catholic Church, declared solidarism a synonym for the phrase "Christian social teaching" and called the three most essential principles of social organization solidarity, the common good, and subsidiarity [44].

With certain assumptions, one can speak of solidarity motives about the ideology of Italian, Spanish, and German corporatism (fascism and national socialism) of the 1920s and 1930s [19]. The ideas of the corporate state and the concept of mechanical solidarity were used in these ideological currents to legitimize the Hitlerite, Francoist, and Mussolini regimes and the corresponding totalitarian discourse of the dissolution of the individual in the "common cause."

In post-war West Germany, during the implementation of the so-called "Marshall Plan," it was precisely solidarism ("third way," "ordoliberalism") that became the ideology of the country's economic revival [4]. Solidarity concepts and ideology were seen as a motor for the revival of society and the economy: market freedom was combined with strict state regulation established by the state, while the economic model must necessarily be based on moral foundations. In modern Western Europe, solidarist ideas are noticeable in the ideology of Swedish socialism, Labor (labor), and Christian Democratic parties [31]

4.2 New Solidarity in Modern Times

At the current stage of existence, solidarism looks like a "fragmented" ideology, like a set of concepts scattered and developed within the framework of various ideological systems [2]. Nevertheless, solidarism in an updated and scientifically reflected form has the opportunity to become in demand in the conditions of the 21st-century system of values, ideas, and models of social reality. The relevance of the ideology of solidarism and ideologemes, which are based on the problems of social solidarity, in the XXI century has increased for two reasons. First, under the new conditions, the potential social subjectivity of the individual and the importance of human capital increase. And secondly, in place of vertically oriented social ties come network ones, in which there is no strict subordination between participants.

As a participant in social relations in the information society, a single person gets more and more opportunities to implement their project for an "asymmetric" influence on society and the state [7]. At the same time, the functions of the state and its significance as a unique organizer of social life are being rethought. Corporations, independent public organizations, and society as a whole are gaining more and more subjectivity, and the institutions of coercion are being transformed. The new social dynamics require an update of analytical tools and a reformulation of the values of the subjects involved in designing and modeling the future. It seems that within the framework of the ideology and political philosophy of solidarism, despite its relatively low theoretical elaboration, answers can be formulated to many questions and challenges of the present time, to which other ideologies do not have convincing answers [4].

5 Conclusion

The common good expresses the objectively necessary general conditions for the possible joint existence and coordinated coexistence of all members of a given community as free and equal subjects, and thus, at the same time, the general conditions for expressing and protecting the welfare of everyone. In this concept, the common good is not separated and opposed to the good of everyone. On the contrary, historical experience and theory testify that only this type of organization of the community of people and the coordination of the interests of the community and its members, the whole and the part, the private and the public, individuals and authorities, is compatible with the freedoms and rights of people, with recognition of the dignity and value of the human person. The true bearers of the common good are initially and permanently the members of this community themselves (each individually and all together), organizing the appropriate state-legal forms of their lives based on equality, freedom, and justice.

Solidarism can become an acceptable ideology for saving the state from social upheavals. Analyzing more than two decades of history, we can conclude that the ideological solidarity alternative was not in full demand. As of today, solidarism in both the narrow and broad sense and neo-solidarism can be defined as a "fragmentary" ideology. Solidarism has no prospects of becoming a "complete" ideology in an era in which the discussion is either about the "death of ideologies" or about the "universal ideological mix." However, to give answers to the most critical challenges of the time, which is not possible either within the framework of "full" or within the framework of new "fragmentary" ideologies, as well as to take part in the modern competition of ideas and political projects, solidarism is quite capable.

In modern society, the order and stability of the entire social system can be ensured, among other things, by the actualization of the solidarity strategy in the activities of various social actors. And suppose solidarity as a project of social order in the context of the conflicting interests of modern society is possible only in the distant future. In that case, solidarism as an orienting feature and a specific vector of a social movement can become a constitutive beginning already at the present time.

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THE PRINCIPLE OF SUBSIDIARITY AND SOVEREIGNTY IN EUROPEAN INTEGRATION

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Abstract: The article aims to explore the dynamics of the political and legal development of the principle of subsidiarity and sovereignty in the formation and evolution of the European supranational integration entity - the European Union. The purpose of this study is to analyze modern approaches to solving the problem of sovereignty in the European Union's integration discourse; determine the main directions of research thought in relation to the transformation of nation-states and the transfer of sovereign powers to the supranational level of the EU. Attention is also focused on the fact that the principle of subsidiarity in the European integration dimension carries a clearly expressed political and legal meaning. The article examines the theoretical and methodological foundations of the principle of subsidiarity and sovereignty and analyzes the implementation in the norms of the law of the European Union of subsidiarity not only as the principle of exercising the joint competence of the European Union and the Member States but also as the principle of functioning of its supranational institutions and the principle of protecting the national interests of states members in the legislative procedure of the European Union.

Keywords: European integration, European Union, Legislative procedure, Sovereignty, Subsidiarity.

1 Introduction

One of the paramount events of the 20th century was the formation of a supranational integration association – the European Union. The problem of European supranational integration has since become the subject of increased attention from scientists and practitioners in many countries. Such a fundamental principle of the functioning of the European Union, enshrined in its founding treaties, is of particular interest as subsidiarity and sovereignty [2, 13].

The lack of a precise definition of the principle of subsidiarity and sovereignty makes it possible to interpret its meaning differently. At the same time, the history of the development of the Community and the Union shows that European law, and in particular European case law, does not accept rigidly, once and for all, defined frameworks of definitions. Therefore, most of the categories and concepts of European law must be considered from the genesis and development perspective.

The relationship between sovereignty, subsidiarity, and integration is much debated. Despite the vast number of theoretical studies, this problem has not ceased as the subject of analysis [2, 6, 13, 17]. Both new EU members and countries with significant experience in integration coexistence are interested in its development. An example is the criticism of the draft European constitution and the constant debate around the EU's basic treaties.

The complexity of analyzing the relationship between the categories of sovereignty, subsidiarity, and integration is due to their conceptual uncertainty. First of all, this situation is observed concerning sovereignty. In academic circles, there is no unambiguous interpretation of it, which is expressed in an abundance of variations. All this makes it possible to speak of sovereignty as an "elusive concept." At the same time, in European studies, one can also come across a statement about the "paradox of sovereignty," which, on the one hand, manifests itself in the variety of approaches and its criticism over the past fifty years, and on the other hand, in its stability in political debates and legal discourse.

2 Materials and Methods

The historical material of the political systems of the member states of the European Union constitutes an invaluable empirical basis for studying the genesis of the principle of subsidiarity. In the 70s of the 20th century, the principle of subsidiarity was considered by European political thought mainly as a social category (the principle of building a civil society). Still, after the entry into force of the Maastricht Treaty, it found its legal embodiment in the member states of the European Union [15].

Although the principle of subsidiarity has received the status of a legal norm in the founding documents, questions about its content and application in the European Union are still far from a straightforward solution [62]. Until now, there is no uniform, legally and economically verified criteria for "the best achievement of goals at the Union level." The development of such standards is a challenging task. It is no coincidence that, therefore, the Court of Justice of the European Union does not undertake to assess the "best achievement of goals," thereby striving not to get involved in the political solution of the relevant issues.

According to the definition of the German researcher Schilling, the "subsidiary" principle is essentially a "two-sided sword." The universality and flexibility of this principle lie in the fact that it can be used to protect both the prerogatives of the central government and national interests [1]. This circumstance suggests the possibility of constructive use of the principle of subsidiarity. The defining specificity of its perception by the European Union lies in the fact that it is used as a mechanism that allows, while maintaining the national identity of the member states, to move forward in the cause of pan-European integration progressively [17]. It is difficult to overestimate the importance of such a mechanism in the practice of supranational construction.

The Polish researcher Yantsen admits that "management based on the principle of subsidiarity creates conditions under which the lower level can solve its problems and carry out the assigned tasks." This is one of the essential advantages of applying the principle of subsidiarity. The need for practical implementation of this advantage also predetermines the relevance and value of theoretical studies of the principle of subsidiarity [47].

Many different languages are used in the constitutions of member states, such as "delegation," "transfer," "granting," or "attribution" of "powers" or "sovereign rights," "restriction," or "restriction (of the exercise) of sovereignty." Different wording can be used even within the same constitution. For example, the constitutions of Germany and France use four expressions. The German Constitution speaks of "participation", "delegation", "transfer" and "limitation" of sovereignty; French – about "participation", "restriction of sovereignty", "transfer" and "general exercise of sovereignty". In this regard, one can agree with Walker that the idea of sovereignty cannot be considered as before [63]. Contemporary challenges to the old order require an urgent revision of its foundations. An example of such a revision is the work of the British scientist Besson. She identifies three leading concepts by analyzing modern approaches to sovereignty in the EU [6].

The European Union is a complex integration association within which the dynamics of interpretation and application of the principle of subsidiarity and sovereignty are also very complex and ambiguous [3-5]. Meanwhile, the principle of subsidiarity is part of the political and legal system of the European Union, and neither Euro-optimists nor Euro-pessimists have yet come up with a better alternative to it.

3 Results and Discussion

3.1 On the Principle of Subsidiarity

The term "subsidiarity" is derived from two Latin words: "subsidium" (help, support) and "subsidiaries" (reserve, auxiliary, kept in stock) [24]. Subsidiarity is essentially an old socio-philosophical principle. The ideological foundations of subsidiarity can be found in the works of Aristotle, Thomas

Aquinas, Althusius, Locke, and Montesquieu. According to some researchers, the principle of separation of powers and the principle of subsidiarity has the same goal – to ensure a balanced distribution of powers between several subjects of power [19]. However, it seems that in the ratio of the mechanisms of action of these principles, not everything is so simple. Regarding subsidiarity, it is not legally justified to use the postulates of the separation of power between the center and the localities. The concept of subsidiarity is more adequate for the joint implementation of common goals [39].

Subsidiarity supports the basic tenets of liberalism: "Freedom should be as much as possible, and restrictions on freedom – as much as necessary" [22]. This approach shows that the idea of subsidiarity is based on the idea of the priority rights of an individual over the rights of society or the state, which is consistent with the practice of social and state building in Western European countries [13]. In other words, the Christian (Catholic) approach to understanding the image of a person determines the structural structure of society and the state, which implies the priority of lower structures over higher ones: the transfer to higher structures of only those rights and obligations (powers) that the lower structures cannot perform on their own.

The principle of subsidiarity opposes the practice of transferring powers and responsibilities from top to bottom when higher organizations retain the right and obligation to control the organizations located below. Under the conditions of the functioning of the principle of subsidiarity, the decision maker is responsible not to a higher organization but to those in whose interests he acts [23].

The Solemn Declaration on the European Union, adopted in 1983 in Stuttgart, stated that it would arise only with the deepening and expansion of cooperation at the European level and the scale of various activities on which the member states make agreed-on decisions. On June 6, 1981, the European Parliament appointed a special commission to prepare a draft Treaty on European Union. On June 5, 1983, the commission, in the form of a resolution, proposed the theses of the Treaty, which was adopted by a majority vote on February 14, 1984 (out of 231 voters, 32 were against, 43 abstained).

The provisions on the transition from intergovernmental to supra governmental forms of interaction contained in the Draft Treaty on the European Union of 1984 (hereinafter referred to as the TEU Draft) laid the foundation for integration at the level of supranational institutions. Unlike intergovernmental cooperation, the supranational joint activity involves the activities of both the Union itself and its member states, and this is possible only within the framework of a specially provided joint competence, where the Union law is coordinated with the national law of the Member States, possible only on a subsidiary basis.

According to Article 12 of the 1984 TEU Draft, in cases where the Draft gives the Union concurrent powers, Member States will continue their activities until the Union issues an act to that effect. The Union will act only on those tasks that it will be more effective to solve together than individually by the Member States, especially when the measure requires action by the Union due to its scope or transboundary consequences. Thus Article 12 of the 1984 TEU Draft introduced a distinction between exclusive and concurrent (joint) powers. And suppose the exclusive powers can be exercised by the Union at any time and do not require the adoption of any additional actions. In that case, the possibility of the Union exercising joint (coincident) powers "is conditional on the observance of the necessary conditions, the essence of which is precisely the principle of subsidiarity – the most effective achievement of the goal and cross-border implications [37].

Thus, it can be said that the DEU 1984 draft prepared by the European Parliament was the first document that textually included the principle of subsidiarity in the legal basis for the functioning of an integration association. Therefore, one cannot agree with the position of researchers who believe that the principle of subsidiarity in the practice of the European Union is only a political maxim with no legal content. All further development of the principle of subsidiarity in the European integration process is connected with its legal registration [24].

In the Member States, the initiative to develop and adopt the 1984 TEU Draft was perceived ambiguously: the creation of a new form of association – the Union – exceeded the framework of cooperation within the borders of the European Communities provided for by the founding agreements. This approach to increased cooperation violated the sovereignty of member states, which in turn forced them to invoke the principle of subsidiarity, which, unlike the 1984 TEU Project itself, received almost unanimous support. This amazing unanimity on the principle of subsidiarity allowed each participant to put their meaning into it [17]. According to some member states, the principle of subsidiarity can become a mechanism for protecting their national sovereignties [37]. According to other member states, as a rule, for the most economically vulnerable and politically dependent, this principle will become a guarantor of increasing the efficiency of the functioning of supranational structures [15]. Finally, however, both sides agreed that the principle of subsidiarity would help overcome the democratic deficit that developed in the 1980s and 1990s.

With the signing on February 7, 1992, in Maastricht (Netherlands) of the Treaty on European Union (from now on referred to as the Maastricht Treaty) and its entry into force on November 1, 1993, the principle of subsidiarity received the status of a legal norm: it was included in Article 3 of the Maastricht Treaty, according to which " in fields which do not fall within its exclusive competence, the Community shall act following the principle of subsidiarity if and insofar as the objectives of the proposed action cannot be sufficiently achieved by the Member States and therefore, under the scope and results of the proposed action, maybe more successfully achieved by the Community."

The principle of subsidiarity in the wording of the Maastricht Treaty did not allow for a clear distinction between the powers of the Community and the powers of the Member States in the area of their joint competence [8-10, 12]. This line was constantly shifting, representing "the main difficulty in developing rules for the distribution of powers between the institutions of the European Union and the national institutions of the member states." The disputes that arose due to the ambiguity of the wording led to the adoption of another important document – the Protocol on the Application of the Principles of Subsidiarity and Proportionality, which became an annex to the 1997 Amsterdam Treaty (hereinafter – the Amsterdam Protocol). The Amsterdam Protocol identified three main conditions for the application of this principle:

- Lack of action on the part of the Union may lead to a breach of the Treaty;
- The greater effectiveness of measures at the Union level;
- If an emerging problem meets the specified requirements, its solution should be carried out at the level of the Union [47].

It can be said that the very emergence of the Amsterdam Protocol testifies that the principle of subsidiarity has taken its rightful place in the system of law of the European Union, without losing its political significance, on the one hand, as a positive factor in European integration, and on the other, as a means of protecting national interests of the member states of the European Union from the growing influence of supranational institutions [19].

The principle of subsidiarity received further political and legal development in the Treaty establishing the Constitution for Europe, signed on October 29, 2004, in Rome by the leaders of all member states of the European Union, but never entered into legal force due to the failure of the ratification process (in France and the Netherlands). Despite this sad, in our opinion, the named constitutional project is exciting from the epistemological point of view, having its absolute scientific and practical value [14, 16, 18, 25]. Although with regard to the disclosure of the content of the concept of subsidiarity, the constitutional draft did not introduce any conceptual changes to the legal regulation of this principle, the mechanism for its observance and implementation was clarified, which was disclosed in the annex – the new Protocol on the application of the principles of subsidiarity and proportionality. In particular, the national parliaments were involved in the process of monitoring compliance with the principle of subsidiarity at the stage of harmonization of European Union bills [15].

The Treaty on the Revision of the Constituent Acts of the European Communities and the European Union, signed in Lisbon in 2007 and entered into force on December 13, 2009 (hereinafter referred to as the Treaty of Lisbon), secured the disappearance of the law of the European Communities and the constitution of the law of the European Union as its sole and unified legal systems. Thus, the principle of subsidiarity has become part of the law of the European Union – a self-sufficient legal system, the rules of which have direct effect, regardless of the adoption of implementing acts at the level of member states [23].

Extremely important in this regard is the clarifying conclusion made by Professor Entin that all norms of the law of the European Union have a direct effect. In contrast, the direct application is the norms of positive law that meet the requirements of realizability. Indeed, Article 5 (paragraph 3) of the Maastricht Treaty as amended by the Lisbon Treaty, which reveals the principle of subsidiarity, does not define specific rights and obligations. But, according to Professor Tot, it contains a "standard" that assesses the legality of the European Union's acts and the Member States' acts [24]. Therefore, if a question arises about the illegality of a national act of a Member State due to its inconsistency with the principle of subsidiarity, it will not be Article 5 of the EU that will be directly applied, but the provision of the primary or secondary legislation of the European Union, to which the plaintiff refers to substantiate his subjective right.

The principle of subsidiarity as part of European Union law has direct effect and is subject to judicial protection [13]. Consequently, some researchers consider the principle of subsidiarity one of the general principles of European law. But this principle does not apply to the law of the European Union as a whole or, in any case, to the sphere of public relations, which is the exclusive competence of the European Union. This is expressly enshrined in Article 5 TEU, based on which the Union can exercise powers in accordance with the principle of subsidiarity if they meet the three criteria, the observance of which is the essence of the principle of subsidiarity: the criterion of not belonging to the exclusive competence of the Union, the criterion of the best achievement of the goal and the criterion the scale or consequences of the intended action [22]. And if the assessment of exclusive competence, the scope of which is exhaustively defined by Article 3 of the Treaty of Rome establishing the European Community as amended by the Treaty of Lisbon, is a strictly legal criterion, then the other two criteria are more political than legal [20, 21, 38]. This shows the dual (legal and political) significance of the principle of subsidiarity in European integration processes, traceable both before and after the adoption of the Lisbon Treaty.

The criterion for the best goal achievement involves finding a balance by comparing the benefits of the actions of the Union and the Member States. This criterion is so ambiguous that its consideration complicates the general interpretation and application of the principle of subsidiarity [17]. Evaluation of the standard for the best achievement of the goal is, first of all, a political assessment of a specific situation, which also involves taking into account economic, financial, social, cultural, geographical, and other factors in the development of a particular territory [27-32]. This does not exclude the possibility that the idea of "better achievement of the goal" may turn into a trend towards centralization.

The criterion of the scale or consequences of the TEU's proposed action does not indicate, for example, their transboundary nature, as was the case in Article 12 of the 1984 TEU Draft, which also predetermines the difficulties with its assessment. According to Professor V. Constantinesco, the term "scale" in this case should be understood as a combination of external and internal aspects of achieving a specific goal34. Naturally, the answer to the question about the scale or consequences of the proposed action will depend on the goal that the Union intends to achieve in each specific case. Therefore, the evaluation of the criterion of the scale or consequences of the proposed action is one of the constituent aspects of the evaluation of the previous criterion - the criterion of the best achievement of the goal [33-36]. The absence of clear, objective criteria for applying a legal norm transfers the issue from the legal plane to the plane of expediency and discretion of the law enforcer. As an illustration, let us turn to judicial practice.

The issue of respect for the principle of subsidiarity was first brought before the Court of Justice of the European Union in 1994 in the case United Kingdom Council [62]. The UK has filed a lawsuit to repeal the working hours directive, which, in particular, set the maximum number of hours worked per week. According to the plaintiff, the Council of the European Union, when issuing the directive, did not substantiate the need to introduce a new measure in accordance with the principle of subsidiarity; that is, it did not prove that the proposed measure could have been better implemented by the Union and not by the Member States. In this case, the Court did not support the plaintiff in the decision, approaching the issue of minimally observing the principle of subsidiarity. Instead, the Court was satisfied with the Council's assertion that the Union would better achieve the objectives of the planned measures [40-43]. At the same time, the Court did not require the defendant (the Council) to substantiate such an opinion from the quantitative and qualitative characteristics standpoint.

In "Germany v. Parliament and Council," Germany raised the question of repealing a directive adopted jointly by the European Parliament and the Council of the European Union on deposit guarantees because its preamble did not refer to the conformity of the proposed measure with the principle of subsidiarity [24]. Despite the absence of the necessary clause in the directive in an express form, the Court of Justice of the European Union considered that the conclusion that the measure complied with the principle of subsidiarity could be indirectly deduced from the text of the directive itself. At the same time, the Court again did not require any evidence from the institutions of the Union that the measures taken by the Member States were insufficient.

It can be seen from the above examples that the Court of Justice of the European Union, realizing the political background of the cases under consideration, tends to stay away from assessing the criteria of the principle of subsidiarity of a non-legal nature: at what level the action taken will better contribute to the achievement of goals [44-46].

Without a doubt, the principle of subsidiarity is not only a legal category; its analysis and application are impossible in isolation from the assessment of a complex of other factors of political, social, and economic orientation. Moreover, any legal categories, no matter how clearly and unambiguously formulated and fixed, are interpreted by law enforcers depending on the current context of circumstances, including political ones [48-53]. However, this fact does not exclude the need for more or less objective, unambiguously assessable criteria for attributing a particular measure (action) to the level of the Union or the Member State. The absence of such criteria in European Union law complicates and significantly narrows the applicability of the principle of subsidiarity.

3.2 The Concept of Sovereignty

The first group represents the absolute and unitary concept of sovereignty [2]. Proponents of this approach say that sovereignty should belong to either the member states or the EU, but it cannot belong to both simultaneously. At the same time, two groups of "unitarians" stand out [6]. The first includes "national intergovernmentalists" who see national constitutions as the EU's supreme legislative framework and "European supra nationalists" who, on the contrary, see federal constitutions as subordinate to the European legal order.

The second group is represented by authors who share the general idea that sovereignty remains a unitary phenomenon, according to which the supreme power in decision-making should be exercised at the same level – European or international, but at the same time note the pluralistic nature of the European political and legal reality requiring more "flexible sovereignty" [11].

The second group of sovereignty concepts advocates the idea of "disaggregation" and "reaggregation" of sovereignty in Europe and aims to understand its polycentric dimension. Proponents of this approach operate with the concepts of "pooled or shared sovereignty." From Besson's point of view, the main drawback of this approach is that sovereignty, "being distributed everywhere, does not acquire special significance anywhere" [7].

Referring to Walker, he points to the insufficient attention of the adherents of disaggregation/reaggregation of the role of sovereignty as a "source of identity and self-determination" [65]. The popularity of the concept of "united or divided" sovereignty, which peaked in the 1970s and early 1990s, has passed. Most of its supporters are either returning to the unitary model or moving towards the idea of post-sovereignty [26].

Supporters of the idea of post-sovereignty represent the third group of concepts. This approach completely breaks the notion of sovereignty, treating it as a static concept [64]. From this point of view, in forming a post-national (post-sovereign) polity, such as the EU, there is no need to follow the same rules and norms governing nation-states. Besson considers the denial of sovereignty's central cognitive and normative role to the shortcomings of the provisions of post-sovereignty supporters, "it is tied either to states or to other subnational or post-national political objects" [6]. Critical analysis of theoretical approaches to the definition of sovereignty leads the author to the need to adopt an alternative model – "joint," "cooperative" sovereignty (pooled sovereignty). Within the framework of this approach, its supporters reject the assumptions of post-sovereignty supporters. They do not recognize the rigidity of the unitary process or the false promises of supporters of united sovereignty.

National and European authorities retain their sovereignty, but, being sovereign, they cannot escape a certain degree of competition, rivalry, and cooperation that characterize sovereignty within a pluralistic constitutional order. The exercise of sovereignty becomes reflexive and dynamic, implying a search for the best power distribution in each case [26]. Thus, there is not a reduction but a strengthening of the individual sovereignty of the EU member states. With its apparent eclecticism, this concept of sovereignty is designed to promote close cooperation and prevent conflicts between the authorities of different levels of the EU.

If we can talk about the sovereignty of the EU, then we should speak of a different nature of this sovereignty, separate from the typical national-state sovereignty. The next question is related to the Member States. Does participation in the integration process lead to the loss of their sovereignty? The desire to answer this question leads to "the trap of a descriptive approach to the problem of sovereignty." It is connected with the possibility of operationalization and empirical measurability of sovereignty [54-61]. The answer to the question cannot be found by "calculating" or "measuring" the number of powers transferred to member states. "Is Norway more sovereign than Sweden by giving up EU membership? Or does Denmark, which refuses to join the Eurozone, have more sovereignty than Germany? In practice, these questions are meaningless. In this regard, it is more appropriate to raise the question whether the Member States maintain their sovereign status.

The authors argue that member states continue to successfully maintain their sovereign status with other states and international organizations and still have the associated rights and powers [66, 67]. From their point of view, this is the "sustainability of sovereign statehood" – to disappear, the state needs something more than a transfer of powers. Thus, their participation in the integration process did not destroy their sovereignty but changed the nature of the discussion about it – instead of focusing on the connection between power and territory, attention shifted to the institutional and legal position of states in international relations [65].

The socio-economic and political integration process and the intersection of the interests of the national states of Western Europe led to "the formation of a new field of gravity between the poles of sovereign holders of state power and the emerging pan-European pole power and influence." The EU as a new power "pole" begins to push the old institution, i.e., the nation-state [68, 69]. Within the framework of the discussion on sovereignty in the conditions of European integration, the change of paradigms of the vision of the political sphere, the transition to a socio-centric model, when the ideas of pluralism replace the monopoly of a single supreme and sovereign power, the process of mutual pressure of various social groups that share power and influence, is most clearly manifested [2].

4 Conclusion

Within the framework of the EU, a simplified understanding of sovereignty, its identification with the absolute freedom of action of the state inside and outside, is impossible. The acceptance of restrictions on sovereign powers seems to be an inevitable condition for the entry of the nation-state into the "integration club." In the modern period of growing globalization, one cannot speak of an unlimited possibility of decision-making by the state. The growth of international interdependence forces states to adjust their behavior and consider possible actions on the part of other participants in international relations and non-state actors. Fears of sovereignty loss exist in many European Union member states. At the same time, it is also evident that in the process of integration, the member states emphasize their interests emphasize the need to preserve their own identity.

In the process of formation and evolution of the European Union, the principle of subsidiarity is used both as a legal and political category. The pronounced political and legal significance of the principle of subsidiarity can be traced to the criteria for its application provided in paragraph 3 of Article 5 of the TEU, two of which are related to a purely political assessment of a particular situation (the criterion of the best achievement of goals and the criterion of the scale or consequences of the intended action).

The criterion of "best achievement of objectives" should be determined based on "objective criteria of a legal nature." The absence of clear, objective criteria for the application of a legal norm transfers the issue from the legal plane to the plane of expediency and discretion of the law enforcer. The application of the principle of subsidiarity is largely due to the presence in the law of the European Union of objective criteria for its application.

The redistribution of power and influence between the EU and its member states, the formation of supranational institutions, and the definition of their status, especially giving them the necessary powers, testifies to the implementation of the ideas and principles underlying Western European integration, the formation of communities.

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ENSURING ECONOMIC SECURITY OF THE STATE IN THE CONTEXT OF GEOPOLITICAL CHALLENGES AND THREATS

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Abstract: The article examines the peculiarities of the formation and assessment of the state's economic security in the conditions of systemic transformation of the global economic security system. The key role of the functions of economic security in the formation of the system of economic security of the national economy at the macro level is defined. The role of the Human Development Index in the formation of the economic security assessment system in terms of the need to ensure an effective socio-economic mechanism that determines the effectiveness of the security of the national economy is defined. The importance of the global competitiveness index for assessing the dynamics of economic security of individual countries is considered.

Keywords: Economic security of the state, Functions of economic security, Index of global competitiveness, Index of human development.

1 Introduction

The specificity of the functioning of the system of economic relations is currently marked by a high level of globalization and is also directly related to the strengthening of the social division of labour. In this aspect, there is a significant need for effective provision of economic security at the state level in connection with the need to ensure its socio-economic interests and the need to stimulate the dynamic development of the national economy in general. At the same time, ensuring sustainable socio-economic development, forming a mechanism for countering internal and external threats, raising the standard of living of the population, and developing a system of international economic interdependence are of particular relevance. On the other hand, the relevance of the study of economic security in the scientific field is determined by the powerful consequences of potential global crises on world markets and the objective need to develop rapid response measures to large-scale threats within the framework of the national economy.

It is also worth noting that in recent years, new approaches to the assessment of economic processes in general and economic security, which are based on the application of new information and digital technologies, have become important. All this significantly speeds up the decision-making process in the field of ensuring economic security at all levels. At the same time, disregard for economic security can lead to catastrophic consequences and can manifest itself in the decline of certain sectors of the economy, the bankruptcy of enterprises, and the imbalance of the life support system of the country`s population. These problems arise primarily due to the inconsistency of the social and economic development of the country and the lack of scientific justification for the reforms being carried out. Therefore, there is an urgent need for a comprehensive study of these problems, as well as the formation of approaches to the regulation of the economic security system at the national level. In addition, a reliable assessment of the socio-economic consequences, whose qualitative consideration will contribute to the formation of the socio-economic security of the country`s population, becomes particularly relevant.

2 Literature Review

The study of the problems of the effective functioning of the economic security system at the level of the national economy is sufficiently widely disclosed in the specialized economic literature. In this aspect, significant attention of scientists when studying this issue is paid to the direct study of practical approaches to ensuring the economic security of the state. This problem is most widely disclosed in the works of such researchers as O. Agres [1], I. Balaniuk [4], A. Boiar [6], M. Dziamulych [15-23], N. Gavrylenko [24], T. Kravchenko [27], V. Onyshchenko [31], R. Ribeiro [34], S. Shkarlet [37], T. Shmatkovska [38-41], O. Stashchuk [46-48], Z. Varnalii [50], I. Yakoviyk [52], O. Yatsukh [54], A. Zielińska [56] and others. At the same time, it is also worth highlighting the significant contribution that was made within the framework of the study of the problems of finding solutions to ensure economic security based on the formation of specialized security models. In particular, it is necessary to note the works of such scientists and practitioners as O. Apostolyuk [2], V. Baidala [3], O. Binert [5], I. Britchenko [7-13], Y. Chaliuk [14], Z. Gbur [25], T. Nestorenko [28], N. Onyshchenko [30], J. Reitšpís [32], N. Serdiuk [36], R. Sodoma [42-45], V. Tretiak [49], I. Voronenko [51], Ya. Yanyshyn [53], N. Zachosova [55] and many others.

However, dynamic changes in the global economic system, as well as a significant increase in risks and threats in financial markets lead to the need for constant improvement of existing models of economic security, which requires further research into this problem.

3 Materials and Methods

One of the key indicators on which the state`s modern economic security system is based is the Human Development Index (HDI), which combines such basic indicators as GDP per capita, education level, and life expectancy. Usually, this indicator is used to compare the development of the social sphere of different countries. However, the content of this indicator provides an assessment of the opportunities for realizing human potential due to the improvement of the level of education, income, and life expectancy, which is the basis for the efficiency and security of the functioning of the national economy.

Therefore, the calculation of the human development index is based on the assessment of its three basic indicators:

1. Index of life expectancy, which is determined by the following formula:

$$I_{life} = \frac{x_i - x_{min}}{x_{max} - x_{min}}$$

where x_i – expected life expectancy at birth of the population of the i-th territory;
x_{min} – the minimum value of the indicator (accepted at the level of 20 years);
x_{max} – the maximum value of the indicator (accepted at the level of 85 years).

2. The education level index determined by the following formula:

$$I_{educ} = \frac{x_i - x_{min}}{x_{max} - x_{min}}$$

where x_i – the share of educated people among the adult population in the i-th territory, %;
x_{min} – the minimum value of the indicator (accepted at the level of 0%);
x_{max} – the maximum value of the indicator (accepted at the level of 100%).

3. Index of adjusted real GDP per capita, calculated according to the formula:

$$I_{inc} = \frac{lgx_i - lgx_{min}}{lgx_{max} - lgx_{min}}$$

where x_i – adjusted real GDP per year (at purchasing power parity) per capita of the i-th territory;
x_{min} – the minimum value of the indicator (accepted at the level of 100 USD per year);
x_{max} – the maximum value of the indicator (assumed at the level of 40,000 USD per year) [35].

The integral value of these indicators will be the Human Development Index for the i-th territory.

4 Results and Discussion

The study of the practical aspects of ensuring the economic security of the state is actually not sufficiently deeply studied in the theoretical aspect. Therefore, the current stage of research on this issue is characterized by the lack of a perfect methodology for its research and assessment. The experience of the developed countries of the world confirms that ensuring economic security is a guarantee of stable economic growth of the state and improvement of the welfare of its population. That is why ensuring economic security is one of the most important tasks for guaranteeing the effective functioning of the national economy. At the same time, it must be taken into account that the concept of "economic security" is sufficiently broad and characterizes the state of protection of the economic interests of the individual, society, and the state from internal and external threats, which is based on the independence, efficiency, and competitiveness of the country. So, it can be argued that economic security is a set of activities related to the need to ensure economic security in general.

Since the development of any model of economic security is impossible without a comprehensive understanding of its essence. Thao should define the specific characteristics of economic security, which include:

- Stability and stability, countering internal and external threats, which implies stability and reliability of connections between all elements of the economic system, stability of the economic development of the state, as well as resistance to containment and elimination of destabilizing threats and factors;
- Economic independence, which characterizes the possibility for any subject of economic security to independently make and implement strategic economic and political decisions to ensure its effective development, the possibility to use national competitive advantages;
- Self-reproduction and self-development, which involves creating the necessary conditions for effective economic policy and expanded self-reproduction, ensuring the competitiveness of the national economy on world markets;
- National interests, which determine the ability of the national economy to protect priorities in the system of its economic development.

Therefore, if we talk about individual structural elements of economic security, then among them it is worth highlighting raw material and resource security, energy security, financial security, social security, innovation and technological security, food, and foreign economic security.

As practice shows, the system of economic security of the national economy has a close relationship with other systems. In particular, the system of economic security is directly integrated into the general system of social security, which provides for the simultaneous functioning of not only economic, but also ecological, social, cultural, political, and other security systems that society needs. Thus, it can be argued that economic security should include objective consideration of not only economic or socio-economic processes, but should also include general security indicators that are valuable for the state and human society at a specific moment in time. Thus, it is impractical to single out individual spheres or branches of human activity, on the basis of solving the problems of which the task of implementing security in a specific sphere is implemented. Approaches to the implementation of economic security must be complex and closely related to other elements of state security.

In practice, the implementation of tasks for the economic security of the state should provide for the systematicity and functionality of such approaches. The applied value of the mechanism of guaranteeing the economic security of the state is revealed through the functions it performs. Undoubtedly, a function is nothing more than an action, an activity, or the implementation or execution of certain operations, which takes place in accordance with a specified plan, algorithm, prescription, etc., that is, it has a clearly defined trajectory and scope [33]. The main functions of this mechanism include informative, preventive, practical, prognostic, regulatory, protective, and control. The impact of these functions on the economic security system is shown in Table 1.

Table 1: Functions of guaranteeing the economic security of the state

Function name	Impact on the economic security of the state
Informational	Increases the level of economic security of the state
Preventive	Plays a key role in the timely detection of possible negative consequences in ensuring economic security
Practical	Determines the ability of the economic system to ensure its stable development
Forecasting	The ability of the state to provide for the protection of national economic interests under relevant prospective programs
Regulating	Effective provision of the economic security of the state through the implementation of uniform regulations for the regulation of this process by all business entities
Control	Requires the creation of a separate body that would control the economic security of the state

* Source: [33]

The experience of the European Union shows that the provision of national economic security in today`s globalized world is decided by securing the role of that place among other countries that corresponds to its geostrategic importance and potential. Therefore, most EU countries in their national doctrines consider strengthening the European space by developing European integration and applying an active neighbourhood policy of the European Union with the countries of Eastern Europe, the South Caucasus, Central Asia, and the Mediterranean region as the main task of the economic security policy. The final plan for ensuring economic security in the EU within the formation of a fully integrated Europe with the same standard of living in all member states [29].

Modern approaches to the formation of an economic security assessment system are based on a combination of two main directions – mathematical modelling of the security assessment system and models of digital integration into modern software solutions to increase the efficiency of their functioning and application. At the same time, it is necessary to note the fact that the formation of economic security assessment models is not a new task for Ukrainian science, which is expressed in the research of a number of scientists and the development of the domestic economy methodology for calculating the security level of Ukraine, then the integration of the developed systems into practical digital software solutions is more difficult. a task that requires close cooperation with foreign companies that generate the source codes of complex information content. Thus, there is an objective need to take into account foreign experience in the formation of information integrated systems for evaluating economic security for the effective construction and application of domestic developments in this field.

However, if we talk about the practical assessment of economic security, it should be noted that there are quite a number of different methods of its assessment, which include a sufficiently wide set of factors and indicators of security. However, to generalize and assess the state of economic security at the global level, the human development index is most widely used, on the basis of which the evaluation of the effectiveness of the functioning of the socio-economic system is based on taking into account a number of socio-humanitarian indicators, on the basis of which all countries of the world are divided into four levels of development. In particular, according to this indicator, Ukraine belongs to the group of countries with a high level of development. The dynamics of this index and its key indicators for Ukraine are shown in the Table 2.

Table 2: Dynamics of the human development index of Ukraine according to the UN and its key indicators for 1990-2019

Indicator	1990	1995	2000	2005	2010	2015	2019
Life expectancy at birth	69.8	67.9	67.3	67.5	69.4	71.5	72.1
Expected number of years of training	12.4	12.2	13	14.6	14.8	14.8	15.1
Average number of years of training	9.1	10.0	10.7	11.2	11.3	11.4	11.4
GDP per person, thousand USD	16,182	7,538	7,025	10,840	11,608	11,273	13,216
Human Development Index	0.725	0.686	0.694	0.738	0.755	0.765	0.779

*Source: [26]

As we can see, according to the latest HDI rating published by the UN, Ukraine ranks 74th. At the same time, the main indicators that form this index as of the last analytical date have the following values:

- Life expectancy (years) – 72.1;
- Expected duration of education in the system of general school education (years) – 15.1;
- GDP per person at purchasing power parity – 13,216;
- Population size according to the criterion of multidimensional poverty (%) – 0.2;
- Employment of the population aged 15 and over – 49.3;
- Number of murders per 100,000 populations – 6.2;
- Export and import, % of GDP – 90.2;
- Internet users, total, % of the population – 58.9;
- Emissions of carbon dioxide, production per person, tons – 5.1;
- Total population, million; the data correlate to forecast data in 2030 – 40.9;
- Highly qualified labor force, % of the working population – 80.0.

Howsoever, such relatively high indicators are largely determined by good indicators of educational development.

However, in general, the formation of approaches to the assessment of the economic security of the state is formed from a complex of components that take into account the state of threats and the availability of tools for countering them in key sectors and branches of the national economy. At the same time, it is necessary to take into account that economic security, as such, is also a separate element of the national security of each country. In practice, the systematic construction of national economic security systems is not carried out, since it is impossible in an isolated form, because it requires taking into account systemic interaction with other areas of protection of the interests of the state.

Thus, it can be argued that for an objective assessment of the level of economic security of the national economy, it is objective to use methods that are based on taking into account individual indicators and sub-indices of economic security. Taking them into account in this way allows us to cover potential threats as much as possible and determine the level of their influence on the state of the markets and the national economy of Ukraine in general. In our opinion, the methods based on the general multiaplicativeness of the integral index and normalization of individual indicators of economic security is more effective in practical application. This is due to greater ease of application of such models in practice, as well as increased opportunities for changing the options of individual indicators if necessary.

In addition, one of the most important indicators characterizing the state`s level of security in the economic aspect is its global level of competitiveness according to economic indicators, which is determined based on the competitiveness index of the national economy proposed by the World Economic Forum (WEF). This Index is formed on the basis of generalized statistical measurable indicators and expert assessments and determines the overall competitiveness potential of each specific state. At the same time, 12 groups of basic indicators are taken into account to determine this index: institutions; infrastructure; macroeconomic environment; health and primary education; higher education and specialist training system; product market efficiency; labour market efficiency; the ideology of the financial market; technological development; market volume; business experience; innovations The dynamics of Ukraine in this rating is shown in Figure 1.

Figure 1 – The dynamics of the rating of Ukraine by the level of global competitiveness

*Source: [35].

As we can see, the dynamics of this index are not too positive, because it indicates a general decrease in the competitiveness of the national economy of Ukraine in comparison with the economic development of other countries. Therefore, this is evidence of the growth of threats to the economic security of the state in the long term and reflects the insufficient dynamics of the development of the economic system in the country. At the same time, since the mathematical models on the basis of which the competitiveness index is formed assume that the highest level of safety is achieved under the condition that all indicators are within the range of acceptable limits, the threshold values of an individual indicator should not be reached at the expense of reducing other indicators. That is, a decrease in the rate of economic growth should not result in an increase in the level of unemployment above a certain threshold value.

Therefore, in our opinion, when forming a system of indicators of economic security, it is important to take into account the possibility of applying regional characteristics of these economic indicators and criteria. When conducting an analysis of economic security, it is advisable to different indicators into blocks, each of which is characterized by a separate set of indicators. Such a system of indicators should provide an opportunity to assess the quantitative parameters and trends of the economic security of the state in general.

5 Conclusion

Therefore, practical and effective provision of the economic security of the state is impossible without the development and implementation of unified functions of the state in this area, the implementation of which will be entrusted not to all subjects of both the state and non-state sectors, but to a special body that will be created to perform not only functions but also the tasks assigned to him. The activities of a special body for regulating the state of economic security will allow, on the one hand, to detect and prevent crimes and other offenses in the economic sphere, and on the other, to rationally distribute the competence of its activities according to the developed system of measures to ensure economic security inherent in internal and external threats of our country.

In addition, it is necessary to take into account that economic security at the macroeconomic level includes a number of important directions, the consideration of each of which is absolutely necessary to ensure a qualitative assessment of the vulnerability of economic spheres to negative influences. It should be noted that it is the macroeconomic assessment of such an impact that gives the most complete answer about the security of the state in the sector of investment and innovative implementations, security of financial markets, socio-economic security, security of foreign economic relations, etc. In addition, depending on the specific directions of economic system assessment, the effective assessment of economic security can be expanded by covering the relevant spheres of economic activity at the national level. Therefore, it can be stated that in general, economic security, as a component of the state`s national security, requires the formation of reliable approaches to the assessment of the level of danger from various internal and external factors of influence and potential threats.

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Secondary Paper Section: AH

DIGITAL AND INFORMATION TECHNOLOGIES IN THE MANAGEMENT OF FINANCIAL ACTIVITIES IN UKRAINE IN THE CONDITIONS OF THE DIGITALIZATION OF THE ECONOMY

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Abstract: The article examines the modern specifics of the transformation of the financial activity principles, which occurs under the influence of the wide introduction of modern information technologies in the field of financial management in the process of forming a digital economy. The specifics of the functioning of FinTech companies in Ukraine were considered and the main directions of applying innovations in the financial sphere were considered. The main principles of the formation of the financial management system based on the application of digital software solutions and information technologies have been determined. The peculiarities of digitalization of the financial market are considered and the principles of reorientation of the financial management system to the latest digital software solutions in the field of financial management are determined.

Keywords: Digital economy, Digitization, Financial activity, FinTech, Information technology.

1 Introduction

The specificity of the formation of financial activity management systems in conditions of intensive development of information technologies and their introduction into business processes at all levels largely depends on the speed of transition of this system to the principles of the digital economy. At the same time, the essence of the digital economy is defined as an economic activity, where the key factor of production is data in digital form, the processing of large volumes of this data, and the use of the results of the analysis of which, compared to traditional forms of business, allow to significantly increase the efficiency of the functioning of various sectors of the national economy. In today`s conditions, without introducing the principles of the digital economy into the national economic system, it is impossible to ensure the proper level of the country`s competitiveness on the world market, which is the reason for including it among the priority areas of socio-economic development.

In addition, digital and information technologies are gaining importance in the field of financial management, because the significant deepening of the financialization of economic systems and the transition to the functioning of global financial networks cause an objective need to develop a new financial management strategy based on the principles of the digital economy. At the same time, the characteristic features of such financial management are the growth of productivity and quality of processing information about financial markets; the transition of consumers of financial services to the field of information activities; a significant transformation of the organization of business processes, which involves the formation of horizontal network interaction between various divisions of corporations; as well as global technological changes throughout the world economic system.

Thus, the digital transformation of the financial management system provides opportunities for a significant economic and social effect and also contributes to the discovery of new opportunities for economic entities and the state in the field of ensuring the effectiveness of the functioning of the national economy. That is why, taking into account the significant impact of digital and information technologies on this field, the relevance of research on the influence of the principles of the digital economy on the functioning of the financial management system is increasing.

2 Literature Review

The study of the problems of effective management of financial activities in the conditions of the digitization of the economy and the growing intensity of the use of information technologies in business processes is marked by the need for a practical assessment of the specifics of the functioning of such systems. Therefore, the study of this issue, although not new to economic science, requires a combination of theoretical assessments with real experience of the integration of economic activity into the information space. In this aspect of research, significant attention is paid to the study of practical approaches to the functioning of digital and information systems in the global economy. These issues are sufficiently widely discussed in the works of such researchers as O. Agres [1], I. Balaniuk [4], A. Boiar [6], L. Burdonos [15], M. Dziamulych [17-25], N. Gavrylenko [26], N. Kraus [29], T. Kravchenko [30], O. Liubich [31], M. Maksimova [32], R. Ribeiro [35], T. Shmatkovska [36-39], O. Stashchuk [45-47], I. Yakoviyk [48], O. Yatsukh [50] and others. In addition, it is also worth highlighting the significant contribution that was made to the study of financial management problems using modern digital software solutions and information technologies implemented in the process of intensification of scientific and technical development. In particular, in this case, it is worth noting the works of such scientists and practitioners as O. Apostolyuk [2], V. Baidala [3], O. Binert [5], O. Bondarenko [7], I. Britchenko [8-14], Y. Chaliuk [16], I. Gryshova [27], A. Holoborodko [28], V. Nahornyi [33], J. Reitšpís [34], R. Sodoma [41-44], Ya. Yanyshyn [49], A. Zielińska [51] and many others.

However, the dynamic changes taking place in the field of information technologies under the influence of their increasing complexity and the wide implementation of the principles of the digital economy in the activities of enterprises force us to look for new approaches to improving the management of financial activities based on the latest digital software solutions.

3 Materials and Methods

World experience shows that the evaluation of the effectiveness of financial activity management with the help of modern information and digital technologies is carried out on the basis of the application of a set of universal methods and models: statistical, expert evaluation methods, the method of analogies, the method of the decision tree; sensitivity analysis, simulation modelling, etc. However, due to the fact that digital economy technologies represent a complex and non-linear system, the following methodological approaches are used in practice to analyze financial management models formed on the basis of digitalization:

Systemic – makes it possible to analyze objects of different nature and complexity from a single point of view, to identify the most important characteristics of the functioning of the system, and to take into account the most significant factors affecting its development. At the same time, subordination of goals and results of subsystems to the general system goal is assumed.

Parametric-diagnostic – analysis and assessment of financial and non-financial indicators, cost indicators, financial sustainability, and indicators characterizing the level of development of the economic system or its individual elements (business entities, banks, etc.) using methods of performance analysis, point, and rating evaluation.

Statistical – in the field of digitalization, it is possible to estimate the magnitude of undesirable consequences expressed under various conditions of its implementation, and the probability of their occurrence, then the risk can be assessed as the magnitude of the risk of expected failure in current financial transactions.

Institutional – when the state is considered as a management entity that ensures the organization and functioning of all elements of the socio-economic structure. Acting as a representative of society as a whole, it establishes the rules of functioning and interaction of economic agents within a certain economic "order" and exercises control over their observance.

Differentiated – offers new services, ideas, products, and shapes, and stimulates new consumer needs for digital financial services.

Synergistic – implies a compatible cooperative effect, which is achieved through the interaction of various systems, most complex, consisting of a large number of elements, between which there is a significant number of relationships. At the same time, in simple systems, there is a single cause-and-effect relationship, and in complex systems, the causes are separated from the consequences both in time and in space [38].

4 Results and Discussion

Modern trends in the development of the world economy are determined by the active use of information and intellectual and digital technologies that ensure the full realization of human potential and artificial intelligence. The prevalence of these processes determines the existence of the digital economy, which is characterized by the active implementation of digital technologies for storing, processing, and transmitting information in all spheres of society. At the same time, a characteristic feature of the digital economy is its connection with the on-demand economy, which involves obtaining access to goods and services at the moment when it is needed. Orders are received online and fulfilled offline. The main advantages of the digital economy are the high speed of obtaining the necessary product, the reduction of costs for the end-user due to the reduction of the number of intermediaries, and the simplification of the exit of suppliers to consumers. It is believed that technological changes have a significant impact on the economic development of the country.

It should be noted that all these rules and laws equally apply to both traditional business processes and financial activities and financial management in particular. At the same time, in the field of financial technologies, radical changes are currently taking place, which affect the infrastructure (related to the increase in the level of automation), openness, and customer orientation. The development of such technologies as big data, cloud services, artificial intelligence, new analytical tools, etc., contribute to the transition of the quality of customer service to a higher level. At the same time, the intensive development of the financial market under the influence of information technologies and modern digital software solutions led to the structural restructuring of financial management systems, which manifested itself in:

- Computerization of the internal structure of the financial market and creation of a modern financial telecommunications environment;
- Orientation of financial activities to the introduction of advanced digital technologies;
- The creation of basic standards regulating the form of presentation, methods of data processing, and forwarding of information (exchange protocols, interfaces);
- The creation of the main components of informatization of the financial market infrastructure;
- Formation of a global computer network for the use of accumulated databases on financial market participants;
- Large-scale application of integrated information processing systems;
- Tracking the growing possibilities of using digital technologies.

In addition, the result of intensive digitalization in the system of financial services was the formation of a new direction of activity in this area, which was called FinTech business. FinTech represents significant value for the spread of financial services and products into new areas and among different segments of the population. Also, the implementation of digital technologies in financial activities significantly increases the efficiency of the financial market, contributes to the formation of consumer preferences, and reduces the cost of entering the market for new enterprises. In general, FinTech exerts competitive pressure on traditional business models of financial organizations, eliminating the need to involve additional intermediaries, and stimulating the emergence of new ways of providing financial services. Given the large percentage of people who are unbanked or underserved, as well as the difficulties for banks to serve micro and small enterprises and people living in remote areas, there is an unfilled financial niche in the market. This creates significant investment opportunities for the FinTech sector. In addition, investments are needed due to the emergence of electronic commerce and the need for cheap payments and money transfer services (especially expensive small sum transfer services). At the same time, according to experts in Ukraine, the development of FinTech is taking place quite intensively in several key directions (Figure 1).

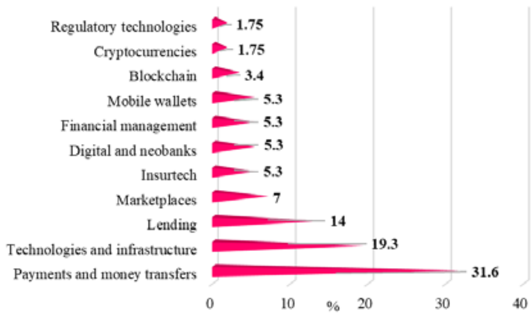

Figure 1 – Directions of FinTech business functioning in the economic system of Ukraine, %
Source: [27].

Thus, it can be argued that digitalization in the financial market contributes to the coordinated management of all processes based on the creation of a highly organized environment that encompasses and unites information, telecommunications, software, information technologies, networks, knowledge databases, and other means of information. It identifies opportunities for effective implementation of various digital technologies, development of Big Data, "smart" technology, "smart" industries and cities, digital finance (FinTech), design technologies (BIM), and public services (E-Gov). At the same time, specialized cloud technologies based on the principles of Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS) have become particularly relevant in the field of financial services.

At the same time, in the field of financial activity, Platform as a Service, the model which provides for data management using application programs, has become the most common in practice. With the use of this technology, the user can place in the cloud infrastructure a wide variety of services, applications, or tools that are supported by a specific provider of cloud services. Thus, there is no need to control the actual cloud infrastructure, the provider`s server network, or data storage. However, the user is given the opportunity to control the placement of applications, as well as the configuration parameters of the specific hosting environment.

The application of digital and information technologies is also gaining special relevance in the field of financial management. At the same time, its main goal does not undergo significant transformations and consists in ensuring the effective financial activity of the enterprise, the growth of its market value, and the well-being of all participants in the market and corporate relations in the current and prospective periods. However, taking into account the significant increase in the volume of data that is processed using modern digital methods and models, the financial management system integrates the system of its goals and objectives with the systematic application of information and communication technologies in a digital format at all levels of management specifically to achieve the main goal of financial management

In practice, the information system of financial management is a process of continuous purposeful selection of relevant informative indicators necessary for analysis, planning, and preparation of effective management decisions regarding the financial activities of the enterprise. According to experts` forecasts, by 2024, 90% of organizations will use hybrid cloud technologies and tools and create their own digital IT environments for further development in the digital economy [15]. The content of the financial management information support system, its breadth and depth are determined by the sectoral features of the enterprise, the organizational and legal form of management, and the scope, and degree of diversification of financial activities.

The main advantages of the information support system for management decisions, based on the application of the latest information technologies and digital software solutions, include: improving the quality of financial information, ensuring its reality, and greater suitability for economic justification of decisions and risk prevention in financial activities; the ability to independently choose the company`s accounting policy and present information in the most user-friendly form; adaptation of the reporting system of Ukraine to international standards, the possibility of presenting information about the results of financial and economic activity in the form of econometric models with a set of ready-made solutions based on programmed goals, etc.

In addition, the development and spread of new technologies open up new prospects for the development of financial management, which involve the use of artificial intelligence systems. In particular, it allows you to form a complex information system for managing the financial activities of the enterprise based on innovative solutions that use a comprehensive approach to business management, the best international methods, and practices, which guarantees flexibility of settings, ease of use and a significant economic effect.

If we talk about the financial market, then it has a fairly significant potential for the use of modern digital technologies. Researchers have proven that with the proper level of information technologies, instant transfer of information from one financial market entity to another is ensured which significantly improves the work of financial institutions and contributes to the development of the economy as a whole. Based on this, financial market participants must constantly use the experience of developed countries to ensure the effectiveness of their development [7]. Currently, in the financial market, positive changes related to the practical application of digital technologies are the emergence of new companies, simplification of access to financial services, improvement of the attraction of new customers by sellers of financial services; improvement of accounting, analysis and assessment procedures, dynamic management of financial resources of financial intermediaries, improvement of the interaction of sellers of financial services with regulators, stimulation of development of financial services and improvement of their quality, etc.

If we consider the specifics of the functioning of the financial services system in B2B and B2C directions, the world experience shows that the majority of FinTech business is implemented according to the B2B principle. At the same time, the sphere of payments occupies the first place among all spheres of activity of FinTech companies and is a key direction of investments. This is due to the fact that in this field there is no need to make significant financial investments or implement the functioning of complex organizational structures. It is only necessary to establish a connection between the recipient and the sender of the translation. According to statistics, about a third of all FinTech providers in Ukraine work in the field of payments between legal entities and are aimed at serving small and medium-sized enterprises (Figure 2).

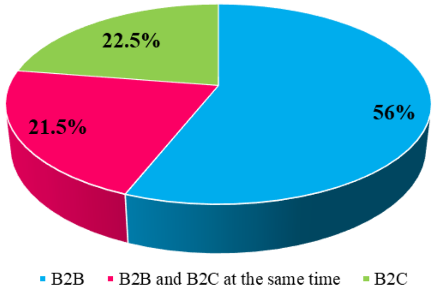

Figure 2 – Market segments of FinTech business in Ukraine
Source: [27]

As we can see, the majority of FinTech business models in Ukraine are currently based on the principles of functioning due to interaction with large corporate clients, and B2C systems, which are oriented toward the mass market, currently occupy a smaller share of the total number of FinTech companies. However, it is worth noting that in recent years, the field of retail trade has also begun to systematically use FinTech in its analytics. More and more companies in this sector of the economy are creating divisions for working with data that analyze information received from promotions, marketing companies, data on purchases, credit and discount cards, buyer activity in social networks, etc., and on its basis carry out a practical transformation of their financial activities.

Thus, it can be argued that positive trends in the functioning of the financial market in the economy of Ukraine are possible due to the implementation of a whole set of measures and tasks, the priority among which is the testing of digital technologies and platforms by various financial institutions. Improving trends in the development of the financial market in the context of the development of the digital economy determine the need to develop and implement a set of measures for the implementation of specialized regulatory and legal regulation of FinTech activities. Therefore, further research in this field should focus on the formation of FinTech institutional regulation mechanisms, as a form of interaction between financial market subjects. At the same time, its effective institutional regulation will guarantee safety for users and determine the possibilities of further successful implementation of the latest digital technologies in the financial market in general.

5 Conclusion

Therefore, it can be argued that a properly formed financial management system based on the systematic application of modern information technologies and digital software solutions will contribute to stable functioning, dynamic development, and improvement of the efficiency of financial management in general. At the same time, taking into account the modern trends of digital transformation of the economy, it is advisable for business entities to regularly supplement and update the main elements of the financial management system with modern information and communication technologies since technological trends require constant improvement not only of the organizational component of financial management but also of its technological base. The effectiveness of the choice of financial methods and tools, investment volumes, or other aspects of the financial activity of enterprises depends on this.

In addition, the overall efficiency of the financial management system of any economic entity is determined by its ability to function effectively in the current conditions of the dynamic external economic environment. Therefore, the issue of building an effective financial management system, taking into account the features of the modern economy and the trends of digital transformation of the entire society, is gaining special relevance.

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BANKING LIQUIDITY RISK MANAGEMENT IN UKRAINE BASED ON THE APPLICATION OF DIGITAL AND INFORMATION TECHNOLOGIES

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Abstract: The article discusses the peculiarities of liquidity risk management in modern conditions. The advantages of the transition to the use of liquidity standards determined by the provisions of Basel III have been determined. The higher efficiency of the LCR and NSFR standards, compared to the liquidity ratios previously used by the National Bank of Ukraine, has been proven. The peculiarities of the dynamics of liquidity standards in the banking system of Ukraine in general have been determined. The specifics of the impact of modern information and digital technologies on bank liquidity risk management are considered. The process of digital transformation of the liquidity management system based on the application of digital software solutions for liquidity risk analysis and forecasting is considered.

Keywords: Digital technologies, LCR, Liquidity, Liquidity standards, NSFR.

1 Introduction

The effectiveness of banking activity depends on many factors, the main of which are financial indicators of capital adequacy and adequacy, profitability and yield per share, etc. However, there is also a set of indirect indicators of the success of banking activity, which, in particular, include liquidity, as the ability to fulfil obligations under banking operations. The liquidity management system became especially relevant after the full implementation of the provisions of Basel III regarding the introduction of LCR and NSFR indicators into the practice of banking institutions. This allowed banks to form more flexible approaches to liquidity risk management based on new principles of forming bank assets not by their maturity, but by the regularity of cash flows.

However, effective liquidity risk management is possible only if there is sufficient information about financial flows and market trends affecting bank liquidity. Accordingly, a comprehensive assessment of banks' liquidity, based on the application of ratio analysis and specialized economic and mathematical methods, should take into account key external and internal factors affecting liquidity risk. Effective risk management of bank liquidity requires comprehensive information on all the nuances of its activity. In addition, in order to manage the bank's liquidity, operational data on all the processes taking place in it are necessary, including those related to issuing loans, attracting deposits, carrying out off-balance sheet operations, etc. All this determines the relevance of the use of specialized information technologies for the effective management of bank liquidity risks. It is also necessary to take into account the fact that in conditions of intensive growth of flows and volumes of data coming from various sources, new principles of their management are also being formed, which correspond to the principles of the digital economy. Thus, the need for Big Data processing, the use of specialized automated liquidity assessment tools in the 24/7 mode, as well as the use of artificial intelligence to effectively solve current liquidity problems or form long-term plans for its provision is added to the liquidity management system.

2 Literature Review

Studies of liquidity risk management problems of commercial banks and the banking system, in general, are not new to economic science and are sufficiently fully described in specialized financial studies. One of the key areas in the study of liquidity management principles is the establishment of liquidity standards that banking institutions must adhere to in their activities. This issue is widely disclosed in the works of such scientists and practitioners as O. Agres [1], I. Arutiunian [3], I. Balaniuk [5], T. Beridze [6], A. Boiar [8], O. Danchenko [17], A. Demianenko [18], M. Dziamulych [19-27], G. Karcheva [30], O. Krupskyi [33], T. Kulinich [35], M. Melnyk [37], N. Popadynets [42-44], J. Reitšpís [46], O. Sheptuha [48], T. Shmatkovska [49-52], A. Skrypnyk [54], O. Stashchuk [59-61], I. Yakoviyk [64], A. Yakymchuk [66], O. Yatsukh [68] and others. In addition, it is also necessary to note the significant contribution that was made to the study of practical problems of liquidity risk analysis and its management based on the application of specialized econometric and financial banking tools based on the works of such scientists as O. Apostolyuk [2], V. Baidala [4], O. Binert [7], I. Britchenko [9-15], Y. Chaliuk [16], O. Ivanenko [28], O. Karas [29], M. Khutorna [31], Z. Kireieva [32], M. Kryshtanovych [34], M. Maruschak [36], V. Nahornyi [38], T. Ostapenko [40], Y. Polishchuk [41], S. Prasolova [45], R. Ribeiro [47], N. Shvets [53] R. Sodoma [55-58], I. Voronenko [63], V. Yakubiv [65], Ya. Yanyshyn [67], A. Zielińska [69] and many others.

However, dynamic changes in the financial markets, taking place under the influence of the intensification of technical progress, lead to the widespread introduction of information and digital technologies in all areas of banking activity, including the liquidity risk management system. Therefore, there is an objective need to improve the existing tools of liquidity management based on deepening research on the application of new technologies in the practical activities of banks.

3 Materials and Methods

Currently, liquidity management is based on compliance with the mandatory liquidity standards LCR and NSFR, which were recommended by the Basel Committee on Banking Supervision and were adopted as key for the banking system in the process of implementing the provisions of Basel III. The practical calculation of these standards is also based on methodological recommendations of the Basel Committee. At the same time, both of the mentioned standards, unlike the previous methods of liquidity management, which were based on the application of term liquidity ratios, are based on determining the stability of the receipt of financial flows sufficient to meet the requirements for the bank's obligations.

The liquidity coverage ratio (LCR) requires commercial banks to have at their disposal a sufficient number of high-quality liquid assets at any time so that they can cover the total net cash outflows within 30 days under a stress scenario. The calculation of this norm is carried out according to the following formula [62]:

$$LCR = \frac{High\ quality\ liquid\ assets}{Total\ net\ liquidity\ outflows\ over\ 30\ days}$$

The Net Stable Funding Ratio (NSFR) is designed to encourage banks to rely on more stable and long-term sources of funding, reducing reliance on short-term sources of funding for current activities. The calculation of this norm is carried out according to the following formula [62]:

$$NSFR = \frac{Available\ amount\ of\ stable\ funding\ (ASF)}{Required\ amount\ of\ stable\ funding\ (RSF)}$$

At the same time, ASF and RSF are calculated as follows:

$$ASF = \sum_{i-1}^{n} (ASF_i \times K_{ASF_i})$$

where n – the number of components;
ASF_i – i-th component of available stable financing (ASF);
K_{ASFi} – the coefficient established for the i-th component of available stable funding (ASF) [62].

$$RSF = \sum_{i-1}^{n} (RSF_i \times K_{RSF_i})$$

where n – the number of components;
RSF_i – i-th component of the necessary stable financing (RSF);
K_{RSFi} – the coefficient established for the i-th component of the necessary stable financing (RSF) [62].

The permissible value for both standards is 100%.

4 Results and Discussion

The transformation of approaches to liquidity management and the transition from the use of the system of liquidity ratios to Basel III standards was caused by systemic problems with a lack of liquid funds in specific structured products and interbank markets. as well as an increased probability of off-balance sheet liabilities. All this caused serious problems with liquid funds for certain banks and required regular intervention of the National Bank of Ukraine (NBU) to maintain the liquidity of the banking system. Such trends led to an increase in the relevance of monitoring the relationship between funding and market liquidity risk, as well as the relationship between liquidity funding risk and credit risk.

In such conditions, the problem of liquidity management in conditions of financial market instability is that commercial banks perceived the NBU's requirements to maintain the necessary liquidity reserve as an obstacle to increasing their profits. Accordingly, quite often banks tried to hide real problems with liquidity, to falsify the results of their activities to meet the necessary requirements, by attracting additional liquidity on the interbank market with the help of overnight loans. All this also led to an increase in liquidity problems, when banks formally complied with the liquidity ratio requirements of the National Bank, but in fact, the bank experienced a real liquidity deficit, which led to significant problems with the fulfilment of obligations in the event of crisis situations.

In such conditions, the transition to liquidity management with the help of Basel III recommendations made it possible to significantly improve the liquidity management system of banks in Ukraine. In particular, as a result of the introduction of the LCR and NSFR regulations, the process of bank liquidity regulation became ensured on the basis of abandoning the assessment of liquidity on the basis of the balance sheet and was reoriented to the assessment of the stability of cash flows. In addition, the continuity of the bank's liquidity regulation was ensured by introducing new liquidity standards, which covered both short-term and long-term liquidity.

The advantage of the new liquidity risk management toolkit is the flexibility of the management process itself, which is formed on the basis of a combination of liquidity standards and monitoring tools based on the application of scenario modelling methods. Also, the requirements of Basel III regarding the regulation of liquidity risk contributed to the overall increase in the stability of the banking system due to the increase in the volume of liquid reserves and improving the quality of the bank's capital.

In addition, it is worth noting that liquidity risk management also involves the use of specialized tools for regulating the level of bank liquidity not only based on the standards established by the NBU but also enables banks to increase their own liquidity requirements based on objective needs. Such needs, first of all, may be caused by an increase in the level of liquidity risk itself, which requires the inclusion of approaches to the identification of risk and its potential threats in the management process. Identification of liquidity risk is the risk of a lack of assets for the timely fulfilment of the obligations of a commercial bank. It is also necessary to take into account that since the risk is divided into risks of current liquidity and prospective liquidity, it is necessary to different approaches to its identification (Table 1).

Table 1: Identification of liquidity risk of a banking institution

Type of risk	Composition of risk	Types of assets and liabilities involved in the calculation	Methods of eliminating liquidity gaps
Current liquidity risk	Lack of free funds for making current payments, which may have the following consequences: an increase in expenses for attracting an unscheduled interbank loan; unearned profit or loss due to early realization of highly liquid assets and refusal of planned placement; damage to the bank's reputation.	Assets: bank accounts and cash register, assets placed for up to 1 month. Liabilities: non-permanent part of demandable liabilities and short-term liabilities drawn for a period of less than 1 month.	Involvement of short-term sources of funds. Refusal of planned placement of funds. Sale of highly liquid assets.
Prospective liquidity risk	Emergence of current liquidity risk in the future. Emergence of interest rate risk in the future.	All assets and liabilities divided into term groups.	Changing the policy of conducting active-passive operations.

Source: [53].

If we talk about the practice of applying the new liquidity management methodology, which is based on the liquidity standards recommended by Basel III, it should be noted that the LCR standard was introduced into the practice of commercial banks of Ukraine in 2019, and the NSFR - from April 2021. Therefore, for an adequate and comparable assessment of the dynamics of these standards, let's analyze the quarterly change in their values from the moment of their parallel application in the activity of banks (Figure 1).

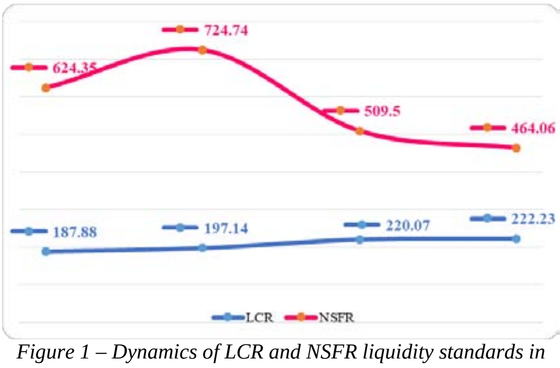

Figure 1 – Dynamics of LCR and NSFR liquidity standards in the banking system of Ukraine on average, %
Source: [39].

As we can see, during the analyzed period, the value of liquidity standards was sufficient on average for the banking system of Ukraine. At the same time, the trends regarding the dynamics of the values of these indicators were different. In particular, less than a year after the introduction of the NSFR standard, its value on average in the banking system has increased significantly. At the same time, for systemically important banks, the value of the standard remained practically unchanged. In general, this indicates sufficient financing of the activities of commercial banks and ensures their stable functioning in the current period.

At the same time, the change in the values of the LCR standard was unstable – it increased in the first half of the year. On the other hand, by January 1, 2022, the value of LCR decreased by 260 points, which indicates a general decline in banks' liquidity in the short term. On the other hand, the indicator of 464.06% as of the end of the analyzed period is four times higher than the permissible value, which indicates the presence of a sufficient reserve of liquidity on average in the banking system.

In general, it can be said that the introduction of the LCR and NSFR regulations contributed to the stabilization of the banking system and led to a general increase in the financial stability of Ukrainian banks. At the same time, the general multiple exceeding the values of these standards above the permissible level gives reason to assert the prospects for increasing the volume of active and passive operations by commercial banks and their successful passage of potential market stresses.

However, when analyzing approaches to liquidity risk management, it is necessary to take into account that in modern conditions its management is also complicated by a number of additional factors, both external and internal, which have a direct and significant impact and do not always depend on the specifics of the bank's activities. At the same time, the number of internal ones can include the implementation of risky activities, deterioration of the quality of assets, low level of management, significant deductions to reserves, increase in credit risk, etc. External factors are more complex in their nature and nature of influence, so they can be conditionally divided into two groups (Figure 2).

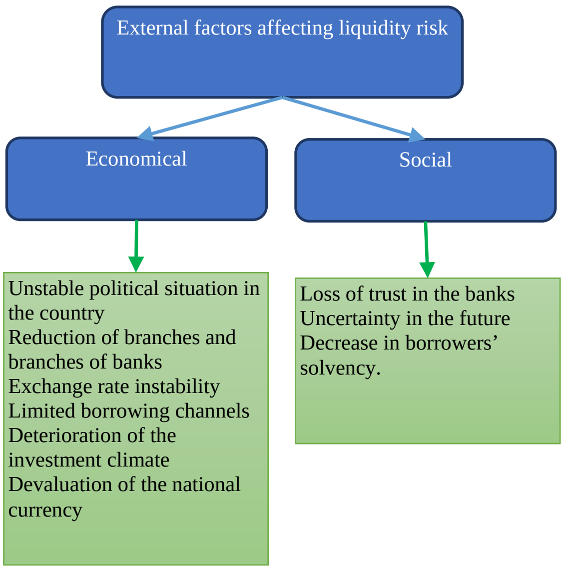

Figure 2 – External factors affecting the liquidity risk of banks in modern conditions
Source: [31].

Thus, it can be argued that liquidity risk management should be effective not only at the level of an individual bank but also at the level of the banking system as a whole, which significantly strengthens the role of the National Bank of Ukraine in this process. The reason for this is that all banks are interconnected, so the crisis of one bank, and especially of a system-forming one, can cause a "domino effect" that will drag other banks along with it and can lead to the inevitable decline of the entire financial system of the country. Therefore, effective liquidity risk management at the level of each individual bank and by the National Bank of Ukraine carried out on the basis of Basel III, will allow to minimize the development of crisis phenomena and prevent potential threats.

However, it is worth noting another important factor that has an impact on the regulation of banks' liquidity risk and whose influence has been increasing in recent years. It means the intensive integration of the global banking system into the digital economy, which is based on the use of modern information technologies and digital software solutions. At the same time, such factors of a non-financial nature can have a fairly significant impact on the liquidity management system in general.

The manifestation of information technologies in regulating the liquidity risk of banks has two main aspects:

1. Since the regulation of liquidity with the help of Basel III liquidity standards involves the constant analysis of cash flows and bank assets in both the short and long term, the use of digital processing of data on cash flows 24/7 with the help of artificial intelligence and cognitive of technologies contributes to increasing the flexibility of liquidity management and contributes to a more prompt response of the bank to market changes that have an impact on liquidity.
2. The use of Big Data processing capabilities allows banks to form and implement rather complex liquidity forecasting models based on detailed analysis of an extremely large number of different factors, which leads to the extremely high accuracy of such forecasts.

Therefore, it can be argued that commercial banks and their operating models of liquidity management, which are currently functioning, will not be able to remain unchanged in the future and will necessarily move to the implementation of digital software solutions in the field of liquidity risk regulation due to the growth of large-scale analytics capabilities data At the same time, such processes of digitalization and innovation within the framework of transformative transformations of the banking sector will result in increased efficiency in the field of liquidity regulation due to faster response to market changes, as well as in connection with more effective forecasting of the liquidity risk itself. In general, the process of digital transformation of the liquidity management system is shown in Figure 3.

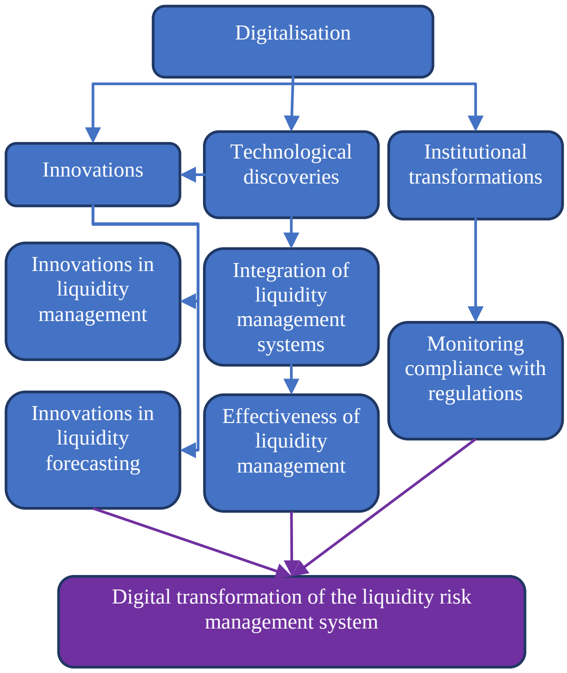

Figure 3 – Transformation of the bank's liquidity management system in the conditions of the digital economy
Source: generated by the author.

Thus, we see that the improvement of the liquidity risk management system of banks in the process of digitalization consists in the implementation of the principles of applying digital software solutions to the practical activities of the banking institution. At the same time, such a system should be based on a comprehensive system for managing digitization processes and provide for:

- Increasing the level of product digitalization in order to improve the results of liquidity risk management;
- Building a system of effective relationships with companies that ensure the creation of new digital innovations in the field of liquidity management;
- Modernization of the cash flow analysis system and transition to a data processing system for all processes affecting liquidity;
- Formation of the bank's liquidity risk data architecture in order to ensure flexible and multifunctional management of it.

5 Conclusion

Thus, it can be concluded that liquidity risk is one of the most dangerous among all that the bank is exposed to in the course of its activities. In today's conditions, it is advisable for banks to focus on the recommendations of the Basel Committee on Banking Supervision, namely: to carry out a cash flow forecast for prompt response to potential imbalances in the receipt and expenditure of funds, to ensure the maintenance of intraday liquidity.

It was determined that the main consequences of the implementation of the Basel III recommendations for liquidity risk regulation in Ukraine were an increase in the financial stability of banks and the entire banking system, as well as an increase in the level of banks' capital. In addition, the implementation of Basel III standards contributed to the return of banks to simple business schemes and universal active operations.

In the conditions of active development of digitalization, it is expedient for banks to implement the main components of liquidity risk management based on the use of modern digital software solutions and multifactor liquidity forecasting models. At the same time, the fundamental algorithm for successful liquidity management from the application of digital economy solutions is the integration of innovative technological solutions into the liquidity forecasting process based on complex multifactor econometric models.

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FACTORS AND CONDITIONS OF THE ENVIRONMENTAL AND ECONOMIC SECURITY FORMATION IN UKRAINE

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Abstract: The article examines the peculiarities of the formation of the ecological and economic security system and the specifics of its principles. The relevance of the transformation of approaches to understanding the essence and principles of ecological and economic security in the context of the need to ensure sustainable development is substantiated. The levels of ecological and economic security and the peculiarities of changes in profits and costs during the transition of the economic system and business entities between these levels are determined. The principles of implementation and formation of economic tools for ensuring environmental safety are proposed.

Keywords: Ecological and economic security, Ecosystem approach, Ecological management, Levels of ecological security.

1 Introduction

At present, Ukraine is witnessing the unfolding of trends regarding the deterioration of the ecological quality of the environment, which is caused by a significant increase in the anthropogenic and technogenic load on it. All this requires maximum efforts to ensure general resource and environmental security in the field of nature management, as well as in the field of agriculture. Ignoring the ecological and economic principles of running an agrarian business leads to the acceleration of the processes of ecological depletion of Ukraine's unique land resources, reduces the ecological and economic efficiency of management, and thus leads to an increase in the ecological danger of the consumption of agricultural products.

At the same time, ecological and economic security involves achieving the maximum productivity of the economic system under various external influences, increasing resistance to these influences, and preserving the ability to self-regenerate. That is, there is an objective need to achieve a balanced interaction between society, production, and the surrounding natural environment based on compliance with the laws of biosphere development.

In this aspect, ecological and economic security must ensure the general internal interaction of the elements of the economic system, in which high rates of expanded reproduction of production and economic growth must necessarily be accompanied by the preservation, continuous improvement, and development of both individual spheres and the entire environment.

That is why the need to research the conditions under which the accumulation of ecological potential will outpace the rate of growth of the economic potential of society and the state is becoming particularly relevant at present. The result of such research should be the search for a balance between maintaining a favourable ecological environment and ensuring the appropriate pace of economic development, on the basis of which sustainable general social progress will be ensured.

2 Literature Review

Many scientists have studied the problems of practical provision of ecological and economic security in the context of improving the efficiency of agricultural land use. This problem is most widely disclosed in the works of such scientists as O. Agres [1], V. Baranova [3], A. Boiar [5], A. Iskakov [15], T. Kulinich [17], I. Lytsur [19], E. Mishenin [21], V. Nahornyi [23], O. Savchenko [28], T. Shmatkovska [29-32], O. Stashchuk [37-39], I. Voronenko [40], V. Yakubiv [42], Ya. Yanyshyn [44], O. Yatsukh [46] and others. It is also worth noting the significant contribution that was made to the study of issues of generalizing the conceptual foundations of ecologically safe and balanced agricultural management based on ecosystem management, which is highlighted in the studies of such scientists as O. Apostolyuk [2], O. Binert [4], M. Dziamulych [6-14], V. Kostiuchenko [16], G. Leskiv [18], M. Melnyk [20], N. Mykhalytska [22], N. Popadynets [24-26], R. Sodoma [33-36], O. Vovchak [41], A. Yakymchuk [43], I. Yarova [45] and many others.

However, the constant changes taking place in the field of ensuring environmental and economic security at all levels require the implementation of ways of further theoretical and practical research in this direction. In particular, the determination of strategic goals in the field of ensuring ecological and economic security of agrarian business from the point of view of deepening its conceptual platform and the need for the formation of an appropriate organizational mechanism is gaining special relevance.

3 Materials and Methods

The concept of ecological and economic security is based on the basis of ensuring sustainable development in the field of agrarian nature management, on the basis of which the goals of effective economic growth and safety for the environment are achieved. The implementation of such a concept is based on the application of the principles of the strategy of sustainable development of agricultural nature management, which include:

- Partnership – active interaction between different groups of stakeholders in order to ensure stable agricultural production;
- Integration – promoting the integration of environmental and social thinking into management decision-making processes and innovative ways of conducting environmentally responsible business;
- Ecosystem and environmental management – the emphasis is placed on prevention, not elimination of negative environmental consequences;
- Justice for all generations – a fair distribution of costs and effects of nature management between generations to stimulate the use of socially and ecologically responsible methods in order to minimize the environmental responsibility of future generations;
- Civilized competitiveness – support of effective market mechanisms that ensure the use of innovative ecological methods of nature management, determining the links between ecological stability, economic productivity, social well-being (comfort), and competitiveness [21].

At the same time, the study of ecological and economic security can be carried out in two directions – "the impact of the ecological and economic system on the environment" and "the perception by the ecological and economic system of the reaction of market subjects to the nature of its action", which correspond to the following methodological approaches:

- On the basis of the study of the level of load of the ecological and economic system on the environment, that is, according to the indicators of the level of environmental

safety;
- Based on the analysis and assessment of indicators of the state of the ecological and economic system [27].

Applying these two approaches in a complex manner, there is an opportunity to choose a priority between the greening of production and consumption to ensure the ecological and economic security of all market subjects.

4 Results and Discussion

As is known, ecological and economic security is a state of balanced development and protection of the socio-economic system from real and potential threats, and ecological and economic security can be understood as a state of balanced development and protection of the socio-economic subsystem of the region from real and potential threats that are formed under the influence of both anthropogenic and natural factors on the environment. Therefore, in practice, ecological and economic security can be considered as a state in which the surrounding natural environment can ensure the existence of society and the satisfaction of its needs in the long term, which is the main goal of socio-economic development. On the basis of ecological and economic security, it is necessary to form optimal development models that would maximally satisfy all the needs of society and guarantee the preservation of the natural environment for the existence of humanity in the future.

The ecological and economic system is inherently a dynamic system and its subsystems continuously interact and change. Equilibrium in this system is not a state of rest, but a state of moving balance during simultaneous opposite processes, for example, forest use and forest restoration, which preserves the integrity of the system and its important elements. This property organically follows the dynamic state of the ecological and economic system, during which there is a constant transition to a qualitatively new level.

Equilibrium in this case means maintaining a certain state of relations between the social, economic, and ecological components of the ecological and economic system. The quantitative measure of communication between subsystems in such a case can be defined as a condition of ecological and economic balance, which is formulated as follows: the magnitude of the impact on the environment should not exceed the limits of its capacity or elasticity [19].

Implementation of the concept of development of sustainable ecologically safe and balanced agricultural management requires a fundamental conceptual departure from the economic perspective of management, which has guided agricultural science for the past hundred years. An ecologically safe perspective of land use is characterized by the complexity of the factors included in the system, as well as the long-term nature of their analysis and control. In the system of environmentalization of agricultural management, the subject of value is the complexity of natural ecosystems, the traditional economic approach tries to simplify them.

Without the application of an ecosystem approach to agricultural management, long-term improvement in the effectiveness and efficiency of agricultural land use is impossible. Therefore, if the institutes of agrarian development cannot ensure the ecological sustainability of various farming methods, then they actually harm society, individual industries, households, and citizens [21].

Thus, economic security should be considered together with the ecological component of national security since they are inextricably linked. Based on this, it can be argued that the cause of the ecological crisis in Ukraine is primarily economic factors, namely:

- The structural change of the economy from the dominance of raw materials and resource-intensive industries;
- The extensive development of the agricultural industry, which cannot provide the population with a sufficient number of environmentally friendly products;
- The lack of substantiation of economic development from the point of view of ecological processes of projects and plans developed by divisions of ministries on the basis of instructions and methods, regulatory and technical documentation for the placement, construction, and operation of economic facilities and complexes, for the creation of new equipment, technologies, and materials;
- The lack of effectively functioning administrative and economic mechanisms for environmental protection;
- The weak moral level of society and lack of ecological thinking of managers at different levels of management [15].

It should also be noted that a specific feature of environmental security is that in order to ensure the continuous development of the most important interests of man, society, or the environment, state bodies must, with the help of their management decisions, prevent and promptly eliminate threats and dangers that are a consequence of the functioning of natural, man-made and anthropogenic systemic factors.

Therefore, the national interests of society require such a level of state management of national security that it is guaranteed to ensure balance in the ecological system, as well as to guarantee the protection of the habitat of the country's population. The structure of such a natural environment is formed from the system of elements of the atmosphere, hydrosphere, lithosphere, and space, the species composition of the animal and plant world, and natural resources, which are interconnected, and whose preservation is the task of the state's environmental protection activities.

In general, the following levels of environmental safety are distinguished in scientific research:

I – natural – not directly changed by human economic activity (local nature “feels” only weak indirect effects from global anthropogenic changes);

II – balanced – the rate of restoration processes is higher than or equal to the rates of anthropogenic disturbances;

III – crisis – the speed of anthropogenic disturbances exceeds the rate of self-recovery of nature, but there is no radical change in natural systems yet;

IV – critical – restorative replacement of previous ecological systems under anthropogenic pressure with less productive ones (partial formation of deserts);

V – catastrophic – hard-to-restore replacement of previous ecological systems under anthropogenic pressure with less productive ones, consolidation of low-productivity ecosystems (formation of deserts);

VI – collapse – irreversible loss of biological productivity [27].

Thus, levels I-II of ecological security provide ideal conditions for the functioning, reproduction, and development of mankind, levels III-IV endanger the functioning, reproduction, and development of future generations, level V – current and future generations, VI - leads to the death of humanity (and other biological species). On the basis of this, approaches to the economic use of natural resources are formed and restrictions on them are established.

Therefore, it can be argued that a component of the ecological market economy is the wide application of market incentives and ecological-economic mechanisms in solving the problems of the natural environment, as well as the limitation of rigid administrative management or regulation. The implementation of such a model requires a review of the macroeconomic policy of the state in order to transform external environmental and economic factors related to the depletion of natural resources and environmental pollution into internal production costs and their integration into the process of market pricing.

Based on this, it becomes possible to assess the level of dependence of environmental safety on part of the ecological goods produced (Figure 1).

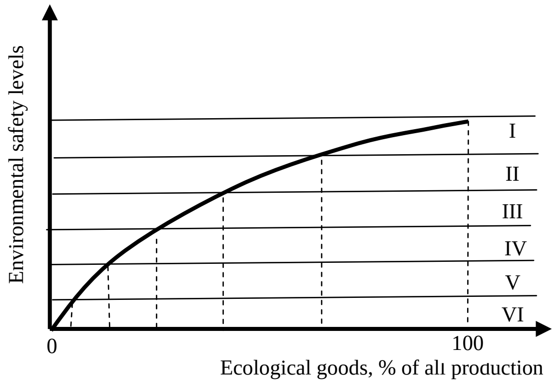

Figure 1 – Dependence of the level of environmental safety on a part of ecological goods
Source: [27].

As we can see from Fig. 1, in the long term, the dependence of the level of environmental safety on the part of ecological goods in the total volume of production is increasing. The dependence curve has a curved profile due to the fact that the components of the destructive impact on the environment are superimposed on each other, leading to an increase in the overall impact. This curve does not touch the limit of the first level of environmental safety, because even with 100% production of ecological goods, some negative impact on the environment will still be present. At the same time, the general curvature of the graph in Fig. 1 varies depending on production volumes. With their growth, the part of ecological goods that must be produced grows progressively.

In the short-term period, when the organizational and economic mechanisms of management of production and economic activity remain unchanged, the total costs and profits, which justify the transition from one level of environmental safety to another, can be schematically presented in the form of the following schedule (Figure 2).

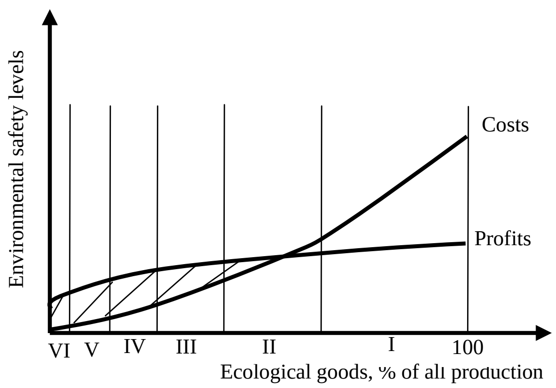

Figure 2 – Profits and costs associated with transitions between levels of environmental security
Source: [27].

The shaded area on Fig. 2 shows the area where profits exceed costs. The costs associated with the transition from one level of environmental security to another are reasonable up to the point of intersection of the cost and profit curves. That is, the transition to the II level of the environmental safety is expedient. The costs associated with the transition to the level I usually exceed the corresponding profits

Therefore, it can be argued that the change in the level of environmental safety requires the formation of the business portfolio of an economic entity based on ecological goods and ecological services, which to the greatest extent correspond to the interests of all market entities. This will allow you to avoid unnecessary expenses and also hope for a long life cycle of such an ecological product.

Therefore, in connection with the fact that one of the main directions of ensuring economic and environmental security is the implementation of appropriate policies and the general provision of this security within the framework of the comprehensive greening of social development and the implementation of environmental policy at the state level [15]. At the same time, the implementation of such a policy should take place according to the following principles of the formation of economic tools for ensuring environmental safety:

- The transformation of external environmental effects into internal ones;
- The integration of mandatory economic instruments with voluntary ones;
- The integration of economic instruments with other instruments;
- The priority of economic tools that ensure environmental safety;
- The ranking of economic instruments;
- The transformation of various economic instruments into instruments that ensure environmental safety.

5 Conclusion

Thus, it can be concluded that ecological and economic security is an important component of national security, which acts as a guarantor of national sovereignty, which ensures not only the stability and dynamic balance of the economy but also the physical and moral well-being of society. Therefore, in order to ensure the full realization of the tasks of ecological and economic security, it is not enough to consider the system "enterprise – environment – society", because regulatory influence is necessary, which could ensure the implementation and control of the functioning of this sphere.

In our opinion, the state should be the unconditional regulator of the processes taking place in the field of environmental and economic security. In connection with this, the object of further research should be the development of scientifically based proposals for improving the structure of the institutional mechanism for managing the development of ecological and economic security.

Accordingly, in order to achieve an effective mechanism for ensuring economic and ecological security, it is necessary to solve a wide range of environmental issues, including the stabilization of environmental pollution. In addition, attention should be directed to the improvement of natural resource management, support of international cooperation on environmental protection issues, and the development of environmental protection in the context of sustainable socio-economic development of Ukraine.

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Primary Paper Section: A

Secondary Paper Section: AH, EH

SOURCES SYSTEM OF ADMINISTRATIVE LAW IN UKRAINE

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Abstract: The article examines modern approaches to understanding the essence of the sources of administrative law in Ukraine. The constituent elements of the system of sources of administrative law are considered based on a functional approach to their application. The distribution of sources of administrative law into groups and types has been studied, based on the peculiarities of the field of administrative law, its subject and purpose. It was determined that the legal system of Ukraine includes, as sources of administrative law, normative legal acts of state bodies, local self-government bodies, international legal treaties of Ukraine, and decisions of the Constitutional Court of Ukraine, as specific normative and auxiliary sources.

Keywords: Administrative law, Constitutional provisions, Sources of administrative law, System of administrative law.

1 Introduction

The formation of Ukraine as a legal state requires a new content of administrative law. The development of administrative law implies consideration of the concept and types of sources of administrative law from a new angle since significant changes are taking place in the content and system of the specified sources, which contribute to the formation of a new administrative law in Ukraine. This, in particular, affects the updating of the domestic administrative and legal doctrine. It is the changes in administrative law that actualize the problem of the systematization of sources of law in this field. Thus, in previous years, the system of sources of administrative law traditionally included only acts of law-making by state authorities, which contain administrative and legal norms. At the same time, in Ukrainian administrative science, the circle of sources is not exhausted by legislative acts, but there is a tendency to expand them with the help of so-called "non-legislative" sources. However, at present, there is no single functional approach to the constituent elements of the source system of this fundamental field.

In our time, the issue of sources of law is becoming especially relevant in connection with the rapid development and increase of institutes and sub-branches of administrative law. In accordance with the Constitution of Ukraine, statutory legislation (on the legal status of executive authorities) is being formed. In addition, questions of sources of law have always been relevant for administrative law, since this branch (unlike other material ones) does not have a single codified act that contains the norms of the branch. Administrative and legal norms are contained in normative acts adopted by the parliament, the president, the government, central and local bodies of executive power, local self-government bodies, and administrations of state-owned enterprises, institutions, and organizations. The sources of administrative law are international legal agreements of Ukraine, which have been ratified by the Verkhovna Rada of Ukraine, and international acts recognized by Ukraine if they regulate administrative and legal relations.

2 Literature Review

Studies of problems of practical implementation of issues and problems of the system of sources of administrative law are sufficiently widely disclosed in specialized legal literature. These questions are most widely considered in the works of such scientists as O. Agres [1], A. Boiar [4], V. Demchenko [6], Z. Kisil [16], V. Kurylo [18], R. Melnyk [21], T. Shmatkovska [26-29], O. Stashchuk [36-38], Yu. Tsurklenko [39], V. Yakubiv [41], Ya. Yanyshyn [43], O. Yatsukh [44] and others. In addition, in our opinion, it is necessary to note the significant contribution that was made to the study of the classification of sources of administrative law and practical aspects of its application in legal practice, which are highlighted in the studies of such scientists as O. Apostolyuk [2], O. Binert [3], O. Chornomaz [5], M. Dziamulych [7-15], T. Kolomoets [17], N. Mazaraki [19], M. Melnyk [20], O. Panasiuk [22], N. Popadynets [23-25], O. Shubalyi [30-31], R. Sodoma [32-35], S. Yaheliuk [40], A. Yakymchuk [42] and many others.

But despite such a significant number and wide variety of thematic works devoted to the problems of the sources of administrative law, there are still many issues regarding which there is no unity of views of the representatives of the branch scientific professional community, and the provisions of their research are marked by fragmentation, contradictory content. Therefore, there is an objective need to improve these issues in view of the specifics of today.

3 Materials and Methods

In practice, an important role in the implementation of administrative law's regulatory function belongs to the method of regulating social relations, or method of administrative law. The very concept of the subject and method of legal regulation provides a complete description of any branch of law, including administrative law.

The administrative-legal method is a set of legal means and methods (techniques) used by governing bodies to ensure the regulatory influence of the norms of administrative law on social relations [16]. Thus, the method of administrative and legal regulation differs from other methods in its authoritative, imperative nature. Its practical significance, as well as the subject of administrative and legal regulation, consists in the fact that with their help, the demarcation of various legal branches is carried out.

The peculiarity of the method of administrative law is that its norms are aimed at satisfying not private and personal, but public interests – the interests of people, the state, and society, they provide for the direct application of administrative sanctions. In addition, social relations regulated by the norms of administrative law always involve inequality of participants, and rigid subordination of the will, which is directed by a single administrative will.

It is also necessary to pay attention to the fact that the method of administrative law is characterized by general methods of legal regulation: imperative and dispositive, which are implemented in the following way:

- Use of prescriptions;
- Establishment of prohibitions;
- Granting of permits [16].

In addition, administrative law is also characterized by special methods that are inherent only to this branch of legal science, namely: subordination, coordination, reorganization, administrative contract, registration, incentives, investments, etc.

The imperative method of legal regulation is a method of authoritative prescriptions, characteristic of administrative law.

The dispositive method (method of coordination), unlike the imperative method, assumes legal equality of the participants in the legal relationship and is used, as a rule, in civil law, but has a place in private administrative law. The dispositive method in administrative law is used to establish the legal status of civil servants and to exercise their official powers in the field of public administration. The legal fact in this case, as a rule, is the contract [16].

Thus, it can be noted that the administrative, or administrative-legal, the method is a set of legal methods that reflect the authoritative nature of state administration, and the relations regulated by this method are defined as relations of authority and subordination.

4 Results and Discussion

Today, in the scientific literature, there are several views on the relationship between the concepts of "source of law" and "form of law": some authors equate these concepts, others divide them according to different variations, and still others believe that the term "source of law" and "form of law" is two different concepts that cannot be equated. It should be borne in mind that in scientific literature the terms: "source of law" and "form of law" are considered identical, which is a kind of tradition. At the same time, the source of law is a category that explains where the norm of law comes from, and how it is "born". In view of this, it is worth distinguishing the source of law (answers the question of where the rule of law comes from) and the form of law (answers the question of what (how) the rule of law is fixed, gets its external manifestation) [39]. Understanding the difference between these categories, we use the term "source of administrative law" in what follows. In order to understand this concept, let's try to figure out what is actually the source of administrative law today.

In general, sources of law are ways of expressing and consolidating legal norms, giving them a universally binding, legal meaning. In Ukraine, a system of sources of administrative law is implemented, which includes the following types of sources: normative legal act, normative contract, legal precedent, legal custom, and doctrine.

Soviet and post-soviet theories consider the sources of administrative law as acts of state authorities that regulate social relations in the sphere of management; the external form of expression of administrative norms. The theory of sources in European foreign countries considers the latter as a means of limiting state administration and emphasizes the practice of administrative courts, rather than normative legal acts of the sources of administrative law.

Practically all modern jurists agree with the opinion that legislation in Ukraine is the primary source. That is, regulatory legal acts of state bodies, which establish the norms of administrative law, are the first and largest group of sources of modern administrative law. And this group includes normative acts that make up a certain hierarchical system. At the same time, the Constitution of Ukraine is considered a fundamental source of administrative law of Ukraine, as it is the Basic Law of Ukraine, which enshrines the principle of the rule of law, and also acts as a basis for the emergence of new sources of administrative law. Its norms are norms of direct action. Directly on the basis of the Constitution of Ukraine, recourse to court is guaranteed to protect the constitutional rights and freedoms of a person and a citizen. In addition, it enshrines the principle of dividing power into three branches: executive, legislative and judicial. It is this division that later becomes the basis for a number of normative legal acts detailing the system of executive authorities and their powers [6].

At the same time, it should be noted that the following sources of law are common to all systems included in the Romano-Germanic legal family:

- Normative legal acts headed by law;
- Customs forming a system of norms called customary law;
- Case law, and court precedents, which are generally recognized as sources;
- Rights, which, however, are often denied in some countries (for example, in Germany);
- International agreements;
- General principles of law, which are often considered in the scientific literature;
- As "higher principles" according to which the activity of judicial and other state bodies should be built;
- Doctrines, with the help of which many principles of Romano-Germanic law are developed and numerous norms are created in the legislative order – rights covering various spheres of social life [5].

A debatable issue is the distribution of sources of administrative law into groups and types. Agreeing with the fact that a feature of administrative law is the diversity and a significant number of its sources, which is due to the specificity of the field itself, its subject, purpose, and the theoretical and practical significance of their division into groups and types, at the same time, scientists demonstrate mostly simplified solutions to this issue, limiting themselves only to one or two criteria for such distribution. At the same time, those changes that are related to the sources of administrative law are sometimes not taken into account, without distinguishing the criteria for their division and justifying their expediency [17].

At the same time, in the countries of the European Union, the main sources of administrative law include three codes:

1. Administrative-procedural, which regulates social relations between public administration and objects of public administration;
2. Code of Administrative Misdemeanours;
3. Code of administrative proceedings [5].

These codes in practice guarantee the comprehensive public provision of human and citizen rights and freedoms at all stages of interaction with the public administration: when individuals and legal entities apply to the public administration for the provision of service administrative services; bringing to administrative responsibility those guilty of violating the rights, freedoms of a person and a citizen, the normal functioning of civil society and the state; protection of the rights, freedoms and legitimate interests of individuals and legal entities against violations by subjects of authority in the administrative justice system.

Therefore, in the context of the European integration of Ukraine, it can be argued that the activity of concluding international agreements is also law-making. According to Art. 9 of the Constitution of Ukraine: "Current international agreements, the binding consent of which has been given by the Verkhovna Rada of Ukraine, are part of the national legislation of Ukraine". At the international level, social relations are also regulated, which are the subject of administrative law: the issue of protection of the rights and freedoms of a person and a citizen, stateless persons, the procedure for crossing the state border, the interaction of border troops and customs services of neighbouring states, etc. Thus, the sanctioning of state legal custom can be a method of legalization. However, there is no such practice in Ukraine today.

Therefore, it can be stated that the legal system of Ukraine includes sources of administrative law normative legal acts of state bodies, local self-government bodies, international legal treaties of Ukraine, and decisions of the Constitutional Court of Ukraine as specific (normative and auxiliary) sources. At the same time, the source of administrative law (in the legal sense) is external forms of establishment and expression of universally binding rules of conduct that regulate social relations arising in the sphere of public administration, acts of law-making by state bodies (legislative, executive, judicial, economic administration), local councils and territorial communities, and sometimes joint acts of state bodies and public organizations.

That is why, in our opinion, this approach is the most acceptable in the legal study of the system of sources of administrative law. Therefore, it can be argued that the modern system of sources of administrative law in Ukraine should include:

- Administrative and legal concepts and doctrines;
- Administrative and legal acts;
- Acts of state administration bodies;
- Acts of judicial bodies;
- Administrative contracts and agreements;
- Natural law;
- Administrative and legal customs;
- Administrative and legal precedents [18].

At the same time, administrative-legal concepts and doctrines specify and detail the principles of administrative law, and, in fact, are a legal basis, a kind of the beginning of a legal norm, from which it is formed and born in accordance with the objective conditions of economic and social development, with the aim of reflecting social interests It is natural that such fundamental ideas are the source of administrative law, and failure to include such ideas in their system obviously makes it incomplete.

Administrative legal acts, acts of state administration bodies, and acts of judicial bodies traditionally belong to the sources of administrative law, and therefore do not cause doubt and unnecessary explanations.

Administrative contracts and agreements in the activity of state bodies have become more and more important in recent years. Previously, administrative contracts and agreements were practically not distinguished as sources of administrative law. The change in the situation today is directly related to the strengthening of the role of contractual regulation in the public sphere and, in connection with the latter, the strengthening of the importance of management services in administrative-legal relations to the level of assigning these services to the subject of administrative law, which is emphasized in the scientific literature. Therefore, under the existing state of social relations in the sphere of executive power, administrative contracts and agreements, which are a formal expression of administrative services, obviously belong to the sources of administrative law and do not raise doubts as such.

Understanding natural law as a source of law, one should start from its content. Natural law means certain opportunities for subjects of social life objectively determined by the level of development of society, which should be common and equal for all subjects of the same name. Depending on the type of subjects, the natural law of a person, family, nation (people), and other social communities is distinguished. In other words, the law is the elementary prerequisite for a dignified human existence and the development of humanity as a whole. Certain capabilities of a person that ensure his existence and development are objectively determined by the level of development of humanity and should be common and equal for all people [18].

In view of the above, it becomes clear that in a democratic society the scope of natural human rights is increasing, and the task of the state is only to recognize these rights and create opportunities to ensure their implementation and protection. Such a scheme illuminates the algorithm for the formation of legal norms, according to which norms are born from the natural law of man, and, therefore, are also one of the sources of law.

In general, the recognition of new sources of administrative law (in particular, those that already exist in fact), as well as the reverse process, should be considered only in the aspect of their system-functional connections. The modern system of sources of administrative law does not lose its functional capabilities, integrity, complexity, multi-level, dynamism, openness, and hierarchy, but only changes its "target orientation" and updates its structure accordingly. Therefore, it is the system analysis that allows us to find out the real resource of each source of administrative law (an independent element of the system) and the entire system of sources of administrative law [17].

In view of this, the system of sources of administrative law is defined as a logical sequence of normative legal acts and international legal agreements of Ukraine, which are united on the basis of the subject of legal regulation to solve the goals and tasks of the state administration in general and in the spheres of economy, social and cultural construction and administrative and political activity.

5 Conclusion

Thus, based on the analysis of the system of sources of administrative law, it can be concluded that it is currently in the process of development and is constantly undergoing changes by supplementing its traditional list. This process attracts the attention of many scientists, and their opinions often fundamentally differ among themselves. From our point of view, the modern system of sources of administrative law in Ukraine should be formed by: normative legal acts of state bodies of Ukraine, international sources, and decisions of national courts. Such a system will meet the needs of our country, which is at the stage of development and democratization.

In addition, the analysis of the relevant constitutional provisions makes it possible to conclude that the Constitution of Ukraine is the main source of administrative law, because:

1. Consolidates the system of executive authorities;
2. It materializes the principles of public administration;
3. The rights and duties of citizens in the administrative sphere are established;
4. Has a higher legal force;
5. Constitutional provisions are the basis for other sources of law.

Based on this, it can be argued that the definition of the concepts "system of sources of administrative law" and "sources of administrative law of Ukraine" should be implemented not only in the legal sense, as external forms of manifestation of universally binding rules in the field of executive activity, acts of law-making by state bodies and local bodies self-government, but also in the socio-material sense, as a set of objectively existing economic, political, cultural, spiritual and other circumstances of social development that determine the content of rule-making activity in the administrative-legal sphere.

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ENVIRONMENTAL AND ECONOMIC SECURITY IN THE CONDITIONS OF DIGITALIZATION OF THE UKRAINE`S ECONOMY

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Abstract: The article examines the peculiarities and modern specifics of the formation of ecological and economic security in Ukraine in the conditions of digitalization. It was determined that the lack of dynamic growth, the violation of the optimal balance and balance of the ecological and economic system are caused by the depletion of raw resources, a decrease in the overall potential of the environment, and the irrational use of natural resources. It has been proven that in the conditions of digitalization, a new challenge for all enterprises is to ensure the ecological and economic efficiency of their activities, which combines the principles of transparency and openness in their functioning. It has been proven that the strategy of environmentally-oriented economic development should be aimed at solving environmental problems and preserving biological diversity.

Keywords: Digitalization, Ecological and economic security, Ecological and economic system, Rational use of natural resources, Strategy of ecologically oriented economic development.

1 Introduction

Features of the formation of integrated security systems of the state involve the combination of its individual key elements into interconnected functional formations, which are designed to respond to certain types of threats or risks. In this aspect, ecological and economic security is extremely important, as a key element of stimulating the development of the national economy on the basis of sustainable development, which is designed to ensure intensive economic growth under the condition of harmonious use of natural resources in the production process. The importance of ensuring an appropriate level of ecological and economic security is due to the general deterioration of the ecological quality of the environment, which has been observed recently in Ukraine and which is caused by a significant increase in the anthropogenic and technogenic load on the environment, which requires the formation of resource-ecological security of economic activity in the national economy.

At the same time, environmental and economic security is the most important condition for stability and achieving effective results for individual enterprises, the state, and society as a whole. The priority task of ensuring ecological and economic security in modern conditions is the prediction of challenges and threats, for the prospect of which it is necessary to prepare today. At the same time, one of the most important global challenges today is general digitalization, which has a direct impact on the ecological and economic security of the state. After all, the rapid development of this field is a source of previously unknown risks and threats, which, accordingly, requires the development of new principles and measures for their minimization and elimination. At the same time, the general transformation of approaches to the management of ecological and economic security in the conditions of the formation of the digital economy requires the formation of fundamentally new approaches to risk management for the nature management system.

In addition, in the conditions of digitalization, the need to ensure the openness of information regarding the organization of environmentally responsible business, the implementation of innovations, etc., is growing. All this determines the investment attractiveness of enterprises and has an impact on the growth of their market value. That is why the problems of ensuring ecological and economic security in the conditions of the development of a global network of economic and social processes are becoming more and more urgent. At the same time, new management principles in the conditions of the digital economy should contribute to the neutralization of threats to the ecological and economic security of the state in general.

2 Literature Review

Peculiarities in the study of practical problems of the formation of ecological and economic security are not new to modern economic science and are sufficiently widely disclosed in works related to the study of the efficiency of the economy of nature use. This issue is considered most fully in the works of such scientists and practitioners as O. Agres [1], I. Balaniuk [3], A. Boiar [5], Y. Chaliuk [6], V. Gobela [16], O. Liakhovych [18], O. Shkuratov [23], T. Shmatkovska [24-27], R. Sodoma [30-33], O. Stashchuk [35-37], V. Yakubiv [40], Ya. Yanyshyn [42], A. Zamula [44] and others. In addition, it is necessary to note the significant contribution that was made to the study of ecological and economic security issues in the context of the formation of the digital economy and the general digitalization of the system of ecological and economic relations, which are highlighted in the studies of such scientists as O. Apostolyuk [2], O. Binert [4], M. Dziamulych [7-15], M. Horobey [17], M. Melnyk [19], N. Popadynets [20-22], O. Shubalyi [28-29], M. Soldak [34], S. Yaheliuk [38], I. Yakoviyk [39], A. Yakymchuk [41], O. Yatsukh [43] and many others.

However, the large-scale use of modern digital technologies leads to the intensification of the processes of formation and further development of industrial ecosystems as stable geographically defined networks of interconnected diverse enterprises and institutions based on certain production technologies. This is what requires additional research in the field of environmental and economic security formation in the conditions of digitalization of the system of economic relations.

3 Materials and Methods

It should be noted that threats to ecological and economic security in the aspect of intensive use of digital technologies arose simultaneously with the emergence of the information space. Today, digital threats relate to almost all systemic components of environmental and economic security.

Modern research makes it possible to group digital threats characteristic of the ecological and economic security system into five basic blocks:

1. Systemic – threats affecting the economy or its significant parts (dependence on digital technologies of other states, lack of own elemental base, the problem of "digital inequality" of the ecological component of the national economy).
2. Structural – a consequence of the large-scale implementation of digital technologies.
3. Sectoral – lack of digital solutions for individual sectors when solving urgent issues of nature management.
4. Entrepreneurial – formed in the entrepreneurial sector from external and internal sources.
5. Personal – formed at the level of individual citizens when consuming goods that must meet certain environmental safety requirements [18].

In addition, the economic mechanism of nature management is a subsystem that supports the structural features and functional connections of the national management mechanism. However, this mechanism has its own content and constituent elements based on its own principles and has specific forms of manifestation and functions. Therefore, the economic mechanism of nature management should be considered as a system containing the following components:

- Payment for nature use;
- Economic stimulation of environmental protection activities;
- Payment for environmental pollution;
- creating a natural resources market;
- Improvement of the pricing system, taking into account the environmental factor;
- Environmental funds;
- Environmental programs;
- Environmental insurance;
- Sale of pollution rights [16].

4 Results and Discussion

Changes in the ecological and economic system of the national economy of Ukraine over the past decades have shown the presence of serious ecological and economic contradictions. Its further progressive development requires taking immediate measures to preserve the balance of economic, natural, and human resources. The lack of dynamic growth and the violation of the optimal balance and balance of the ecological and economic system are primarily caused by the depletion of raw materials, the decrease in the assimilation potential of the environment, and the irrational use of natural resources. The specified influencing factors encourage producers and consumers to search for more effective, innovative production and consumption models. In the conditions of the formation of the digital economy and the reorientation of the ecological and economic system on the basis of sustainable development, the key task is the formation and justification of the strategy for ensuring ecologically oriented development. Unfortunately, at present, there is no unity in theoretical approaches to the formation of the foundations of sustainable development, which does not contribute to the formation and implementation of the strategy of ecologically oriented development of the national economy.

The problems of the natural environment affect the life of the country as a decisive factor or as a component of national well-being and potential opportunities for the state. As a result, national and international security is impossible without taking into account the environmental factor. From the perspective of a global approach to security, any aspect that threatens the survival of the planet and its nature must be considered a security threat. The pace of global change is much higher than scientists previously predicted. If these processes remain unchecked, they will become irreversible. It is also worth noting that environmental problems are problems of completely new dimensions. In addition, the difference in levels of economic development affects the ability to protect against environmental threats, and environmental degradation affects economic development, weakening its potential. According to UN experts, environmental losses due to pollution exceed the cost of measures aimed at combating it. In developing countries, they are much more than in developed countries. Every year, 0.5 to 2.5% of GDP is lost due to pollution, and the cost of measures that would allow for a radical reduction of pollution in industrialized countries is 1-2% of GDP. After all, environmental threats cannot be clearly defined in terms of cause and effect, but they are quite closely related to each other and other social, political, and economic factors that also affect the state of security [44].

At the same time, in the conditions of digitalization, a new challenge for all enterprises is to ensure the ecological and economic efficiency of their activities, which combines the principles of transparency and openness in their functioning. At the same time, it is worth noting that the openness of information regarding the environmental aspects of business organization, the implementation of environmental innovations and social activities is a criterion of the corporate management culture of an enterprise, which, if properly provided, creates the prerequisites for strengthening its competitive position on the market, as well as determines investment attractiveness and the growth of market value enterprises [18].

Recently, in the context of the formation of ecological and economic security, there is talk of intensification of the processes of formation of the development of industrial ecosystems. At the same time, the modern smart industry is much more than isolated enterprises and the products that are created on them, because it is based on integrated digital networks in which production chains are interconnected with researchers and developers, suppliers, creditors, distributors, consumers through the latest information and communication technologies. Thanks to this, industrial ecosystems are formed, which improve coordination and increase the degree of active participation of all partners both in individual chains and in complete networks of value creation. As M. Soldak notes, the centres of such ecosystems are located in a certain geographical space and intensively interact with the environment. That is, the concept of “industrial ecosystem” carries a double meaning. First, it is a stable network of interconnected multifaceted enterprises and institutions, based on appropriate production technologies, so that different degrees of development of dominant technologies correspond to industrial ecosystems of different degrees of development. Secondly, it is an analogue of a biological ecosystem, which consists of economic entities, the environment of their functioning, and a system of connections, thanks to which the exchange of substances and energy between them is carried out, more or less intensively, with greater or lesser consequences for the environment [34].

At the same time, it is necessary to take into account that the ecological sphere of the ecological and economic system includes such factors as the quality of food, drinking water, air, informational contact with natural systems, rational use of nature, preservation of biological and landscape diversity, etc., then ecological oriented development contributes to the establishment of optimal parameters of the ecological and economic system, which do not threaten its integrity and create opportunities for dynamic development and establishing a balance between the needs of society and the limitations of the natural environment. Such development should ensure the preservation of the assimilation potential of the natural environment for the present and future generations of mankind. And it is on such a basis that the digitalization of the ecological and economic security system should be implemented.

A significant range of nature management problems are solved during digitalization: collection and storage of data on the state of environmental components mainly on paper media and in non-standardized digital formats (for example, at the moment there is a very large base of protection obligations that have not yet been transferred to electronic media); lack of uniform standards for the collection and exchange of digital information within the industry; low awareness of citizens about the quality of the environment and measures taken by the executive authorities to reduce the negative impact on the environment; a small number of domestic technical and software solutions for assessing the anthropogenic load on the environment, forecasting the spread of pollution in various natural environments, reducing emissions into the atmosphere.

In this way, the following challenges to environmental and economic safety during the use of modern digital tools can be noted:

1. Application of requirements to production processes aimed at climate change prevention, environmental protection, and preservation of the biosphere.
2. Minimization of the growing anthropogenic load on the environment (the increase in the number of motor vehicles, the increase in the amount of production and consumption

waste generation at a low level of their disposal, a significant number of objects of accumulated damage to the environment, a high level of pollution and low water quality of a large part of water bodies, etc.), which leads to the degradation of natural objects.
3. Significant increase in the level of environmental education and environmental culture of the population.
4. Quality improvement and automation of interaction between state authorities and the public [17].

Accordingly, these challenges form a number of strategic risks, among which the most significant are:

1. Inadequacy of the level of knowledge of personnel potential in the environmental field with the new requirements of digital transformation (low digital competencies).
2. High cost and, accordingly, the duration of implementation of significant environmental and digital projects.

The new industrial strategy for Europe, which aims to ensure the transition of European industrial ecosystems to climate neutrality and digital leadership, contributes to the solution of the task of creating a more ecologically clean and waste-free industry, which must be competitive on the world stage. Three driving factors defined by the European Commission should contribute to its achievement:

- “Green” transition, according to which the basis of the new growth strategy – the European Green Deal – is Europe`s aspiration to become the world`s first climate-neutral continent by 2050;
- Global competitiveness, for which it is supposed to create the necessary conditions for entrepreneurs to turn their ideas into products and services, and for companies of any size to achieve prosperity and growth;
- Digital transition, when digital technologies change the face of the industry and the way of doing business, allow economic players to be more active, teach workers new skills and support the decarbonisation of the economy [34].

In our opinion, in the context of the inevitable European integration of Ukraine, there are now objective prerequisites for the construction of such a system of ecological and economic security, which would be oriented precisely on the principles of the European Union regarding the construction of an ecologically safe economy. Moreover, if in the future there is a need to integrate the national economy of Ukraine into the economic system of the EU, then the presence of a policy of conducting ecologically safe management at all levels, formed in accordance with European principles, will allow this stage to pass as quickly and without problems as possible.

5 Conclusion

Thus, we come to the conclusion that the strategy of ecologically-oriented economic development should be aimed primarily at solving environmental problems: preservation of biological diversity, the greening of cities, effective and rational use of natural resources, and creation of conditions for their restoration, implementation and distribution environmental education of citizens, the formation of a value orientation of humanity aimed at caring for the natural environment. The development and implementation of such a strategy will provide an opportunity to solve existing environmental problems and contradictions in Ukraine, as well as to ensure intensive and safe economic growth. The main goal of the strategy should be the balanced coexistence of the natural environment and society on the basis of the ecologically oriented economic policy of the state. In Ukraine, when transitioning to ecologically-oriented development of the national economy, it is necessary to form an effective strategy for such development, which will improve the quality of life of the country`s population, preserve the landscape and biological diversity, ensure the ecological and social development of the Ukrainian economy and integrate into the European community.

In addition, the geography of industrial ecosystems is changing under the influence of increasingly wide and fast digital connections. Therefore, there is an objective need for all enterprises to reduce value chains and reorient to production models based on digital technologies, automation, and robotics. Such processes aggravate the problem of the uneven location of production facilities and lead to the restructuring of previously formed industrial ecosystems, which threatens the ecological and economic security of the state. Therefore, it is necessary to form the national economy on modern “smart” and ecologically clean technologies, which will allow overcoming the above-mentioned problems for the development of the production sector.

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Primary Paper Section: A

Secondary Paper Section: AH, EH

STRATEGIC MANAGEMENT OF THE ENTERPRISE USING THE SYSTEM OF STRATEGIC MANAGEMENT ACCOUNTING IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

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Abstract: The article examines and substantiates the principles of applying the system of strategic accounting management in the process of planning and management of enterprises. The role of accounting and analytical support in ensuring sustainable development is outlined. The need to strengthen the role of the enterprise`s analytical apparatus in making strategic management decisions in the process of long-term planning of business entities is justified. The application of the organizational model of building a strategic analytical system of the enterprise in the aspect of ensuring the successful implementation of the principles is proposed in strategic accounting management in order to improve the efficiency of the enterprise`s functioning.

Keywords: Accounting, Analytical support, Analytical support of management decisions, Accounting system of the enterprise, Strategic accounting management, Strategic analytical system of the enterprise, Strategic management.

1 Introduction

Characteristic features of the modern economy are rapidity, globalism, and efficiency, which puts forward new requirements for management structures, namely increased attention to the development and justification of the appropriate strategy. Ensuring the decision-making process with information determines not only the quality of decisions but also the efficiency of the enterprise. To improve the results of business activity, the enterprise must have information about the external factors of the macro environment.

The formation of an accounting and analytical system capable of meeting the requirements of promptness, completeness, transparency, and reliability of information requires the establishment and introduction of a accounting management system. The desire to maintain stability and strengthen competitiveness inevitably leads to the issue of organizing strategic accounting management aimed at evaluating external factors of the market situation, strategic changes, and the company`s financial position. Strategic accounting management makes it possible to develop a system of economic management aimed at optimizing the organization`s financial flows and increasing the level of competitiveness.

2 Literature Review

In modern management accounting, due attention is not paid to accounting for external factors of the macro environment and strategic issues. Monitoring of modern scientific literature on the issues of accounting and information provision of enterprise management proves the absence of clear recommendations regarding the formation of information systems for strategic business management. Although a number of researchers touch on this problem. Different scientists have different approaches to considering issues of strategic accounting within accounting systems, in particular O. Agres [1], P. Atamas [3], A. Boiar [5], I. Britchenko [7-13], C. Drury [17], S. Golov [26], R. Ribeiro [35], T. Shmatkovska [37-40], R. Sodoma [43-46], K. Ward [50], V. Yakubiv [52], Ya. Yanyshyn [54], A. Zielińska [56] and others.

Other scientists do not single out strategic management accounting as a separate area of research, although they reveal the importance of management accounting for achieving strategic goals: O. Apostolyuk [2], O. Binert [4], M. Bromovych [14], C. Drury [16], M. Dziamulych [17-25], M. Melnyk [29], N. Popadynets [30-32], J. Reitšpís [34], O. Shubalyi [41-42], O. Stashchuk [47-49], S. Yaheliuk [51], A. Yakymchuk [53], O. Yatsukh [55] and many others.

So according to P. Y. Atamas, management accounting should focus on external factors (such as profitability of competitors, market share, etc.), while traditional accounting is characterized by a focus on internal processes and phenomena [3].

According to M. Bromovych, strategic management accounting is the provision and analysis of financial information about the markets (in which the company sells its products), the costs of competitors, the structure of costs, and the monitoring of the company's strategy and the strategies of competitors in these markets for many periods [14]. According to S. Golov, strategic management accounting is a management accounting system aimed at making strategic management decisions [26].

According to K. Ward, strategic management accounting is designed to be a system for justifying management decisions, that is, it should provide the necessary information to certain company managers responsible for making strategic management decisions [50]. According to C. Drury, strategic management accounting should, first of all, provide the company's management with information that will help it achieve, and then maintain a strategic (i.e. leadership) position in the market relative to competitors [16].

Despite differences in terminology, and the definition of goals, tasks, objects, and methods among various domestic and foreign researchers, they all unanimously claim that the implementation of strategic accounting management in enterprises will ensure better decision-making by senior managers of the enterprise.

3 Materials and Methods

A special role is played by the problem of information support for managers for the development and adoption of management decisions. However, as practice shows, not all organizations have accounting management set up in such a way that its information satisfies strategic management goals. Therefore, it seems promising to allocate strategic accounting management for top management and operational accounting management for internal management in the complex accounting management system of any enterprise.

The main goal of the work is to determine the essence of strategic accounting management and reveal its role as information support in the formation of the company`s strategy, as well as substantiation and monitoring of modern problems of accounting and information provision of strategic management of Ukrainian enterprises, clarification of requirements for the formation of accounting information for the needs of strategic management.

To realize the goal, the researchers used a complex of modern scientific methods, including analytical, grouping, graphic and tabular, monographic, generalization and systematization, etc.

4 Results and Discussion

In our opinion, strategic accounting is an information model that combines financial and accounting management within a single system and provides company specialists with production information for making effective decisions, as well as provides investors with information for evaluating the company`s activities. Strategic accounting takes into account external factors of the macro environment, is focused on accounting for uncertainty, and is based on strategies developed by the enterprise. The most important information that must be used in strategic accounting is the information generated as a result of monitoring the external environment of the enterprise. At the same time, strategic accounting forms information for monitoring the internal environment.

It is interesting that the accounting and analytical support of the strategy of sustainable development is an accounting concept that is formed in order to solve the question of what type of economic system will lead to meeting the needs of entrepreneurship (Table 1).

Table 1: The role of accounting and analytical support in the formation of sustainable development

Effect	Norms
Improvements within the current economic system (decreasing volatility/increasing resilience):	
Recognition of sustainability requirements in accounting and reporting. Registration of harmful waste, types of energy, and pollution in the objects of accounting. Accounting and evaluation of investments, contingent liabilities, revaluation of assets, etc. financial reporting issues for sustainability.	Basic environmental reporting. Reporting on employees and employment, information on collective agreements. Accounting along the added value chain. Disclosure of information on sustainable development to stakeholders.
Recognition of stability requirements (stability)	
Calculation of sustainability costs and their reporting. Full consideration of the costs of sustainable development. Expanding environmental reporting on sustainability. Evaluation of the production-man-nature cycle, accountability, and transparency of activity before society.	Complete social reporting and social accounting system. External social audit. Transparency regarding transfer pricing and the acquisition of resources for the formation of reporting standards, including international.

Source: [32].

Strategic accounting should be considered a tool for strategic management. Accounting in itself is not an end in itself and exists, first of all, to facilitate the development and implementation of a business strategy, and serves as a means of achieving success in business. The main tasks of strategic accounting:

- Strategic planning;
- Determination of critical indicators of strategic plans;
- Identification of narrow and weak points of management decisions;
- Determination of the main controlled indicators in accordance with strategic goals;
- Comparison of planned and actual values of controlled indicators in order to identify the causes and consequences of these deviations;
- Analysis of the impact of deviations on the implementation of strategic plans.

In turn, to ensure the effectiveness of the strategic management system at the enterprise, it is necessary to build an effective system of its accounting support, which would take into account the peculiarities of this type of management, on the one hand, and on the other hand, the available accounting tools that can be used to improve the theoretical and methodological principles formation of accounting information of a strategic direction. To build such an accounting system, it is necessary to identify the requirements put forward by the subjects of the strategic management system to the accounting system in the context of a classic set of factors and to formulate further ways of its development (Figure 1)

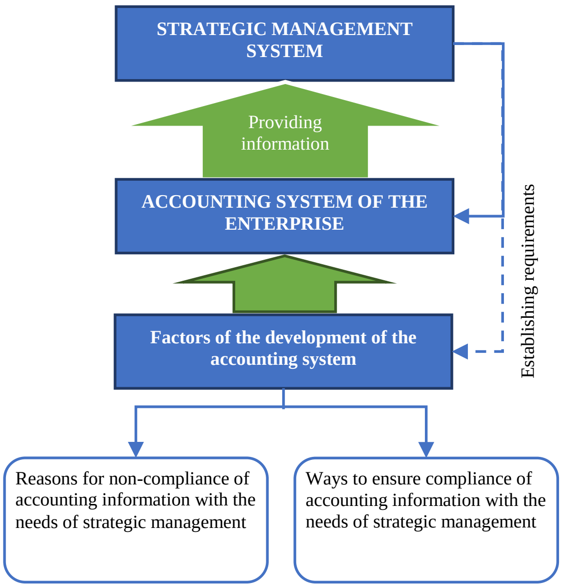


Figure 1 – The relationship between the strategic management system and the accounting system of the enterprise in the context of the factors of its development
Source: [27].

It is necessary to understand that accounting is a sphere of management services; it is a service that enables managers of various levels to make relevant decisions in a timely manner, both of a current (historical) and strategic nature.

At the same time, in order to ensure the effective implementation of the strategic management process, the company must create a system of its accounting and analytical support, which would take into account the stages of its implementation. A similar position is followed by A.V. Shaikan, which distinguish such types of accounting and analytical information, which are necessary to ensure the process of strategic management of the organization (Table 2).

Table 2: Accounting and analytical information that provides the process of strategic management of the enterprise

The process of strategic enterprise management	Account information that provides support for the strategic management process
Stage 1. Strategic planning	Strategic and financial analysis based on accounting financial and management (forecast) reporting
Stage 2. Strategic organization (orientation)	–
2.1. dissemination of information about the chosen strategy	Accounting reports in an understandable form for all internal users of information
2.2. development and implementation of tactical steps to implement the strategy	Financial analysis based on forecast accounting
Stage 3. Strategic control	Cost estimates, financial budgets, internal and external audit data

Source: summarized on the basis of [36].

The specificity of the approach of A.V. Shaikan (Table 2) is a combination of accounting and analytical information (from the financial analysis system) to ensure the implementation of strategic management of the organization. At the same time, the analytical information used is the result of accounting information processing, which indicates a certain duplication of information sources to ensure strategic management.

In addition to the procedural aspects of its implementation, the classification of strategies (Table 3) also plays an important role in the development of a system of accounting and analytical support for strategic management, since the set of accounting and analytical tools that must be created and adjusted at the enterprise for its formulation, implementation, evaluation and implementation depends on the chosen type of strategy.

Table 3: Classification of enterprise strategies

The process of strategic enterprise management	Account information that provides support for the strategic management process
Growth (development) strategy	1) The production expansion strategy; 2) The strategy of entering new markets; 3) The strategy for improving product quality; 4) the improvement of the company's image on the market; 5) The diversification strategy; 6) The enterprise integration; 7) The technological development of the enterprise; 8) The innovative product development strategy; 9) The strategy for increasing the efficiency of personnel use.
Stabilization strategy	1) Cost reduction strategy; 2) Restructuring strategy; 3) Position holding strategy.
Survival strategy (reduction)	1) Rehabilitation of the enterprise; 2) Downsizing of the enterprise; 3) Liquidation of the enterprise or its division.

Source: [6].

Thus, different types of strategies (Table 3), distinguished on the basis of organizational levels of the enterprise, and as a result, different types of strategic decisions made at each of them, necessitate the development of separate approaches for their successful implementation at the enterprise, which is as a whole, it will contribute to the construction of an effective strategic management system.

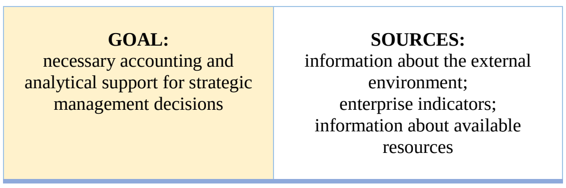
Since the higher types of enterprise strategies are characterized by the greater complexity of strategic decisions, the dedicated accounting, and analytical support systems must provide such an information product that will be characterized by the appropriate level of aggregation of accounting data and accounting reporting indicators.

Management of the company`s activities is a complex and complex process. The accounting system that meets management requirements is also complex and consists of many procedures. In addition, the composition of elements of the strategic accounting system may change depending on management goals. The goal of management is achieved by strategic accounting when it performs the following functions:

- Provision of information necessary for strategic planning, control, and making of strategic management decisions;
- Control and assessment of the results of the enterprise`s activities in achieving the goal;
- Analysis of the forecast results of the future development of the enterprise.

Today, the prevailing belief is that accounting and analytical support for strategic decisions is a unity of strategic accounting and strategic analysis. The latter can be defined as an analysis of the external environment and internal environment of the enterprise in order to determine its strategic potential, strategic position, and development prospects.

Strategic accounting is considered both as the main integrating and organizing factor, and as information support for the processes of creation, distribution, processing, and use of economic knowledge within the economic entity (Figure 2).



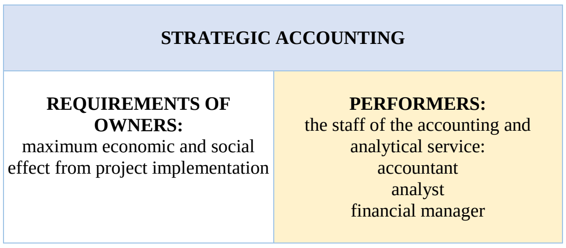


Figure 2 – Schematic representation of the model of implementation of strategic accounting at the enterprise
Source: [28].

In practice, strategic accounting connects the process of strategic management with the accounting process, because it has the same objects as it: financial and production resources, financial and economic processes, and results of activities that make up financial and production activity. The set of objects of strategic accounting, appearing in the process of the entire cycle of strategic management, is called his subject. In the enterprise`s information system, objects of strategic accounting are disclosed using specific techniques and methods, the totality of which is called the method of strategic accounting. It consists of the following elements: reporting, assessment, grouping, planning, analysis, and control. Each element affects the object of accounting not in isolation, but in the system of organizing internal relations aimed at solving strategic management goals. Thus, the strategic accounting system is related to the goals of strategic management. It operates subject to compliance with a set of principles.

The principle of information sufficiency. This principle means that only known information (normative, reference, forecast) should be used in each private model with the necessary accuracy for modelling the results of the enterprise. Fulfilling the principle of sufficiency makes it possible to move from general models to more detailed ones, gradually clarifying and concretizing the results.

The principle of invariance of information. This principle requires that the input information used in the model be independent of the parameters of the system simulation, which are unknown at this stage of the study.

The principle of continuity. The essence of this principle is that each subsequent model should not violate the properties of the object and the criteria established or calculated in the previous models. The selection of model criteria should be based on the principle of continuity, provided that the principles of sufficiency and invariance of information are fulfilled. Compliance with this principle is especially important because the model consists of a whole system of interdependent models, which are determined by goals.

The principle of reliability and comparability of information. This principle allows you to provide the closest calculations to real simulation results. The presence of unreliable and meaningless information reduces the quality of each specific model, as well as the value of the results obtained during modelling. When conducting analysis and drawing up derivative balance sheets for the future, it is necessary to assess the reliability of the information provided in the financial statements. The requirements of reliability are closely related to the requirement of comparability. So, for example, in an unconditionally positive audit opinion, the audit firm`s opinion about the reliability of the financial statements of an economic entity means that these statements are prepared in such a way as to ensure that the assets and liabilities of the economic entity are reflected in all essential aspects as of the reporting date and the financial results of its activities for the reporting period based on the regulatory act regulating accounting and reporting. However, by itself compliance with this requirement (requirement of reliability) does not solve the problem of forming quality information. Reported indicators may meet the criteria of reliability, but at the same time not have the property of usefulness and materiality for users.

The principle of error probability. This principle allows you to monitor errors that occur in the modelling process, as well as within the developed model to assess the risk of a possible error and its consequences, to develop the main methods of responding to an error. The use of incomplete or distorted data in the analysis can cause more harm than their absence. In most countries with a market economy, there are official national standards for the preparation of financial forecasts and their subsequent verification.

Strategic accounting is based on risk management data, which is a system of risk assessment, risk management and financial relations. In this regard, the analysis and accounting of uncertainty and risks, which is aimed at tracking, forecasting crisis trends, and preventing and reducing the risk of a crisis situation at the enterprise, acquire important importance in modern conditions in strategic accounting.

To summarize, we note that, in our opinion, the general model of building a strategic analytical system of an enterprise, which uses the strategic accounting system as an information basis, will have the following form (Figure 3).

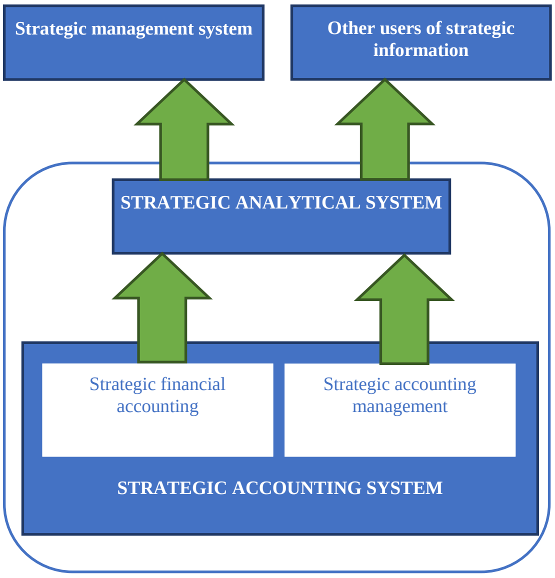


Figure 3 – Organizational model of building a strategic analytical system of the enterprise
Source: [15].

The application of this model of building a strategic analytical system of the enterprise involves significant cost savings through the formation of a mechanism for the optimal interaction of strategic financial and strategic management accounting.

We believe that the use of this model is the most appropriate for large enterprises – corporations and holdings, since the construction of a strategic analytical system requires the implementation of a strategic accounting system, which requires significant financial costs and the need to use the capabilities of ERP systems (for example, such software products as “Oracle Enterprise Performance Management”), which enable the implementation of modern accounting engineering tools and are focused on accounting and analytical support for strategic management.

5 Conclusion

Thus, strategic accounting management is information management support, which consists in providing enterprise managers with all the information necessary to manage and control the development of the enterprise in the interests of its owners and other interested groups. Strategic accounting management must be carried out according to a carefully developed and tested methodology, otherwise, most likely, it will not allow answering the questions for which it is being carried out. In general, the described approach almost completely repeats the strategy development process. The quality of the company`s strategy depends on the quality and volume of information for decision-making and the qualifications of strategy developers. Although resource provision affects the formation of a strategy, it does not determine its quality, because it is the qualification of strategy developers that determines their ability to use both a large number of resources and a small one to achieve their goals.

The prospect of further scientific research is the construction of a strategically oriented accounting system that would take into account all the necessary requirements set by the strategic management system for its information support and would take into account the main accounting values. Since only accounting values (retrospective orientation, prudence during assessment, limitation of the subject of accounting by the internal environment of the enterprise), in our opinion, are the defining characteristics of the accounting and analytical system of the enterprise, which for a long time ensure the relevance of accounting information for various groups of interested users.

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PERMANENCE OF PROFESSIONAL SELF-DETERMINATION IN THE CONDITIONS OF SOCIO-ECONOMIC TRANSFORMATIONS AND PROCESSES IN THE LABOR MARKET

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Abstract: The article presents the theoretical and experimental results of the research of the process in choosing a profession in terms of socio-economic transformations and processes in the labor market. In scientific sources, this process is called “professional self-determination”. The research revealed the essence of professional self-determination, its conditionality by the process of personal self-determination and features (individuality, consistency, complexity of the structure). Due to the experimental work, the features of professional self-determination were determined: With regard to entrants – what information was decisive in choosing a profession teacher? With regard to graduate students of higher pedagogical education – what considerations the entrant should take when choosing a teacher’s profession. For the working teacher – establishing a correspondence between the permanence of professional self-determination and the process of choosing a profession without the willingness to make own efforts for self-realization in the profession in uncertainty caused by socio-economic transformations and labor market processes.

Keywords: Choice of profession, Entrant, Labor market, Lifelong learning, Professional activity, Professional development, Professional self-determination, Teacher, Student.

1 Introduction

In the context of socio-economic transformations, the active role of man in the economy is significant. H. Radchenko [2, p. 5] notes that the modern concept of production is a socio-technical system in which people work to achieve common goals. The combination of the interests of individuals with the interests of the organization and its strategic goals depends on the effectiveness of the system as a whole. For Ukraine, which is in the process of developing market relations, the main need is to develop social potential.

Pankova (2011) gives the following definition of the concept of "social potential" [8]. This is an integral characteristic of society, which is based on such forms of social organization as the individual, family, workforce, territorial communities. Social potential is the entire accumulated stock of knowledge, experience, information, motivation, trust, which takes into account both value and moral relations, based on spiritual beliefs, traditions, awareness of responsibility, playing a role in the work process, capable of being used for the functioning of the social and economic system. One of the components of social potential is labor potential. The labor potential is represented by the economically active part of the population of the country, expresses the social and labor relations of its subjects and is formed as a result of professional self-determination.

In different periods of labor market formation, the person-subject of economic life appeared in different roles. The change of roles (man in the sense of "labor force"→ man in the sense of "labor potential" → man in the sense of "human capital") has shaped and continues to shape the economic context of the phenomenon of "man". The man-subject of economic life is characterized by attitude to work, cognitive interests, dominant values, ways of behaving in different situations, focus on lifelong learning.

In the context of considering modern production as a socio-technical system, the phenomenon of "man-subject of economic life" is enriched with new role – playing manifestations. Man appears as a resource of the production system, and as an object (subject) of management, and as a person. Consideration of the human subject of economic life as a resource of the production system highlights issues related to the level of development of society and the factors that underlie it and cause further transformation processes. It is about the transition of the information society to a new level of development in the triad of genesis processes "formation – shaping – development". This new level of development of the information society is denoted by the term "formation of the knowledge society". Modern information society enriched with the qualities of the knowledge society is characterized by an accelerated increase in information in all areas of human activity. The growing role of computer communication, which, in turn, generates indirect global interaction of the inhabitants of Earth, global circulation of information flows, implies quick access to data on request [6, 7]. Changes in the labor market and the impact on the process of professional self-determination are taking place.

The process of human decision-making influence on the choice of future professional activity is important. It means a person's awareness of Self as a subject of a specific professional activity. Awareness is promoted by the following human actions:

1) Self-assessment of individual psychological qualities;
2) Comparing own capabilities with the psychological requirements of the profession;
3) Understanding of own role in this system of social relations, own responsibility for the successful implementation of activities and the realization of their abilities;
4) Self-regulation of behavior aimed at achieving the goal.

The process of professional self-determination is characterized by the following:

- By individuality – is manifested during the situation of choosing a profession and in the process of human decision-making (according to E. Klimov [5]);
- By consistency – the search for information about future professional activities, reflection, choice, decision making (according to M. Pryazhnikov [11]);
- By complexity of the structure – the complexity relates to the act of choice. In fact, it is not a choice between two subjects or even two motives. Man chooses himself in the future and this choice changes him as a person [18].

The effectiveness of professional self-determination depends on a person's willingness to perform the following actions:

1. To find a profession that corresponds to the meaning of the soul and the image of human thoughts (according to E. Klimov [4]).
2. Feel vocation, realize personality features and capabilities.
3. Make a successful choice of profession in the conditions of dynamic changes, which cover all professional spheres. This is facilitated by analytical skills, developed abstract thinking, adequate self-esteem (according to P. Shavir [14]).

2 Materials and Methods

In modern conditions of the labor market functioning, professional self-determination should be considered as:

1. A complex process that is integral to from the development of the individual as a whole, which relates to personal and professional self-determination.

According to Safin (1986) the main driving forces of personal self-determination are the existing contradictions between subjective conditions and opportunities, between desirable, possible, between internal principles, and external conditions [13]. Personal self-determination is the process of resolving these contradictions, i.e., the simultaneous coordination of internal conditions, principles with the chosen goal and with the external circumstances and possibilities of its implementation. The result of these processes is the formed program of actions and behavior.

2. Permanent process, due to which the focus on a certain strategy of professional self-realization is brought into line with the processes in the labor market.

In the theoretical part of the research, professional self-determination is analyzed in relation to the organization of the structure of the process, activation throughout the life of modern man, implementation in the system of continuing education. The experiment was aimed at studying the process of choosing the profession of teacher in general and primary school teachers in particular, identifying the views of entrant, which indicate the permanence of the process of professional self-determination, identifying the impact of the content of the considerations of future teachers on the implementation of professional self-determination as a permanent process.

Different methods were used in the research: theoretical (analysis of scientific data, ordering and systematization of selected information, generalization of results) and empirical (questionnaire, interview). The experimental part of the research involved 425 entrants, 430 students (future teachers), and 210 teachers.

3 Results and Discussion

3.1 Different Aspects of Defining the Structural Organization of Professional Self-Determination as a Process

Tytarenko determines the structure of the process of professional self-determination with an emphasis on the process of making vital decisions [17]. At the psychological level, the scientist identifies three stages in this process:

Stage I – the stage of abandoning the usual stereotypes, experiencing a state of rejection of one's life world and oneself. The transition to the second stage becomes possible due to the openness of man to external and internal influences, which translate him from a state of balance to a state of actualization of the new "Self-ideal".

Stage II – the stage of numerous correlations of "Self-ideal" with "Self-real", which provides a search and analysis of alternatives, differentiation of priorities. At the bifurcation point, the personality system seems to "fluctuate" between choosing future path of development, until it suddenly chooses the strongest and fastest fluctuation. At this moment, the ‘embryo’ of a new structure is formed, which quickly captures and organizes the whole personality with the help of waves of concentration. This new structure is characterized by resonant sensitivity.

Stage III – the stage of radical transformation of the "Self-real", the emergence of an updated structure and the emergence of the first outlines of the new "Self-ideal". The responsibility for the choice lies with the internal interaction between the elements of the individual as an unbalanced system, some of them competing, and some are in a state of cooperation. The life plan acquires the certainty necessary for the deployment of a new round in life [18].

Stanowskykh determines the structure of the process of professional self-determination in the context of reflection [15]. The scientist distinguishes three stages in professional self-determination:

- Spontaneous professional self-determination – primary orientation in different activities;
- Profile professional self-determination – it is carried out on the basis of reflection of own interests, abilities to make the primary choice of the professional sphere which corresponds to them;
- Specific professional self-determination – reflection on the basis of the widest possible range of internal and social factors influencing the choice of profession, making the final choice, drawing up professional plans.

Abulkhanova-Slavska determines the structure of the process of professional self-determination with an emphasis on the attitude of man to professional activity and giving preference to a certain way of implementing the choice of professional activity [1]. In the structure of the process of professional self-determination, the scientist distinguishes five types. Type I – professional activity – is an activity, which best meets certain characteristics of man and involves constant repetition of actions. Type II – professional activity – is a means of professional advancement to higher levels of skill. Type III – professional activity – is a way of human development, person’ abilities. Type IV – professional activity – is a form of self-expression and creativity. Type V – professional activity – is a means of improving material well-being.

Vasilyuk, in the structure of the process of professional self-determination, distinguishes the process of human self-realization in the act of choosing a profession. In the act of choosing a profession, the scientist distinguishes six phases [18]:

Phase I – abstraction of man from the complexity of the world. It is a decentralization from situational factors, temporary circumstances related to the difficulty of achieving one alternative and the ease of another. It is carried out as a result of reflection.

Phase II – the preservation of human complexity of the world. It is achieved on the basis of various actions: separation of one's own attitude from one's own "Self"; simultaneous reflection on two or more relationships; identifying or establishing various connections between life relationships.

Phase III – human actualization of deep values. It is the purification of consciousness from convenient appeals to internal or external obstacles, actualization of values in consciousness, their reflection (Who am I if I profess this way of life? Who am I if I profess this value?).

Phase IV – evaluation of alternatives. This is a difficult internal dialogue (Do I want such a life? Can I give up this value? Who will I be in this case? Do I correspond to such a life? Can I endure such a life? etc.). During the internal dialogue, sooner or later there is a moment of consonance of value with one of the alternatives. This moment is experienced as a feeling of inner harmony, joyful recognition of self and own life, a sense of uplift, meaningfulness.

Phase V – decision. In the phase of evaluating alternatives, a person had an obvious advantage of one of them, but this does not mean that the choice was made in favor of this alternative. A well-thought-out choice situation does not yet involve automatic decision-making. Special internal action is needed - a decision that affirms one alternative ("Yes") and denies another ("No").

Phase VI – sacrifice or payment for choice (according to Vasilyuk), or restrictions (according to Yehorova [19]). It is a process of abandoning alternatives when making a decision. To make a choice, a person must give up other alternatives, many opportunities, habits, intentions. Reconciliation with the impossibility of implementing rejected alternatives begins in the early stages of the selection process and continues after the decision is made. The better a person's ability to foresee is developed, the better he realizes the fullness of future loss, the more he is able to sacrifice and the more responsibly he can make his life choices.

3.2 Professional Self-Determination as a Process: Activation Throughout Life of Modern Man, Implementation in the System of Continuing Education

A number of processes that took place characterize the development of social policy in Ukraine:

- 90s of the 20th century – the beginning of the 21st century – the formation of market structures, lower real wages and pensions, rising unemployment, increasing population differentiation, etc.;
- 2001–2007 – stabilization of economic indicators, employment growth, reduction of unemployment, etc.;
- Autumn 2008-2010 – financial and economic crisis, mass layoffs, rising unemployment, the introduction of part-time work, lower real wages and incomes, rising inflation [3];
- 2019–2022 - the impact of pandemic processes on the global destabilization of socio-economic reality, the growth of total instability, the dynamic restructuring of the usual way and rhythm of life, rising unemployment, the introduction of a remote format of professional activity.

The direction of these processes indicates that the age range of a person who carries out professional self-determination has significantly expanded and covers almost the entire period of life of modern man. In the period of preschool childhood, professional self-determination is organized as a process of gradual formation of ideas about professions, activities and attitudes to them in the child's mind.

During the period of study of primary school students, much attention is paid to expanding ideas about the world of professions, the formation of professional interests, emotional and value attitudes to the world of professions. Students also develop practical readiness to perform basic labor actions.

Further schooling and psychophysiological changes in the body of adolescents (meaning the emergence and intensive development of reflection, interest in their inner world, the need for self-affirmation and self-expression) contributes to the formation of the ability to correlate own capabilities with of the specifics of a professional activity.

In the period of early adolescence, professional self-determination is a real situation of choosing a professional activity. The breadth and qualitative characteristics of experience, the degree of its awareness, which is reflected in ideas about self and the world of professions, the content of life prospects, which operates young people in choosing a career, affect the effectiveness of this process. A young person begins to perceive the meaning of his life as a holistic, continuous process that has its own direction, sequence, meaning. Such person seeks to understand own social purpose and moral self-expression ("Who to be?", "How to be?").

The period of study in a higher education institution is a period of purposeful knowledge of the chosen professional activity.

L. Baletska, based on the analysis of research results, formulated the following conclusions [2]:

1. First-year students have much higher motivation to change their chosen professional activity than fifth-year students. This is evidence of poor adaptation to the situation and the focus on failure, the lack of ability to work conclusions from adverse situations, to learn the lessons of the negative consequences of their own actions.

2. The main strategy of student behavior is dominance, which in the fifth year becomes more pronounced. Depreciation of other options for success has also been recorded. This testifies to the difficulties of future professionals in choosing an adequate model of behavior, treating partners not as individuals who have high self-worth, but as a means of achieving and realizing their aspirations.

The beginning of professional activity begins a period of continuous improvement of professional competence, acquisition of skills, development of professionalism. The process of professional self-determination is based on mastering new experiences, adjusting ideas about own future, subjective experiences of self-realization in the profession, seeing a new life perspective, awareness of own present and future, as well as setting new goals in accordance with socio-economic transformations and processes in the labor market.

A process of professional development accompanies the direct implementation of professional activities. Professional development of Ukrainian teachers is aimed at [10]:

- Improvement of previously acquired and acquisition of new competencies within the professional activity or field of knowledge;
- Gaining experience in performing additional tasks and responsibilities within the profession and position;
- Formation and development of digital, managerial, communication, media, inclusive, speech competencies, etc.

Teachers can improve their skills in various forms and types. Forms of professional development are institutional (full-time, part-time, part-time, network), dual, in the workplace, and so on. Forms of professional development can be combined.

The main types of in-service training are: training in the in-service training program; internship; participation in seminars, workshops, trainings, webinars, master classes, etc.

The process of in-service training by European teachers is described in the article "Usage of information and communication technologies in foreign and Ukrainian practices in continuing pedagogical education of the digital era" [8]. In France, Pedagogical Documentation Centers have been set up to introduce teachers to advanced teaching methods and information and communication technologies. German teachers improve their professional competence through self-education and refresher courses. To do this, the Internet has created a database of courses that are offered for training in various specialties. Professional development is carried out in two main areas: improving the quality of lessons and improving the skills of school principals. In England, short-term trainings, one-day (two-day) seminars, national weekly seminars (Kompaktseminare) and conferences are offered to improve teachers' skills.

In Poland, refresher courses are supplemented by methodological seminars, round tables on the following issues: introduction of network technologies into the educational process, observance of uniform standards of computer technologies; connecting to the worldwide web the maximum possible number of professional institutions.

Teachers in the People's Republic of China are offered a variety of training programs. These are courses for young teachers; courses on the use of information technology in the field of teaching; refresher courses in the form of "menu" training (the teacher chooses from a variety of proposed disciplines those that have aroused his interest); courses for teachers of rural schools; courses with and without interruption of professional activity; short-term and long-term programs, etc.

Japanese teachers are focused on continuous learning, as the country has established a rule that pedagogical work can be done not because of the ability to perform quality work, but due to the desire and willingness to constantly learn, increase professional competence.

We supplemented the theoretical generalizations on the problem of professional self-determination in the conditions of socio-economic transformations and processes in the labor market with experimental data. It was found that entrants who plan to obtain higher pedagogical education, when choosing a profession, preferred the profession of primary school teacher because they took into account (Figure 1):

- Their preferences (I like working with children – 67.1% of respondents);
- Demand in the labor market (opportunity to find a job – 20.6% of respondents);
- Compliance with the planned for the future (seeing self in the future – 5.8% of respondents);
- Experience of others (first teacher – 4.4% of respondents; parents – 2.1% of respondents).

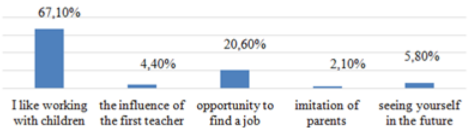

Figure 1 – Factors influencing the choice of profession of primary school teacher

Arguments in favor of choosing the profession of primary school teacher (Figure 2):

- The demand for such specialists in the labor market (demand for the profession will always exist – 60.6% of respondents; the profession will change but will not disappear – 5.8% of respondents);
- Consistency with own vision of the future (I am on the right track – 7.5% of respondents);
- Compliance with own abilities and capabilities (I will succeed – 24.3% of respondents);
- Permanence of "teacher-student" contact (the first teacher remains in the child's memory forever – 1.8% of respondents).

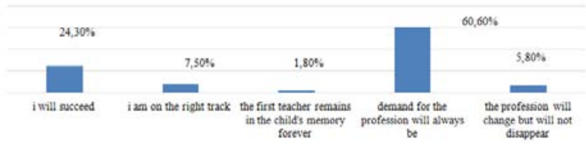

Figure 2 – Phrases that became arguments when choosing the profession of primary school teacher

During the professional self-determination, future teachers also paid attention to the advantages of the professional activity of a primary school teacher. Such advantages included (Figure 3):

- Demand in the labor market (reliability of employment – 99% of respondents);
- Focus on the subject of work (work with children – 97% of respondents; benefits of working with children – 68% of respondents);
- Working conditions (work in the first half of the day – 23% of respondents; 56 days of vacation – 42% of respondents; stability in the payment of wages – 78% of respondents);
- Compliance with own needs (continuous development – 69% of respondents; field of creativity – 31% of respondents).

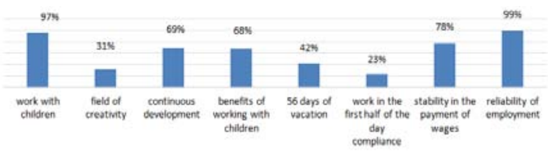

Figure 3 – The advantages of the profession of primary school teacher, which became arguments when choosing a profession

During the professional self-determination, information about the future profession of a teacher was sought. The search for information was carried out in the following areas (Figure 4):

- Request for a specialist in the regional labor market (opportunity to get a job – 100% of respondents; salary – 100% of respondents);
- Features of professional activity (pros and cons of the profession – 79.6% of respondents; benefits of work – 85.8% of respondents);
- Career growth (growth prospects – 16.8% of respondents).

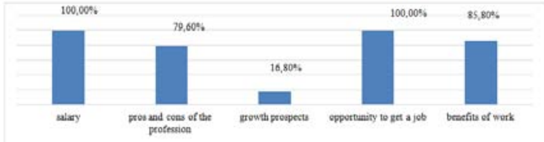

Figure 4 – Demand for information about the profession of teacher during professional self-determination

The search for the requested information was carried out using the Internet sources. As shown in Figure 5, the search for information was carried out on the website of a particular university (57% of respondents), as well as on college website (18% of respondents); on sites of different universities (92% of respondents); in social networks (89% of respondents). Information was also obtained during communication in the family (92% of respondents) and with acquaintances (54% of respondents).

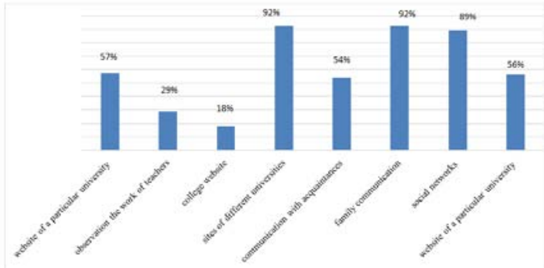

Figure 5 – Sources that were used by entrants to obtain information about the profession of teacher

To the question of the questionnaire (What, in your opinion, it is necessary to inform the entrant about the profession of primary school teacher), students of higher pedagogical education answered differently. We systematized the answers based on the key idea as follows:

1. Internal response to professional activities. This profession evokes positive emotions. If you feel that this is "your profession" – do not hesitate. This profession is chosen by heart. It should be a call of the soul.

2. The complexity of self-realization in the profession. It is necessary to inform that it will not be easy. It is a difficult profession and you need to approach learning responsibly. Disadvantages of work, requirements for teachers. It is a psychologically difficult profession, requires strong nerves. It is difficult and responsible work.

3. The complexity of self-realization in the profession, which is overcome by own efforts. Difficulties that are inevitable. To warn about the difficulties and the need to overcome them, then later it will be easier. Advantages and opportunities that reduce the disadvantages of work.

We observed the professional activity of graduates of higher pedagogical education institutions for two years and conducted their survey again. The analysis of these questionnaires showed that 73% of respondents indicated the right choice of profession. These respondents, being graduates of the institution of higher pedagogical education, advised to inform the entrant about the profession of primary school teacher information about: 1) internal response to professional activities; 2) the complexity of self-realization in the profession, which is overcome by their own efforts.

Instead, 27% of respondents indicated that they plan in the near future: 1) to change the field of professional activity to another (8% of respondents); 2) try to realize themselves in the field of education, but not at school (14% of respondents), at school, but with a different set of professional actions (5% of respondents). During their professional self-determination, these respondents preferred the following arguments: reliability of employment, stability in the payment of wages. As graduates of higher pedagogical education, they advised to inform the applicant about the complexity of self-realization in the profession. For these respondents, the process of professional self-determination has become permanent (one that can continue), as the completion of higher education and self-realization in professional activities is internally experienced as an incomplete process of professional self-determination.

4 Conclusion

1. Professional self-determination of a person in the conditions of socio-economic transformations and processes in the labor market should be considered as: 1) A process preceded by personal self-determination (i.e., a process that is integral from personal development). 2) The process during which a person decides on the choice of future professional activity. 3) The process, which is characterized by individuality, consistency, permanence, and complexity of the structure.

2. The process of professional self-determination is analyzed by scientists on the basis of different approaches.

I approach (developed by Tytarenko [17]) – in the structure of the process of professional self-determination, there are three stages of making a vital decision (I stage – the stage of abandoning the usual stereotypes, experiencing rejection of his life and self. Stage II – the stage of numerous correlations of "Self-ideal" with "Self-real", which provides a search and analysis of alternatives, differentiation of priorities. Stage III – the stage of radical transformation of the "Self-real", the emergence of the first outlines of the new "Self-ideal").

II approach (developed by Stanowskykh [15]) – in the structure of the process of professional self-determination, there are three stages of reflective thinking, which differ in depth and content (I stage – spontaneous professional self-determination; stage II stage – profile professional self-determination; III stage – specific professional self-determination);

III approach (developed by Albukhanova-Slavska [1]) – in the structure of the process of professional self-determination, there are five types of human attitude to professional activity and giving preference to a certain way of implementing the choice of professional activity (I type – professional activity is an occupation that meets human characteristics and involves repetition of actions. II type – professional activity – is a means of improving professional skills. III type – professional activity – is a way of human development, its abilities. IV type – professional activity – is a form of self-expression and creativity. V type – professional activity – is means of improving material well-being).

IV approach (developed by Vasyliuk [18]) – in the structure of the process of professional self-determination, there are six phases of human self-realization in the act of choosing a profession (I phase – abstraction of man from the complexity of the world. II phase – preservation of world complexity. III phase – actualization of deep values. IV phase – evaluation of alternatives. V phase – decisions. VI phase – sacrifice or payment for choice (according to Vasyliuk [18]), or restrictions (according to Yehorova [19])).

3. In relation to modern man, the process of professional self-determination is intensified throughout his life. We explain the permanence of the process, on the one hand, socio-economic transformations, processes on labor market, personal development, permanence of personal self-determination, and, on the other hand, the processes organized in the system of continuing education.

In the period of preschool childhood, professional self-determination is organized as a process of gradual formation in the child's mind of ideas about professions, activities and attitudes to them. During schooling, much attention is paid to expanding ideas about the world of professions, the formation of professional interests, emotional and value attitudes to the world of professions, practical readiness to perform basic labor activities (for primary school students) and the ability to relate their abilities to the specifics activities (for adolescents). In the period of youth, professional self-determination is a real situation of choosing a professional activity based on the desire to understand own social purpose and moral and personal self-expression ("Who to be?", "How to be?").

During the period of study in a higher education institution, the process of professional self-determination is superimposed on the process of purposeful mastering of the chosen professional activity. The future specialist learns the peculiarities of professional activity in various ways. The result of reflective reasoning is a confirmation of the correctness of the choice of profession or the recognition of the fallacy of professional self-determination. In case of hesitation, a person terminates his studies or completes his studies at a higher education institution and postpones the process of changing his professional activity to the beginning of his professional activity. Further processes (professional activity and professional development) influence the decision to: 1) stay in the chosen profession; 2) move to a new professional field.

4. The results of experimental work showed that:

1. Entrants when choosing a profession teacher often found out: 1) The correspondence between their aptitudes and characteristics of work; 2) Demand in the labor market; 3) The benefits of the professional activities.

2. Students of higher pedagogical education advised future students to choose the profession of teacher if they: 1) Feel an internal response to professional activity. 2) Are aware of the complexity of self-realization in the profession. 3) Are ready to make own efforts for self-realization in the profession in conditions of uncertainty caused by socio-economic transformations and processes in the labor market.

3. Primary teachers, who advised prospective students to choose the profession of teacher with an emphasis on willingness to make their own efforts for self-realization in the profession in conditions of uncertainty, were actively involved in the career growth process.

4. Primary teachers, who advised future students to choose the profession of teacher with an emphasis on understanding the complexity of self-realization in the profession, decided to change the profession, i.e., re-started the process of professional self-determination.

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Primary Paper Section: A

Secondary Paper Section: AH, AM, AN

STAKEHOLDER-MANAGEMENT AS A TOOL OF THE HIGHER EDUCATION QUALITY ENSURING IN ACCORDANCE WITH EUROPEAN STANDARDS

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Abstract: The article is devoted to considering stakeholder management as a tool for ensuring the quality of higher education by European standards. The Europeanization of national education is an essential component of the development strategy of the Ukrainian state. Scientific intelligence is being updated, providing for the analysis of European practices for ensuring the quality of education, notably higher education, and algorithms for introducing similar practices into the domestic higher education system. The necessity of applying management methods and techniques in education to study and consider the stakeholders' interests is noted. The study of the forms and analysis of the dynamics of relations with stakeholders, which are practiced in domestic educational institutions, will make it possible to conclude the implementation of one of the most important principles for ensuring the quality of higher education following European standards. Based on research conducted by the authors in 2011, 2017, and 2022, the forms of interaction of domestic educational institutions with internal and external stakeholders are concretized, and the dynamics of these forms are investigated. According to the research results, it is concluded that today the forms of interaction with stakeholders are highly diverse, and such interaction is not a formality. Still, instead, it is a planned and organized activity, the importance of which is fully recognized by all the subjects involved in it. It was revealed that there had been positive changes in cultural quality in Ukrainian domestic higher education, which is a significant step in approaching European standards.

Keywords: European quality standards of higher education, Higher education, Institution of higher education, Quality of higher education, Stakeholder, Stakeholder management.

1 Introduction

It is obvious that achieving a qualitatively new state of society does not seem possible without improving the quality of education, in particular, higher education. The education system as a whole is one of the main social institutions that determine the development of the state and society. That is why striving for a high level of education quality and its proper support is one of the main tasks of modern policy in the field of education, a national priority.

Being in the active stage of European integration, Ukraine, as well as the Ukrainian education system, have an excellent reference point – European standards of education quality. The Association Agreement between Ukraine and the European Union (2014) recognizes that Ukraine, as a European country, shares a common history and common values with EU member states. Chapter 23 “Education, training, and youth” in Article 430 declares that the Parties promote the development of cooperation in the field of education, training, and youth policy in order to improve mutual understanding, intensify intercultural dialogue, and strengthen knowledge about the respective cultures. In Article 431, it is noted that the Parties undertake to intensify cooperation in the field of higher education, in particular, with the aim of: reforming and modernizing higher education systems; promoting rapprochement in the field of higher education is stated, which takes place within the framework of the Bologna process. The Article also mentions increasing in the quality of higher education and its importance, deepening of cooperation between higher educational institutions, expansion of opportunities of higher educational institutions, activation of the mobility of students and teachers, etc. [21]. According to the Law of Ukraine “On Education” (2017), the purpose of education, among other things, is to raise the educational level of citizens “to ensure the sustainable development of Ukraine and its European choice” [23].

Therefore, the Europeanization of national education is an important component of the development strategy of the Ukrainian state. In view of the above, scientific intelligence is being updated, which involves the analysis of European practices for ensuring the quality of education, in particular, higher education, and algorithms for the implementation of similar practices in the system of Ukrainian higher education [2, 4, 5, 8, 14, 16]. One of these practices is the interaction of higher education institutions with stakeholders (interested individuals, groups, organizations). This necessitates the use of management methods and techniques aimed at studying and taking into account the interests of stakeholders in the field of education, essentially, when it comes to stakeholder management.

Stakeholder management for domestic institutions of higher education is a relatively new and underdeveloped type of activity. So, in our opinion, the study of the forms and analysis of the dynamics of relations with stakeholders, which are practiced in domestic educational institutions, will allow drawing conclusions regarding the implementation of one of the most important principles of ensuring the quality of higher education, in accordance with European standards.

Thus, the purpose of this article is to study the forms of interaction with stakeholders as elements of implementation of stakeholder management by modern Ukrainian domestic institutions of higher education, as well as the analysis of the dynamics of these forms in the period from 2011 to 2022.

2 Materials and Methods

In order for all European institutions of higher education to move along the same path in the direction of supporting and ensuring their activities, a special document “Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG)” was created. The following institutions participated in the creation of this document: European Association for Quality Assurance in Higher Education (ENQA); European Students' Union (ESU); European University Association (EUA); European Association of Institutions in Higher Education (EURASHE); in cooperation with Education International (EI), BUSINESSEUROPE and European Quality Assurance Register for Higher Education (EQAR) [19]. The term “stakeholder” is one of the key terms in this document. For example, it is noted that “A key goal of the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) is to contribute to the common understanding of quality assurance for learning and teaching across borders and among all stakeholders” [19, p. 6].

At the same time, “stakeholders” mean “...all actors within an institution, including students and staff, as well as external stakeholders such as employers and external partners of an institution” [19, p. 6]. It is also emphasized that “higher education aims to fulfill multiple purposes, including preparing students for active citizenship, for their future careers (e.g., contributing to their employability), supporting their personal development, creating a broad advanced knowledge base and stimulating research and innovation. Therefore, stakeholders, who may prioritize different purposes, can view quality in higher education differently and quality assurance needs to take into account these different perspectives...” [19, p. 7]. According to the document, one of the standards for quality assurance of higher education, which is of primary importance, is the following: “Institutions should have a policy for quality assurance that is made public and forms part of their strategic management. Internal stakeholders should develop and implement this policy through appropriate structures and processes, while involving external stakeholders... The development of quality culture in which all internal stakeholders assume responsibility for quality and engage in quality assurance at all levels of the institution. In order to facilitate this, the policy has a formal status and is publicly available... The involvement of external stakeholders in quality assurance" [19, p. 11]. The standards provide that in order to ensure the quality of higher education, the educational institution should involve stakeholders in: the design of academic programs [19, p. 12], informing stakeholders about the activities of the institution of higher education and activities that take place in its academic programs [19, p. 14], attracting stakeholders in conducting regular review of academic programs [19, p. 15], as well as approval of learning and teaching goals in academic programs [19, p. 18], etc.

It cannot be claimed that the Ukrainian education system has never used any form of interaction with stakeholders. To one degree or another, the stakeholder approach to ensuring the quality of education has always been used, in particular, within the framework of the social partnership paradigm. Various aspects of social partnership in the field of education were studied by such scientists as K. Astakhova, M. Denisenko, V. Mikheev, V. Mitrokhin, I. Motsna, O. Muravyova, O. Nazarkin, O. Oleinikova, G. Semigin, S. Furduy, N. Shevchenko, Yu. Shumilo, I. Yashchuk, and others.

It should be noted that there are not many specific definitions of such a phenomenon as social partnership in the field of education in the scientific literature, however, in our opinion, the definition proposed by the domestic researcher I. Yashchuk is quite rational – he considers social partnership in education as "a leading the mechanism of achieving the quality of education, the special interaction of educational institutions with subjects and social institutions, state institutions, public bodies, aimed at coordination, implementation of the interests of all participants in this process and achievement of the educational goal" [22, p. 176].

Modern realities are such that the viability, competitiveness, and effectiveness of the higher education institution depends on the presence of extensive connections, which requires the purposeful work of the institution to involve various interested groups in the process of educational development [6, p. 130; 7, p. 190]. Such interested groups, as already mentioned above, are called "stakeholders", and work on their involvement is a special type of management activity - stakeholder management.

Social partnership is a natural result of active cooperation of interested parties. At the same time, the university itself is also a stakeholder organization both for its employees and for external entities.

Questions regarding the organization's relations with stakeholders were raised in the scientific works of such scientists as B. Agle, R. Watson, R. Mitchell, E. Freeman, R. Phillips, and others. Scientific works by K. Astakhova, V. Korneschuk, G. Piskurska, O. Nazarkin, and others are devoted to the problem of determining the role of stakeholders in the activities of a higher education institution.

Taking into account the new requirements for the quality of higher education, it is important to understand how actively domestic higher education institutions implement certain elements of stakeholder management, which forms of interaction with stakeholders they implement. The extent to which modern higher education institutions have learned to identify their stakeholders and establish relationships with them, how actively they implement certain elements of stakeholder management in their management practice, determines the prospects for the further development of domestic higher education, in particular, in the context of European integration.

It should be noted that various attempts to institutionalize interaction with interested parties have manifested themselves in national education since the first years of Ukraine's independence. So, for example, the practice of introducing the activities of advisory and coordination councils as advisory bodies, which include representatives of various interested parties, has been implemented since the mid-1990s. However, the role of such bodies of "partner cooperation" in most cases was formal and simply imitated "models of behavior" of leading European higher education institutions. No real partnership was observed [3, p. 220].

Over time, the understanding that partnerships with interested parties are needed, first of all, by the educational institution itself, because they determine the prospects for its development, led to the promotion of the stakeholder approach in the domestic system of higher education.

The concept of "stakeholder" in the Ukrainian national scientific discourse is relatively new. In the sociology of education, the sociology of organizations, the sociology of management, a stakeholder is understood to be an interested party involved in certain activities to achieve common goals, a party - an individual, an organization, a social group, etc. At the same time, it is emphasized that stakeholders provide opportunities for the functioning of this or that organization and represent a source of requirements for it [18, p. 36].

In the special scientific literature, two main groups of stakeholders are distinguished: internal and external. Internal stakeholders are the organization's management and employees. For an educational institution, internal stakeholders are also students or pupils. External stakeholders are individual (influential) persons, institutions, organizations, social groups, etc., whose activities are not directly related to the activities of a certain organization. For an educational institution, these are government representatives, employers, graduates, education management bodies, civil organizations, and others [18, p. 50].

According to the "Standard for interaction with interested parties" (AA1000SES), developed by the Account Ability Institute, such interaction should be based on three principles: 1) materiality - the organization must know exactly who (may be) interested in the results of its activities, and what are common interests that should be considered significant for it; 2) completeness – the organization is expected to understand the views, needs, fears, etc. of interested parties; 3) responsiveness – the organization must consistently respond to the essential issues facing stakeholders and the organization itself [11, p. 98].

Domestic researchers identify the following as the goals of higher education institutions' interaction with stakeholders: 1) implementation of state policy in the field of professional education and personnel training; 2) provision of the labor market under the conditions of systemic social transformations with the necessary workers, representatives of in-demand professions, taking into account the main trends of strategic development; 3) quick adaptation of young specialists in the labor market; 4) increasing the competitiveness of graduates of educational institutions [15, p. 401].

Implementation of the above-mentioned principles and goals requires stakeholders from educational institutions a thorough analysis of, which forms the basis of such a relatively new type of activity for Ukrainian educational institutions as stakeholder management. This activity, as a rule, is implemented through a system of stages: 1) identification of stakeholder groups; 2) collection of relevant information, recording and assessment of expectations and interests of each group of stakeholders; 3) determination of the purpose of future interaction with stakeholders; 4) identifying strengths and weaknesses in working with stakeholder groups; 5) choosing a strategy of interaction with interested parties, and, on this basis, determining promising long-term directions for the further development of the educational institution; 6) implementation and evaluation of the effectiveness of the stakeholder relations management strategy [20].

The main task of stakeholder management is to create favorable conditions for conducting the organization's activities, which involves a cycle of consecutive actions that will allow: 1) to assess the current state of relations with stakeholders; 2) analyze the causes of the current state; 3) set priorities and implement measures to improve stakeholder interaction [20].

Social entrepreneurship trainer and consultant Karina Sunlife claims that, in some cases, activities aimed at one or another group of interested parties can have a multiplier effect. Such measures should be a priority for the management of the organization [20].

As the analysis of the literature shows, the following strategies of interaction with stakeholders in the field of higher education most often confirm their productivity: 1) regular control and maximum involvement of stakeholders in the process of planning, organization, and implementation of key processes in higher education; 2) organization of consultative meetings with representatives of various stakeholder groups regarding the coordination of long-term decisions of the educational institution in order to maintain the satisfaction of these groups; 3) informing stakeholders about the intentions of the educational institution, engaging in public discussion of current problems with the aim of obtaining their support [1, p. 180; 10, p. 178].

A significant contribution to the institutionalization of the stakeholder approach and the implementation of elements of stakeholder management in the practice of domestic higher education institutions was made by the introduction of a new procedure for the accreditation of academic programs and the activities of the National Agency for Higher Education Quality Assurance (hereinafter referred to as NAQA). The first composition of NAQA was elected in 2015, but due to a number of reasons, it never started its work. In 2018, NAQA was "rebooted" – the Law of Ukraine "On Education" of 2017 changed the principles of selecting members of the Agency, the new composition was selected by the international competition commission and approved by the Cabinet of Ministers of Ukraine in December 2018; in January-February 2019 it was selected and the management staff of the Agency was approved by the Cabinet of Ministers of Ukraine. At the end of February 2019, NAQA officially launched its operations and began the selection and appointment of its staff.

NAQA's mission is to be a catalyst for positive changes in higher education and the formation of a culture of its quality. NAQA has developed a number of important documents and recommendations that regulate the creation and functioning of the internal quality system of a higher education institution. Acquaintance with these documents shows that the quality of education in higher education institutions depends on the quality of interaction with internal and external stakeholders. So, for example, the document "Recommendations of the National Agency for Higher Education Quality Assurance regarding internal quality assurance" contains a number of points that note the need to conduct regular surveys of applicants, employers and graduates" [13]. In addition, it notes the need to involve stakeholders in the procedures for introducing and revising academic programs, as well as in other processes and events taking place in the educational institution [12].

As one can see, an established system of interaction with all groups of stakeholders (students, scientific and pedagogical workers, employers, graduates, industry experts, scientific and research institutions, etc.) is a necessary condition for ensuring the quality of higher education.

Thus, the stakeholder management of an educational institution involves establishing permanent connections and communication channels with interested parties, holding negotiations, motivating their behavior in order to determine the greatest benefit for the educational institution. A properly constructed system of stakeholder management should maximize the possible positive influence of the interests of various groups on the process of educational, scientific, and other activities of the educational institution. Therefore, the system of stakeholder management should work, starting from the stage of strategic planning of the activity of higher education institutions to the monitoring and evaluation of educational and scientific-innovative processes. This system includes the following elements: 1) monitoring of stakeholder positions; 2) taking into account the positions and proposals of stakeholders when planning the activities of the higher educational institutions; 3) informing stakeholders; 4) education, consultation of stakeholders; 5) implementation of joint projects; 6) cooperation based on regulated agreements, including at the decision-making level.

3 Results and Discussion

Despite its importance and proven effectiveness, it should be noted that stakeholder management, as a separate and integral type of management activity, is not implemented in domestic universities. The tasks of interaction with various groups of interested parties are "scattered" across various structural divisions (deanships, departments, "career departments", etc.). Scientific ideas about the main trends of such activity, as well as about the transformation of its forms, make it possible to compile the results of research conducted by us in 2011, 2017, and 2022.

The purpose of the 2011 and 2017 studies was to determine the trends in the development of social partnership in the higher education system. At the same time, the unified method of data collection was used – expert surveys (survey forms had the same structure and the same set of questions). The 2022 study had a more specific goal, which was to find out the specific forms of interaction of the universities with interested parties, in order to conclude whether the principles are applied and whether the tasks of stakeholder management are realized. At the same time, a different (than in 2011 and 2017) method was chosen – the analysis of documents, which made it possible to obtain more accurate, specific, and objective data.

Taken together, the results of these studies make it possible to investigate the dynamics of the development of social partnership relations of domestic higher education institutions: from the very vague ideas of representatives of higher education institutions and business structures about the essence of social partnership in the field of higher education and common goals (in 2011) to the adoption of specific management decisions regarding interaction with key groups of stakeholders and practical implementation of the principles and tasks of stakeholder management (in 2022).

So, let us proceed to a more detailed consideration of the obtained results. In 2017, we conducted an expert survey of employers (heads of organizations in Kharkiv) and representatives of higher education institutions (representatives of the administration and management of Kharkiv higher education institutions). The total number of experts who took part in the research is 27 people (13 of them are representatives of higher education institutions, 14 are employers). In the course of the research, we found out the expert opinion about social partnership in the field of education (including, compared to 2011). In this regard, the survey toolkit included a number of open-ended questions that meaningfully repeated those that were asked during a similar study conducted by us with the same quantitative and qualitative composition of experts in 2011. The survey was conducted using a questionnaire that included 6 open-ended questions aimed at identifying an expert point of view about the real state and prospects of social partnership in the field of education. In 2017 and 2011, we deliberately avoided the term "stakeholders", as it was new and unclear to most representatives of educational institutions. That is why we tried to find out whom exactly our respondents see as their partners, because, in fact, such partners are namely stakeholders.

It should be noted that in 2017, compared to 2011, experts' views on social partnership differed with greater clarity, which was reflected: first, in more precise formulations of social partnership as such; secondly, in a more confident and detailed specification of its forms; thirdly, in ascertaining wider opportunities for development. The most typical definition of social partnership, according to the answers of the experts, was the following: "Equal relations of subjects in a certain field of activity, who are equally interested in the successful outcome of joint projects, solving certain problems, tasks, etc." Specifically, this definition represents the point of view of 23 experts interviewed in 2017, compared to 12 experts in 2011. It should also be noted that in both (in different years) groups of experts, almost every second expert, offering their definition of social partnership, clarified that the interest of “partners” is far from always based on material benefits. Regarding the types and forms of interaction of interested parties in the field of education, their lists and descriptions in the questionnaires of experts in 2017, as already noted above, are more complete and diverse. Namely, 24 out of 27 experts described from 4 to 6 types of partnership interaction, such as: “school-high school” (conclusion of agreements on interaction between schools and high school, speeches of teachers before students and teachers on specific problems; joint research, higher education institutions open lectures and practical classes for students, etc.); “school-school” (joint activities of different schools to compile and improve curricula in certain “special subjects”, organization of joint educational and educational events, etc.); “University-University” (organization of “exchange programs” for students and teachers, etc.); between higher education institutions and business structures and organizations acting as potential employers (organization of students' internships and their further employment, involvement of “practitioners” in drawing up educational plans and work programs, etc.); between higher educational institution and authorities; between university and public, volunteer, charitable, and other organizations.

As for the answers of experts to a similar question in 2011, they are generally simple, and the lists of possible types and forms of interaction with interested parties in most cases (22 out of 27) included no more than four options, among which career guidance work in schools and involvement of certain organizations as practice bases for students dominated.

Regarding the prospects for the development of social partnership in the field of education, optimistic statements were more characteristic of expert managers, who are not directly related to the field of education, than of experts – representatives of higher education institutions. Perhaps this is due to the fact that representatives of higher education institutions are well aware of the specifics of the educational institution and the institutional barriers that arise/may arise on the way to the development of social partnership. If we compare the answers of experts by year, the general opinion of experts in 2017 is characterized by greater optimism, which is reflected in the answers to the question “Please describe in one or two words the prospects for the development of social partnership in the domestic sphere of education in the coming decade”.

The general opinion of experts in 2017 is reflected in answers such as: “very favorable”, “good”, “very promising”, while the opinion of the experts in 2011 on this matter is less homogeneous, and among the answers both optimistic formulations (such as: “sure that they are favorable”, etc.) and those containing doubts (such as: “I would like to believe that they are...”, “rather favorable than not”, etc.). In addition, among the answers of experts in 2011, there were also negative assessments of the prospects for the development of social partnership in the field of education. In one case, the negative assessment was related to a lack of faith in the well-being of the national education system as a whole: “The prospects of social partnership are very vague, or even worse. There are many other problems that need to be solved in education, first of all, funding and personnel issues. Partnership is secondary” (this judgment was expressed by an expert – a representative of the university). In the second case, the negative assessment was related to “the absence of a culture of partnership as such in the country, not only in the education system, but in principle” (this judgment was expressed by an expert on business structure). In general, as we can see, there is a deepening of the understanding of the essence and forms of social partnership in the field of higher education, as well as an increase in confidence regarding the favorable prospects for the development of such partnership. However, it should be emphasized that experts – representatives of higher education institutions – do not consider either students or teachers as partners. Social partnership is interpreted exclusively as an externally oriented activity of higher education institutions.

In order to identify the features of the modern university's interaction with stakeholders, we conducted an analysis of documents in December 2022. The reports of expert groups (hereinafter referred to as EG) based on the results of accreditation of educational (educational-professional and educational-scientific) programs acted as such. The general population consisted of 2,165 cases (from the 2020-2022 NAQA electronic database) with status 2.1 “NAQA decision signed”. A sample size of 326 units is sufficient for such a general population. The selection of survey units was done mechanically. Since 5 cases are submitted on the page of the electronic database of accreditation cases, for the convenience of our work we analyzed one case from the page (on each first page – the first case in the list, on every second - the second case, and on every third – the third case, etc.). We did not differentiate educational programs either by the level of higher education or by specialty, because the requirements for the quality of educational programs are the same, and a necessary condition for quality is always established interaction with stakeholders.

Our sample included: 2 cases with EG assessments that correspond to the conclusion “Exemplary Accreditation”; 255 cases with the assessment of the EG “Accreditation”; 62 cases with evaluations that correspond to the conclusion “Conditional accreditation”; 1 case with EG evaluations that correspond to the conclusion “Rejection of accreditation”.

Item 1.2 of EG reports was subject to analysis: “The goals of the educational program and program learning outcomes are determined taking into account the positions and needs of interested parties (stakeholders)”. We understand that information about interaction with stakeholders is provided by other points of the EG report, for example, which contain evidence about the organization of academic mobility, about the involvement of experts and practitioners in teaching, and others. However, the rather large volume of the sample required us to focus our attention on one, the most relevant, point of the report. We tried to compensate for this shortcoming of our work by analyzing another part of the EG reports – the “Summary”, which summarizes the strengths and weaknesses of the educational programs.

Based on the results of the analysis of the documents, we found out that, in general, all higher education institutions understand the need for systematic interaction with various groups of stakeholders and try to implement this interaction, striving for constant improvement and diversification of its forms. The results of the study made it possible to identify typical forms of interaction with stakeholders, which indicate the implementation of certain elements of the stakeholder management system (we mean, first of all, the six key elements outlined in the theoretical part of this article).

Typical forms of interaction with internal stakeholders (recipients, scientific and pedagogical workers (hereinafter referred to as SPW), student self-government, etc.):

- Conducting surveys that allow revealing dissatisfaction and wishes; taking into account the results of the survey in the further activities of the educational program (monitoring and taking into account the positions of stakeholders);
- Participation of applicants and SPWs in discussing the content of academic programs at department meetings, special meetings and similar events; recording the progress and results of such discussions; consideration of proposals (finding out and taking into account the positions of stakeholders when planning activities);
- Participation of awardees in working groups for updating academic programs (cooperation with stakeholders at the decision-making level);
- Organizational participation of representatives of student self-government in conducting surveys among applicants regarding the quality of education and teaching and other

important issues (monitoring and taking into account the positions of stakeholders);
- Participation of representatives of student self-government in meetings of Faculty Councils and University Academic Councils; in this way, they have the opportunity to represent the interests of acquirers; some EG reports record the full implementation of this opportunity and the active role of representatives of student self-government at the above-mentioned events (cooperation based on regulated agreements, including at the level of decision-making).

Some unique practices were also discovered, for example, the introduction of the position of "student guarantor of the academic program" at the university, which is "an intermediary between applicants and the guarantor of the educational program".

Typical forms of interaction with external stakeholders (employers, representatives of the wider academic community, industry experts, graduates, potential applicants):

- Constant informal contact with graduates, informal or formalized tracking of their career path; organization of meetings of graduates with applicants (monitoring of stakeholder positions, stakeholder consultation);
- Participation of employers as managers of practice bases (in isolated cases, employers were also involved in the discussion of Practice Programs, their suggestions were taken into account) (cooperation based on regulated agreements, clarifying and taking into account the positions and proposals of stakeholders when planning activities);
- Participation of employers, industry experts, representatives of the academic community in reviewing academic programs; further discussion of reviews at department meetings, etc. (clarification and consideration of stakeholders' positions and proposals, cooperation at the level of decision-making);
- Writing feedback on the projects of academic programs clarification (taking into account the positions and proposals of stakeholders);
- Participation in working groups on updating academic programs (finding out and taking into account the positions and proposals of stakeholders, cooperation at the level of decision-making);
- Involvement in procedures for revising academic programs, participation in meetings of departments, faculty councils, and academic councils of the university (at the same time, it is recorded which proposals were made by stakeholders and which were taken into account) (taking into account the positions and proposals of stakeholders when planning the activities of higher education institutions; cooperation on the basis of decision-making);
- Conducting systematic surveys regarding the prospects for improving the content of academic programs and other issues (employers, industry experts, graduates in general are not the object of systematic surveys) (monitoring of stakeholder positions);
- Conducting joint research by external organizations with the involvement of SPWs and applicants of academic programs, implementation of joint projects, etc.;
- Involvement of employers and experts in the field to participate in scientific conferences, seminars, etc., which are organized by the higher educational institution, the faculty and the graduation department (implementation of joint projects, education and consulting of stakeholders, informing stakeholders);
- Industry experts (and in some cases employers) are involved in the teaching of scientific disciplines or individual blocks of topics (which we found out as a result of the analysis of the comprehensible parts of the report) (cooperation based on regulated agreements).

In individual cases, the following forms of interaction with external stakeholders were recorded, such as: the organization of job fairs by the Higher Education Institution with the involvement of employers, the functioning of the "Employers' Council" in the Higher Education Institution; discussion of academic programs at the meeting of the section within the framework of the International Scientific and Practical Conference.

From the "Summary" of the EG reports, it can also be concluded that educational institutions conclude cooperation agreements with other educational institutions, both domestic and foreign (stakeholder cooperation based on regulated agreements). These agreements mainly concern cooperation in research activities and the organization of academic mobility. However, in many EG reports, among the shortcomings, it was noted that applicants are not very involved in both academic (credit) mobility projects and research projects.

It should also be noted that educational institutions have learned to more or less effectively use the website of the Higher Education Institution and social networks as channels of information exchange with various groups of stakeholders (informing stakeholders).

It should be emphasized separately that only in isolated cases of EG were recorded examples of interaction with schools and potential applicants (as external stakeholders).

We also discovered a tendency: the more "A" grades (the highest grade according to the criterion, which indicates the exemplary organization and implementation of the academic program in the vast majority of areas that meet the criterion) the academic program received from experts, the greater the probability that some the key forms and channels of interaction with stakeholders in a given educational institution or in a given academic program were institutionalized long before the introduction of the new accreditation procedure, since the beginning of the 1990s, or even earlier (for example, systematic surveys of applicants, SPWs, graduates, employers, activities of special graduate employment departments at the institution, etc.).

As prospects for development, we will highlight the following points (which we took from the "Summary" of the EG reports, from the lists of weaknesses of academic programs):

- Improvement of the mechanism for recording proposals for improving academic programs received from stakeholders, as well as the mechanism for taking these proposals into account (which follows from a typical remark such as "Proposals received from graduates and the academic community do not always have proper design and documentary confirmation, and are also not always clear whether these proposals are taken into account in further activities under the academic program");
- Improvement of the "feedback" mechanism with stakeholders, as a response to their proposals (a typical advice of the EG is to "publish a consolidated table of proposals and comments from stakeholders on the website of the Higher Education Institution" with an indication of what was/was not taken into account);
- More active involvement of employers in improving the content of individual (in particular, practice-oriented) educational components (educational disciplines);
- Improvement of information exchange mechanisms with foreign stakeholders (applicants, applicants, potential partners from foreign higher education institutions) (for example: "develop and place on the website of the department, faculty, university foreign language versions of documents to fully inform foreign applicants about mandatory and optional educational components"; "expand cooperation with foreign employers"; "establish an exchange of specialists with foreign institutions of higher education", etc.);
- Improvement of the procedures and tools of surveys of various groups of stakeholders, involvement of relevant experts in the organization, conduct and analysis of the results of such surveys. The fact is that all higher education institutions, without exception, conduct surveys, but the quality of such surveys is far from always sufficient to

obtain objective and relevant information, and these surveys are carried out by people who do not have the appropriate competence (this problem is reflected in the following remarks of the EG: " ...It is necessary to conduct surveys that relate specifically to the content of the educational components of the academic program..."; "It is necessary to involve postgraduate students on a permanent basis in the annual monitoring surveys conducted at the Higher Education Institutions"; "EG draws attention to the low proportion of applicants involved in the questionnaire process" "Improve the monitoring of the educational and professional program in the procedures for conducting surveys of applicants in order to specify the results for each academic program");

- To establish an effective system of motivation of applicants for academic mobility, established by the terms of contracts with higher education institutions, including foreign ones. The fact is that in many cases, experts note that the possibilities of such an important form of cooperation with external stakeholders are not sufficiently practiced and often remain only "on paper" (typical are the following remarks of the EG: "The program of international academic mobility, which should be focused on the formation of professional competences..."; "Low results of academic mobility of students");
- To more actively use the stakeholder potential of employers and experts in the field, their professional knowledge and experience, involving them in the implementation of the educational process (in this regard, the following remark is typical; "EG recommends developing a general algorithm for involving potential employers in conducting lectures under this academic program").

Thus, the results of the research conducted by us in 2022, in comparison with the results of 2011 and 2017, testify to a significant diversification of types and forms of stakeholder interaction in the field of higher education. We observe the full awareness of domestic higher education institutions of the need for such interaction, effective decision-making and concrete steps towards the institutionalization of a stakeholder approach to the organization of internal and external relations and ensuring the quality of education.

4 Conclusion

Summing up, we note that the results of our research confirmed that over time, the understanding of higher education institutions, as well as organizations external to them, of the need for cooperation in their activities in achieving common goals has significantly increased. In 2011, among representatives of educational institutions, the dominant opinion was that the main external stakeholders are secondary education institutions (as potential donors of future students), as well as organizations and enterprises (as potential employers). Thus, the forms of interaction were actually limited to vocational orientation work in schools and the involvement of organizations of potential employers as practice bases. Despite the fact that in 2017, there was a significant expansion of ideas about the types and forms of interaction with interested parties, as well as the circle of potential partners of the university in achieving the set goals, we see that traditionally only external interested groups are considered as such. Neither the students of higher education, nor the teachers as interested parties and full-fledged partners in the achievement of the set goals appear.

Together with the introduction of a new procedure for accreditation of educational programs, the worldview of domestic educational institutions begins to change rapidly. For many higher education institutions, these changes were forced and painful, nevertheless, the results of our 2022 study proved that a significant shift did take place, which had a positive effect on the quality of educational activities of universities. The results of the study indicate that today the stakeholder approach to the organization of key processes at the university is in an active stage of institutionalization, modern higher education institutions implement all key elements of stakeholder management into practice.

A wide range of subjects appear as stakeholders, which includes not only organizations external to the Higher Education Institution, but also applicants, teachers, employees of the Higher Education Institution, as well as graduates. Universities are developing their own channels and methods of establishing and maintaining relations with stakeholders, unique methods of involving representatives of various stakeholder groups in the procedures for introducing, organizing, and implementing educational programs. Forms of interaction with interested parties are highly diverse and, most importantly, such interaction is not a formality, it is a planned and organized activity, the importance of which is fully understood by all subjects involved in it.

All of the above indicates positive changes in the quality culture of domestic higher education, which are a significant step in approaching European standards. In our opinion, the open register of accreditation cases of the National Agency for Higher Education Quality Assurance contains a significant potential for conducting further research related to those important processes that are taking place in higher education in Ukraine today.

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FIGURES OF SPEECH FUNCTIONING IN THE LINGUO-PRAGMATIC DIMENSION

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Abstract: The article observes issues of the figures of speech functioning in theory of trope studies. In the philosophical and philological scientific space, there are no unified criteria of selection, classification, and gradation of tropes, their differences from some other figures of speech and modes that involve figurative language. In the linguo-pragmatic dimension, the phenomenon of trope combinations, such as metaphor-simile, metaphor-symbol, metaphor-hyperbole, etc., inherent in literary discourse, appears; as a result of functional-semantic relations of concordance or contradiction such combinations between components, new linguistic and stylistic connotations arise, extended metaphorical expressions are formed, which can cover fragments of the text, and in the poetry – a whole poem. Discourse analysis involves the possibility of taking into account the vertical context that links the linearly non-intersecting means of image formation. Contextually determined shifts in the combination of two or more figurative means manifest themselves in the phenomena of coordination and opposition of the expressive meanings; as a result, complex metaphor, figurative units are forming, revealing the levels and ways of thinking, the varieties of individual author style creation.

Keywords: Figures of speech, Function, Image, Meaning, Metaphorization, Semantics, Trope, Vertical context.

1 Introduction

In the traditional philological interpretation, the study of tropes is understood as a paradigmatic construction of figurative means, based on the principle of semiotic gradation with the description of the differential features of each of these means. According to the representatives of various scientific fields and schools, the quantitative and qualitative composition of tropes varies significantly; among them, there are usually primary and secondary, additional variants and subvariants. The major figures of speech are mainly metaphor, metonymy, synecdoche, the secondary ones are allegory, hyperbole, epithet, meiosis, litotes, periphrasis, irony, oxymoron, personification, the peripheral zone includes, in particular, simphora, antiphrasis, atheism, euphemism, dysphemism, dysphemism, etc. [17, 14, 19]. Symbols are considered to function as figurative means similar to tropes [5]. Discourse issues include the relationship between trope and figurative mean, image, trope formation via a single word or word and phrase, selection and delimitation of types and subtypes of tropes, like metaphor and metonymy, metaphor and simphora, allegory and symbol, etc. In our opinion, tropical means need a new understanding based on the pragmatics of modern text creation. Therefore, the purpose of our study is to analyze the functioning of figurative means in the linguopragmatic dimension.

2 Literature Review

In linguistics, the views of O. Potebnia became classic for the interpretation of figurative means. He connected the realization of semantic possibilities of the poetic word with specifics of the mental perception of linguistic signs by each nation: “Everyone understands the word in his own way, but the external form of the word is imbued with objective thought, regardless of the understanding of individuals” [12].

For a long time, scientists have been debating whether there are any sufficient grounds – if the status of some tropes is indefinable – to present a set of tropes and similar to them figurative means as a semiotic system with an internal syntagmatic mechanism and ranking? Solving this issue should be based on the doctrine of two ways of qualifying word usage: 1) when words are used “literally” (simile, oxymoron), and 2) when words are used “literally” and figuratively (metaphor, metonymy, synecdoche, metaphorical epithet, irony). The first case is called autology, and the second – metalogy [19]. This qualification derives from the functional-semantic analysis of the word as a figurative mean, which does not solve the problem of systemic trope organization. However, modern researchers emphasize that in the text autology and metalogy are harmoniously combined: “Autological fragments coexist organically with metaphorical ones, realizing internal, intentional connections between semantic and verbal codes, according to which – syncretism of physical and metaphysical. Autology captures the spatio-temporal parameters of the textual situation, objectifies it, emotionally concretizes; metaphor determines the metalogicity, symbolism of the poetic code, revealing semantic correlations between real and unreal things” [9].

It is important to take into account positions of scientists on the qualification of the dichotomy at the level of “figurative mean ↔ trope” and the potential of trope formation in the monoparadigm; the renewed vision of the image fits into theoretical and philological comprehension of figurative reality creating a linguistic picture of the world.

New aspects and dimensions in the qualification of tropes are outlined in the light of the intensification of research in such areas as linguo-cognitology, linguo-culturology, linguo-pragmatics, and narratology. From the standpoint of cognitology, in particular, the theory of metaphor is viewed through elaboration of the knowledge structure as a generalized experience of human interaction with the outer world [8]; in this sense, not only grammatically designed lexical means are subject to metaphorization, but also integral fragments of the text, the metaphor becomes expanded, the simile can appear in the form of description as a logical similarity, etc. [4]; compare Ukrainian *схожий на кішку* (Eng. *like a cat*).

The collection of essays “Metaphor and Metonymy at the Crossroads” presents the views of leading specialists in the fields of conceptual metaphor and metonymy, and conceptual integration (blending). G. Radden notes: “The distinction between the notions of metonymy and metaphor is notoriously difficult, both as theoretical terms and in their application. Thus, it is often difficult to tell whether a given linguistic instance is metonymic or metaphoric” [10]. Z. Kovecses thinks that correlation-based metaphors emerge from frame-like mental representations through a metonymic stage [7]. G. Steen in the study “Metonymy Goes Cognitive-Linguistic” notes: “Gilles Fauconnier and Mark Turner have developed a conceptualintegration theory, also known as blending theory, which aims to account for metonymy as a specific form of mapping between mental spaces, yielding conceptual integration in a new space called a “blend”” [15]. We share the position of scholars that there is a very shaky line between many figurative means, especially metaphor and metonymy.

3 Materials and Methods

In the linguo-cultural dimension, figurative means, in particular tropes, turn into linguistic and aesthetic signs of culture [16], national-cultural llingual components, logo-epistemas, etc., i.e., they act as semiotic units with notable historical and cultural, ethno-linguistic, mental orientations, often with in-depth structuring of the text. “The meanings in a particular language are representations of the culture of that social group” [13].

According to the linguopragmatic approach, which we emphasize in our study, to achieve figurative and expressive effects of linguistic and stylistic imagery, literary discourse includes various rhetoric means in combination with tropes, figures of speech, methods of description in their interaction, aiming to strengthen the author’s standpoint and taking into account possibilities of the context, pressupositional ties, background knowledge, etc. [1].

T. Yeshchenko notes that “pragmatics of a literary text is a set of intentions of the author, realized by various linguistic means in the speech of the author and character in order to influence the reader and designed for certain extralingual knowledge of the reader about the world” [18].

The idea of nondistinction figurative means from one another, search for transitional stages of their formation is gradually developing, and, being asserted as scientifically and pragmatically verified, provides grounds for further study.

The analysis of “intermediacy” of the tropical means, their combination in one trope, the transition from one means to another, and finally, the essence of trope studies as a set of indivisible tropes leads to conceptual and semantic fields creation with the inclusion of different figurative means, and their internal dependencies. According to the postulated paradigm, the subdivision of tropes into subtypes and varieties is observed in a new manner. This concept is the basis of our article. Discourse analysis involves the possibility of taking into account the vertical context, that links the linearly non-intersecting means of image formation.

4 Results and Discussion

Linguists are still searching for the ways to differentiate literary means, highlight the features of each of them, contrast them in texts with further ranking on the basis of various criteria – semiotic, semantic, structural, cognitive, cultural, and so on. A. Moisiienko claims that, behind every word in a work of art, there is a whole system of semantic, situational-compositional connections. At the same time, the lexical material “organizes” the system of phrases and sentences, the actual poetic constructions, the sound element. “Each of these sections, taken alone or in combination with others, serves as an apperception field in the decoding of the whole poetic fabric of certain figurative constructions” [11].

From the standpoint of linguo-pragmatics, the basic principle of these means functioning is creation of an image, that presupposes trope combinations in one contextual environment. For example, in a sentence *Смерть черкає крилом голубим* (O. Olzhych) (Eng. *Death touches with a blue wing*) metaphor is formed as a predicative construction, complicated with the image-symbol *крило* (Eng. *wing*) with sememe 'fate', metaphorical epithet *голубим* (Eng. *blue*) and associations 'unseen', 'bright', 'terrible'.

The linguistic and aesthetic effects of a simile is determined by the common semantic parameters of the two components – the subject and the object of comparison, and the condition of their logical and semantic convergence is not necessarily the figurative meaning of one or both components – the creators of associative similarity.

We adhere to the position on the inclusion of comparison in the cognitive paradigm – it opens the prospect of considering the comparison in terms of cognitive similarity of some objects, phenomena, actions to others. Simile as a cognitive unit incorporates knowledge about the subject of description in periphrastic and expressive dimension creating a figurative picture of reality, which enhances the overall metaphorization of the text, provides the potential to include the meaning of similarity in a broad context. Consider the text:

У тому городчику, де самі мальви висіяно, /
щоб тебе ніхто не розшукав поміж квітів, /
я тебе упізнав би відразу, /
якби мені довелося коли-небудь /
пройти вашою вулицею: /
поміж найпишніших мальв /
там росте одна мальва, /
на якій квіти кольору старого паперу, /
а на кожній квітці твою голівку намальовано <…>/
звідки б не подивився метеликом у той бік, /
де тебе вперше – поміж мальв – побачив
(V. Holoborodko).

Eng.:
In the dooryard where only mallows are sown, /
so that no one will look for you among the flowers, /
I would recognize you right away, /
if I ever had to /
walk down your street: /
among the most magnificent mallows /
there grows one mallow, /
on which flowers the color of old paper, /
and on each flower your head is drawn <…> /
no matter where like butterfly looked in that direction, /
where I saw you for the first time – between mallows.

In the image of the “ethnographic” mallow flower, there is a rather transparent subject of comparison – the beloved woman: she is the most magnificent, the only one; fascinated by the mallow-woman, the hero compares himself to a butterfly.

Another figure of speech – the epithet – is often thought to be at the periphery of trope study; at the same time, the epithet tends to express various linguistic and stylistic connotations providing its metaphorical meaning. Ukrainian literary critic I. Kachurovskyi cites examples of T. Shevchenko's poetry with metaphorized epithets *небо немите, заспані хвилі, море нікчемне* (Eng. *dumb sky, sleepy waves and worthless sea*) [3]. Associatively meaningful epithet-metaphor reveals the properties of the actualized word in the phrase “noun + attribute” or within an extended context. “Abstract epithet feature in contextual use, along with the denoted token becomes a certain experience, which affects the perception of a holistic expression, receives a specific denotative orientation in relation to a word” [11].

The phenomenon of metaphorized epithet is qualified through the concept of semantic assonance or dissonance, taking into account in one way or another shifted meaning. The presence of actualized epithet in the text often requires meaning decoding, inclusion of a broad context, background knowledge; in contemporary figurative discourse, the structures like *синя радість, глиняна тиша, сумна нитка, дівоча трава* (V. Holoborodko) (Eng. *blue joy, clay silence, sad thread, and maiden grass*) should be additionally decoded.

A way to strengthen the role of poetic epithet is the antithesis. Accompanying associations then arise due to the collision of related components of opposite importance. The poeticization of epithets is supported by their metaphorical potential, such as: *Візьміть маленьке золоте щастя. / Лишіть велике кам’яне лихо* (O. Irvanets). (Eng. *Take a little golden happiness* / *Leave the great stone disaster*). One semantic line of opposition of epithets is *little golden* with the inner meaning of ‘golden, though little’, the other line is *great stone* ‘though great, but stone’; at the level of the “vertical context”, the antonyms ‘little – great’ appear as a gradation with the complete superiority of the little (it is about golden happiness) over the great (it is about a stone disaster) [5]. The introduction of associative modeling of epithets into the system of education, on the one hand, makes it possible to realize the author’s intentions, subjectivation of speech, on the other hand, ensures the creation of artistic reality on the basis of renewed linguistic thinking.

Contextually presupposed figurative means in their complex organization lead to various complicated figurative structures usage in a piece of text, its introduction into the general stratification of the fixed and implicitly presented meanings; at the same time, a powerful component of evaluation is provided in its connotative nuance, with the following gradation “more / less positive”, “more / less negative”. Words of evaluative semantics in the metaphorical context may reveal axiological connotations in their vocabulary interpretation, but more often this evaluation is created in the process of “collision” of stylistically neutral designations. For example, in I. Rozdobudko's figurative discourse, a well-dressed woman *пливе, як яхточка* (Eng. *sails like a yacht*), and “shouldering” into a vehicle, *перетворюється* на *рибальський баркас* (Eng. *she turns into a fishing launch*); evaluation markers are comparative inversion structures, devoid of connotations of evaluation out of context.

Linguistic practice of connection, crossing, confrontation of paths is not always realized in contexts with the inclusion of other artistic phenomena. In the processes of inhibiting metaphorization in a broad sense, the introduction of hidden figurative meanings, figurative discourse provides examples of quasi-trope vocabulary, usage of artificial similarity of the trope instead of figurative expression, as well as linguocreativity, semantic destruction as a stylistic phenomenons. Signs of semantic and stylistic relativity of the trope meaning distinguishing reveal, in particular, the discourse analysis manifestations of hyperbolic and quasi-hyperbolic structures, some of them tend to serve as metaphorical means, while the others create a transpositional, distorted notion of exaggeration.

The basic principle of hyperbole formation is usually a violation of logical-semantic connections between words to indicate size, weight, quality, characteristics, and, therefore, deviations from the semantic norm; quasi-hyperbolic structures denote external signs of exaggeration. However, in meaning they are "erased" metaphors, stereotypes. Notable in this sense are folk song phrases with the so-called constant epithet such as *чисте поле, сира земля, синє море, буйний вітер* (Eng. *clear field, wet land, blue sea, strong wind*), which convey conditional-associative ideas. Compare quasi-hyperbole *безмежнеє поле в сніжному завої* (I. Franko) (Eng. *boundless field in a snowdrift*), where the actualized epithet infinitely participates in the creation of an extended metaphor due to stereotype.

In the numerous variety of figurative means and closely related techniques of their formation, the central place is given to metaphor as a meaning-maker in its expressive-evaluative function. Other tropes are more or less dependent on the general processes of metaphorization of the text, conceptualization of figurative worldview. Considering the metaphor as the starting point of a conditionally defined paradigm makes it possible to describe closer or farther from the metaphor figurative means, for example, to determine the closest category of metonymy, then place simile, symbol etc.

On the other hand, the functional-semantic proximity of different figurative means to the metaphor enables identifying a range of related, shifted phenomena, outlining the concept of logical-semantic complex image, the consequences of combining one figures of speech with another, hence there are metaphor-simile, metaphor-symbol, metaphor-hyperbole, metaphor-epithet etc. For example, *рвати на собі волосся* (Eng. *to pull hair out*) is defined as a metaphor formed via metonymic shift. In some other cases, metaphor can combine several figures of speech, compare: *Дикі думки, як бур'ян, у людині проростають* (V. Shevchuk) (Eng. *Wild thoughts, like weeds, germinate in a person*), where the actually centered metaphor *думки проростають* (Eng. *thoughts germinate*) incorporates simile *як бур'ян* (Eng. *as a weed*), word-symbol *бур'ян* (Eng. *weeds*) – 'harmful', 'unnecessary', 'sin', 'garbage', connotations of negation, actualized epithet *лихий* (Eng. *mischievous*) 'threatening', 'dangerous', 'harmful'.

A combination of several metaphors in a narrow linguistic space is a variable, contextually marked phenomenon; such semantically dependent components of the expression either accomplish each other in semantic phrase, or oppose each other in the "internal form", forming a complex common image. For example, *Не можна брати істину в оренду* (L. Kostenko) (Eng. *You can't rent the truth*) conveys the complication "metaphor + metaphor", which includes two figurative means: *не можна брати істину, брати істину в оренду* (Eng. *you can't rent the truth, to rent the truth*). Finally, the extended metaphor including other figurative means can represent not only a piece of the text, but a whole text, especially poetical one. For instance, an extract from Taras Shevchenko's poetry *Реве та стогне Дніпр широкий* (Eng. *The Dnieper roars and groans wide and farther*), represents the complex metaphor with a symbolic meaning: 'freedom-loving people cannot be conquered'.

In any manifestation of metaphorical transformations in a broader or narrower textual plane, metaphors are directly or indirectly perceived as a linguistic and aesthetic phenomenon, subject to the laws of reflection of the national linguistic picture of the world. For example, in the poetic line *За мною Київ тягнеться у снах* (V. Stus) (Eng. *For me Kyiv stretches in a dreams*) metaphor based on the use of the verb stretches in the sense of 'does not let go in the mind', 'disturbs' and the word-concept *Kyiv* as the embodiment of the idea 'native land'. At a deep metaphorical level, the interpretation of the text involves the manifestation of new meanings: the author is at a considerable distance from his hometown, but his connection with his native land is not lost, the longevity of feelings and experiences is preserved, at least not through direct perception, but in dreams, but as if forever; characteristic are determined as an indicator of connection with the native land [5].

Metaphor does not exist out of context – metaphor, as O. Fedyk claims, is not a word, but a pure contextual function of the word, the origin of which is the mystery of the epistemological nature of human consciousness. Metaphorization is the realization of the spiritual incarnation of the word. The essence of the mechanism of metaphor is not in the transfer of the meaning of the word from one subject to another, but in the coverage of the impulses of the spiritual nature of language [2].

Depiction of figurative reality by the text metaphorization leads to perception of the world in its figurative interpretation, taking into account language-forming processes, with a focus on achieving the effect of expressiveness of the phrase. Isolation (on the traditional basis) of artistic figures and methods of formation is complicated by the appeal to the modern neo-style style of writing with its metaphors, encoded meaning.

Regarding the qualification of metonymy as an artistic mean, there are problems of a narrower and broader understanding of its functional-semantic explication, which affects the possibility of its convergence or differences with other artistic means. Extending the semantic structure of a metonymic name to the limits of an associatively modeled image with a possible multifaceted interpretation may contribute to the emergence of a notation close to the symbol. In such substitutes of the original naming the blurring of the semantic layer, the encoding of connotative layers, inherent in verbal symbolism, develops; the semantic parallel with this or that abstract concept is complicated by the need to comprehend subjective authorial intentions. Compare: *Тисячі добровільних вигнанців, котрі перетинають символічні європейські кордони, намагаючись за будь-яку ціну досягти солодких об'єднаних вавилонських передмість, стирають спогади, відмовляються від минулого, змінюють біографії, підписують угоди і виїздять подалі від непривітного сонця своєї безнадійної батьківщини. Ця свіжа, гаряча кров нової європейської еміграції* (S. Zhadan. "Big Mac. Reboot") (Eng. *Thousands of voluntary exiles cross the symbolic borders of Europe, trying at all costs to reach the sweet united Babylonian suburbs, erase memories, abandon the past, change biographies, sign agreements and move away from the unfriendly sun of their hopeless homeland. This is the fresh, hot blood of the new European emigration*). The word-symbol *blood* is the carrier of archetypal semantics, expresses a set of semantic indicators of 'renewal', 'hope', 'rebirth', acquires the features of a positive factor of development. At the same time, it is a metonymic way of characterizing a compound of thousands of voluntary exiles.

Synecdoche in the stream of metonymic transfers performs not only a kind of nominative and characteristic function, but also creates a figurative representation of the object or phenomenon of the original name. For example, in the following text: – *Земля – це маленька крапка, – повільно сказав господар, тарабанячи пальцями по столу. – Зовсім, зовсім мізерна… – Можливо, й так, – відгукнувся астроном. – Земля таки справді щось невеличке в цьому великому, – він провів рукою туди, де виднілися зорі <…> – А на цій крапці ми, – сказав пан Юрій, – отой порох, що сиплеться вам з-під руки* (V. Shevchuk. "House on the mountain") (Ehg. – *The earth is a small point, – the owner said slowly, drumming his fingers on the table. – Absolutely, absolutely scanty… – Probably, and so,*

– the astronomer responded. – The earth is really something small in this big – he ran his hand to where the stars were seen <…> And at this point we are, – said Mr. Yuriy – this gunpowder that falls from your hands). The metonymic designation of the earth as a dot is supported by an additional feature: small, small in this large. The impression of smallness is confirmed by synecdoche: we are this gunpowder. The expression *is a small dot* has signs of comparison.

In general, the characterization of artistic means outlined the tendency of their interpretation in the process of interaction, in determining the features of convergence and difference between them, and finally, in recognizing the relativity of the separate existence of each of the artistic means.

5 Conclusion

Figurative means form a paradigmatic structure, which consists of quantitatively and qualitatively heterogeneous tropes and other expressive means, that nowadays are not consolidated into a single system. The principles of cognitive, culturological, pragmatic approaches to the classification of trope means enable establishing the interconnections among types and varieties of figurative means, inclusion of intermediate figurative units such as metaphor-simile, metaphor-symbol, metaphor-hyperbole, metaphorical epithet, etc. to the differentiated conglomerate of depicting components of the figurative text.

The general tendency in image-forming processes is the phenomenon of metaphorization as a way of new meaning creation, which includes both the actual metaphor and other figures of speech and complex figurative inversions. Contextually determined shifts in the combination of two or more figurative means manifest themselves in the phenomena of coordination and opposition of the expressive meanings, as a result, forming complex metaphor, figurative units, revealing the levels and ways of thinking, the varieties of individual author style creation.

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MODERNIZATION OF THE INFORMATION AND EDUCATIONAL ENVIRONMENT OF HIGHER EDUCATION: A PRACTICE-ORIENTED APPROACH

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Abstract: The accessibility of higher education and the implementation of employment today is the most relevant. One of the ways to change the current situation is to reform the higher education system based on the modernization of the educational programs of universities by introducing unique, innovative technologies of practice-oriented learning into them. Such education is aimed at the socialization of students in society and their integration into the environment of future professional activities.
The needs of the modern information society make it necessary to modernize domestic education. Using the information and educational environment in the educational process contributes to solving urgent problems facing educational institutions and is the basis for creating a qualitatively new education system. The article considers the theoretical foundations for creating and using an educational institution's information and educational environment.

Keywords: Higher education, Information and educational environment, Modernized educational programs, Practice-oriented education, State educational standard.

1 Introduction

Incomparably more than at any time in the past, higher education now determines the future of every country. But, at the same time, differences in its level and scale in the modern world can cause a real gulf between the advanced dynamic and the archaic isolated economy – new challenges for Higher Education and the Head of Sector in the Education Department of the World Bank [8].

Indeed, higher education plays a crucial role in a modern economy based on the creation, consumption, assimilation, and transfer of knowledge. Any country's scientific and strategic potential depends on the level and development of higher education.

The use of modern information and communication technologies in education opens up new opportunities for the development of educational institutions: the established methods and forms of training and education are changing, and qualitatively further information and educational environment is emerging through the modernization of the traditional educational environment. Thus, the creation of an information and educational environment is the most critical priority in the transition from education to work in the information space [16].

Informatization is one of the main directions of the development of education. In accordance with the concept of informatization, the use of information and communication technologies is the basis for creating a unified information environment that meets advanced education requirements. The creation of an information and educational environment of an educational institution is a priority task of informatization and modernization as part of improving the quality of general education. On the one hand, this environment is a means of implementing the state educational standard. On the other hand, it should provide information and methodological conditions for the implementation of the educational program [10]. Such an environment becomes the basis for creating a new education system that will allow all students to receive a complete education, regardless of social status, place of residence, and health status.

2 Materials and Methods

The information and communication revolution and the emergence of the knowledge economy have led to the fact that support for higher education has come to the fore at the center of efforts of the World Bank and other global institutions. But, of course, education development is a task not only for international organizations but also for each country separately, which is responsible for the quality of its educational policy and the competitiveness of graduates in the international labor market. The global goals facing higher education determine the range of problems that it is recognized to solve. Still, without the decisive support of the state, it is not realistic to achieve any significant results.

Governments are responsible for creating an enabling environment that encourages higher education institutions to innovate more and be more responsive to the needs of a globally competitive knowledge-based economy and the changing demands of labor markets that require human intellectual capital. According to representatives of the World Bank, in the conditions of intense competition in the global economy, states that do not develop educational policies in the field of higher education are in danger of marginalization [19].

The problem raised by the World Bank is hugely relevant for the state as well. This is what experts say with concern, convinced that the inadequacy of general education and university training leads to a discrepancy between graduates and the requirements of the global labor market.

But the problem becomes much more severe and more complicated when it comes, for example, to students with disabilities, of which only a disappearing small part has completed higher education. But even the presence of a diploma of higher education for an average student without health restrictions is not a guarantee of the opportunity to get a job in the specialty received at the university.

Meanwhile, being the most critical factor in human socialization, education is of great importance. It provides an opportunity to engage in normal work activities, to be useful, active, and socially significant citizens of their state, and to ensure their well-being, continuous intellectual development, and spiritual and creative growth. In other words, education is a particular social resource of paramount importance and purposefully acting to reduce economic dependence.

One of the ways to change the current situation is to reform the higher education system based on the introduction of innovative technologies and the latest pedagogical developments. The latter includes the modernization of educational programs based on the introduction of information and communication technologies into the practice of teaching students in close connection with practice-oriented forms of education that contribute to the realization of the primary goal of Higher School – the preparation of a competitive university graduate.

Modernized educational programs are standard educational programs that can be modified in terms of terms, forms, and technologies of education. In our case, the modernization will be carried out through the introduction of practice-oriented technologies in the educational process [9].

The choice of practice-oriented learning technologies as the main tool for the modernization of higher education is due, first of all, to the fact that higher education today provides students with a traditional huge theoretical set of knowledge, which only expands their horizons and makes them erudite theorists who know how to work on specialties in theory, but, unfortunately, do not know how to do it in practice.

Practice-oriented learning acts as such an educational practice. It is with its implementation that there is an exceptional opportunity to do away with the disadvantages of the current education system, the inequality of their educational opportunities, significantly increase the number of graduates, make them competitive, and help them realize their right to a full-fledged labor activity after training, regardless of the circumstances.

Practice-oriented education involves the study of fundamental disciplines traditional for education in combination with applied disciplines of a technological or social orientation.

3 Results and Discussion

The information and educational environment are, on the one hand, a complex of information and educational resources and information and telecommunications tools. But on the other hand, it is an open pedagogical system, and all participants of which have ICT competence.

To meet the requirements of the state educational standard, the information and educational environment must be created in each institution as an element that provides information and methodological conditions for the implementation of the educational program. Educational organizations of various types implement appropriate programs. Therefore, it seems possible to consider not the information and educational environment in general but to detail the information and educational environment depending on the type of educational organization. At the same time, the components of each educational institution's information and educational environment may differ in structure and be grouped depending on the area of their application [4].

An analysis of the activities of educational institutions that already use the information and educational environment shows that it allows you to implement various functions: teaching, developing, educational, communicative, and managerial. The learning function is to form the skills of design and research activities and universal learning activities. The developing function involves the social activities of the subjects of the educational organization, participation in sports events and sections, in military-patriotic movements, holding various actions, etc. [2].

The communicative function includes the interaction of all participants in the educational process using the information and educational environment. Finally, the managerial function provides not only for the quality control of education and the administration of an educational institution based on the information and educational environment but also for the interaction of the educational organization with governing bodies and with other organizations in the social sphere using the information and educational environment.

The modern information and educational environment make it possible to provide the educational process at the methodological and resource level; the ability to track the educational process with automated monitoring of results; remote interaction of subjects of educational relations.

The information and educational environment contains and is constantly filled with information of various types and depending on the type of educational institution. This can be information about employees and students, class schedules, curricula and work programs, theoretical and practical material, and work reports. The information and educational environment is a powerful tool that improves the quality of education, making it possible to differentiate learning and ensure educational material visibility. All materials posted on the website of an educational organization, in electronic libraries, and in other resources are available to all subjects of educational relations [11]. This allows you to implement one of the basic principles of creating an information and educational environment – openness.

Within the information and educational environment framework, it is possible to use various forms of the educational process. Currently, the most popular are online courses, forums, teacher consultations, virtual conferences, and round tables, file sharing. However, the use of such forms of interaction requires a particular ICT competence of all participants in the educational process [17].

The possibilities of the information and educational environment can, in most cases, be implemented at three levels. First, the reproductive level of the information and the educational environment involves the use of ICT tools (multimedia presentations, video, and audio materials, a personal computer, and a virtual tour) in various classes. At this level of use of the information and educational environment, the interaction of participants in the educational process practically does not occur.

The productive level includes the incomplete interaction of the subjects of educational relations in the information and educational environment through the educational and methodological materials presented in personal accounts, theoretical material, and practical tasks, useful resources [5].

The creative level involves continuous online and offline interaction of all participants in the educational process through the educational portal. Thus, the organization of practical information and educational exchange within the information space of an educational institution is possible in the presence of information and an educational environment.

The information and educational environment used in educational institutions can be subdivided by structure. For example, it can be uniform for a country or region, used in a separate educational organization, or be specialized for a particular subject or educational and methodological complex.

3.1 Basic Requirements for Higher Education

The main educational program of a higher educational institution is developed and approved by the higher educational institution independently based on the state educational standard of higher education and the recommended exemplary basic educational program (in the relevant direction, level, and profile of training), taking into account the needs of the regional labor market, traditions and achievements of the scientific and pedagogical school specific university [1].

These objects of the socio-educational structure are united by belonging to the category of "social norm" in relation to higher education as a social system or social institution. They form an interconnected set of complex social norms of different levels of hierarchy (in the organization of higher education) and type in relation to a certain area of training (subject area of higher education), skill level, and profile.

At the same time, the state educational standard of higher education contains the basic requirements for the main educational program of higher education, which must be taken into account during modernization. These are the requirements concerning:

- The results of mastering the primary educational program of higher education (the results of higher education);
- Structure of the main educational program of higher education (educational process);
- Conditions for the implementation of the main educational program of higher education (the educational environment and the university education system as a whole) [18].

Let us consider these requirements in more detail. Requirements for the results of mastering the basic educational programs are a description of the totality of competencies of a graduate of an educational institution, determined by personal, family, social, and state needs. These requirements are invariant and

mandatory. They can be supplemented, within the framework of the general resource of study time, by the requirements of the subjects of educational institutions to more fully reflect the needs of subjects of educational activity, including ethnocultural, the specifics of the educational program of the educational institution, the specifics of the contingent of students. In our case, changes will be made to the main educational program taking into account the special educational needs of individuals.
The requirements for the results of mastering the main programs characterize the planned results, the possibility of achieving which must be guaranteed by all institutions implementing higher education programs, regardless of their type, location, and legal form. The planned learning outcomes are an obligatory component of the curriculum of disciplines, as well as rehabilitation and socialization programs that are necessary for students [20].

In addition, the requirements for the results of mastering the main educational programs set the criteria for assessing personal, meta-subject, and subject results.

The personal results of students include:

- The value orientations of university graduates;
- Reflecting on their individual and personal positions and motives for educational activities;
- Social feelings;
- Personal qualities.

The meta-subject results of students usually include universal methods of activity mastered by students in the study of one, several, or all subjects, applicable both within the framework of the educational process and in further practical activities.

Requirements for the results of education, which have a universal, meta-subject value, include:

- The ability to organize one's activities, determine its goals and objectives, choose the means of achieving the goal and apply them in practice, interact in a group to achieve common goals, and evaluate the results achieved;
- Key competencies that are of universal importance for various types of activities (generalized methods for solving practical problems; research, communication, and information skills), the ability to work with different informational sources;
- The ability to navigate the situation in the labor market, taking into account their professional interests and capabilities;
- Humanistic and democratic value orientations, willingness to follow the ethical standards of behavior in life;
- The ability to evaluate actions (one's own and other people's) from the standpoint of social norms [13].

The objective results include the knowledge, skills, competencies, experience of creative activity acquired by students while studying the subject, and value attitudes specific to the area of knowledge being studied.

In turn, the requirements for the results of education, reflecting subject knowledge and skills, include:

- Knowledge about the essence and features of objects and phenomena of reality in accordance with the content of a particular academic subject;
- Understanding of causal, functional, and other relationships and interdependencies of objects and their objective significance;
- Possession of the fundamental conceptual apparatus necessary for further education;
- The ability and ability to navigate the world of social, intellectual, and moral values based on acquired skills and knowledge;
- Application of the acquired skills and knowledge to solve various practical situations.

The requirements for the results of education that characterize the intellectual sphere of a person reflect intellectual abilities and mental operations (the ability to think logically, prove, reason, draw conclusions, compare, analyze, etc.).

Requirements for the results of education, characterizing the labor sphere of a person, reflect:

- Knowledge about technologies and the technological side of any work (including training);
- Ideas about the methods of scientific management of labor processes;
- The ability to plan one's work (including training);
- Culture of work at the level of professional skills and abilities of human interaction with various aspects of the surrounding reality;
- Skills of transformative activity;
- Motivation for professional activity [12].

The requirements for the results of education that characterize the communicative sphere of a graduate include:

- Knowledge, abilities, and skills that characterize the language and speech development of the student;
- Ideas about the general theory of communication (including social);
- The use of languages and other communication means fixing, storing, and transmitting the information.

The integrated result of mastering the basic educational programs is the level of competence of the graduate, which is necessary and sufficient to ensure the full development of the student's personality, education throughout life, and professional activity.

The set of requirements for the results of mastering the main educational programs aimed at an individual assessment of the student's educational achievements is the basis for determining the conditions for issuing documents on the corresponding level of education.

The results are subject to evaluation during the individual final certification of graduates within the framework of monitoring the success of mastering the content of individual curricula, including the ability to solve educational and practical problems based on:

- Systems of scientific knowledge and ideas about nature, society, man, signs, and information systems;
- Skills of educational, cognitive, research, practical activities; generalized ways of activity; communication and information skills [3].

The results that are not subject to assessment during the final certification of graduates include:

- The value orientations of the graduate, which reflect his individual and personal positions (religious, aesthetic views, political preferences, etc.);
- Characteristics of social feelings (patriotism, tolerance, humanism, etc.);
- Individual personal achievement.

The assessment of these and other results of educational activities (including maintaining and strengthening the health of students, mastering safe behavior skills, etc.) is carried out in the course of non-personalized monitoring studies. The results are the basis for making managerial decisions when designing regional development programs, programs to support the educational process, and other programs.

The result of educational activity is fixed in the portrait of the graduate:

- Patriot, bearer of the values of civil society;
- Respecting the values of other cultures, confessions, and worldviews, aware of the global problems of today and their role in their solution;

- Motivated to work, knowledge and creativity, learning and self-learning throughout life;
- Sharing the values of a safe and healthy lifestyle;
- Respectful of other people, ready to cooperate with them to achieve a joint result;
- A self-aware person who can make independent decisions and be responsible for them to himself and others [4].

Requirements for the structure of the main educational programs are a system of norms regulating the content and organization of the educational process, ensuring the achievement of the planned educational results. Educational programs are aimed at solving the problems of formation and adaptation of the individual to live in a professional society and at creating the basis for self-development and self-improvement of students in their professional activities.

The main educational program may include the total allowable study time resource within the framework. These additional components reflect the characteristics and interests of the subjects of educational institutions of higher education, taking into account the needs of the individual, society, and the state in higher education.

The goals of education develop and define the requirements of the state educational standard for the results of mastering the main educational programs, fix those results of training, education, and development that are most important at each level of education in terms of personal, moral, social, cognitive, intellectual, communicative, aesthetic, physical, and labor development of students.

The fundamental core of the content captures the essential elements of scientific knowledge, including value-worldview, which are mandatory for study in educational institutions of general education: leading theories, scientific ideas, and categories, methods of scientific knowledge, events, phenomena, etc.

In the fundamental core of the content, universal educational activities of a personal, regulatory, cognitive, and communicative nature are described in a generalized form, the formation of which is carried out in the course of the educational process.

Exemplary programs for individual training courses are developed based on the requirements for the results of mastering the leading educational programs, the fundamental core of education content, and programs for the formation of universal educational activities. In addition, they are the basis for creating work programs for educational institutions.

Exemplary curricula contain:

- An explanatory note that defines the goals of studying the subject, and the content of education, including a list of the material being studied;
- Exemplary thematic planning with the definition of the main types of educational activities of students;
- Planned results of mastering the programs of disciplines;
- Recommendations for equipping the educational process [6].

The conceptual core of the state educational standard of higher education as a standard for a new generation and the leading academic program of higher education that implements it is a competency-based approach to the expected results of higher education. It is integrated with a system-activity approach to designing qualification and educational requirements for university graduates and has been mastered by the domestic higher school and its educational and methodological associations since the late 80s of the twentieth century [15]. It is implemented in the qualification characteristics of university graduates and the first and second generations' state educational standards of higher education.

At the same time, the shift of emphasis from the subject-disciplinary and content side (while maintaining its merits and importance) to the expected results of the educational process in a competency-based format is a manifestation of a significant strengthening of its student-centered orientation as a reflection of the most important global trend in the development of higher education.

The competencies and results of education are considered the primary targets in implementing the state educational standard of higher education, as integrating the principles of the "model" of the graduate. On the one hand, the competency model of a graduate covers the qualification that connects his future activity with the subjects and objects of labor. On the other hand, it reflects interdisciplinary requirements for the result of the educational process [14].

From designing the results of education, expressed in the form of competencies, one should go to designing the volume, level, and content of theoretical and empirical knowledge. It is impossible to separate competencies from the content of education, just as one should not expect that one can ensure the mastery of competencies through the content of education alone. The fact is that only individual academic disciplines or even the content of the entire educational program cannot be "responsible" for the formation of certain competencies.

Competencies are also the result of educational technologies, methods, organizational forms, learning environments, etc. The results of education and competence are established not only at the level of qualification but also at the level of cycles and academic disciplines (modules). When modernizing educational programs, achieving transparency in setting goals is necessary [5].

The latter should be dynamic and adapted to the needs of society, the economy, and the labor market. Evaluation technologies and tools are designed to include indicators that can be measured. In the context of various contexts and their dynamic change, there is a growing understanding that the language of competencies is the most suitable for consultation with stakeholders (social partners).

Competence orientation contributes to the design of a more flexible structure of academic disciplines and ensures comparability of qualification levels in the national and international aspects. This will allow for a constant review of qualifications and the selection of appropriate measures to improve the adequacy of the implemented educational programs. Professional profiles should be clearly defined in the developed competence model of the state academic standard of Higher Education and, at the same time, remain open to changes.

Requirements for the conditions for the implementation of basic educational programs is a system of standards and regulations (personnel, financial, educational and material, material and technical, hygiene, etc.) necessary to ensure the implementation of basic educational programs and achieve the planned educational results.

The integrative result of implementing the requirements should be creating a comfortable, student- and teacher-friendly developing educational environment that is adequate for achieving personal, social, cognitive (intellectual), communicative, physical, and professional development of students.

The competence of the subjects of the state includes the establishment of educational institutions that are under the jurisdiction of the subject of the state, additional requirements for educational institutions in terms of building norms and rules, sanitary standards, health protection of students, equipment of the educational process and equipment of educational premises.

Staffing implies staffing with personnel with a basic education corresponding to the profile of the discipline being taught and the necessary qualifications, capable of innovative professional activities, possessing the necessary methodological culture, and forming readiness for a continuous education process throughout life.

The primary regulatory documents that contain a criteria base that meets the requirements of the state educational standard and determine the requirements for human resources of a higher education institution are:

- Qualification characteristics (requirements) for the positions of employees of educational institutions;
- Regulation on state accreditation of educational institutions and scientific organizations;
- Regulations on the licensing of educational activities for higher education programs;
- Regulations on certification of personnel of educational institutions [7].

Financial and economic support is the formation of expenses for implementing basic educational programs following the state educational standard, ensuring the achievement of the planned results. Logistics is characteristics of the educational infrastructure (including the parameters of the information and educational environment) that comply with the sanitary and epidemiological rules and regulations and building codes and regulations.

Educational and material support – requirements for the completeness and quality of educational and educational visual equipment, taking into account the achievement of goals established by the state educational standard.

The criteria for fulfilling the requirements of educational and material support for the educational process can be:

- Lists of recommended educational literature and digital educational resources;
- Lists of educational equipment for educational institutions;
- Requirements for equipping educational and administrative premises of educational institutions [19].

Information support is providing each subject of the educational process with broad access to educational portals and repositories, information and methodological funds and databases, and network sources of information, according to the content corresponding to the complete list of educational subjects, assuming the availability of methodological aids and recommendations for all types of activities, as well as visual manuals, multimedia, audio, and video materials.

4 Conclusion

Almost every educational development of various interactive institutions has problems associated with technology. Moreover, it significantly impacts the educational process's organization: in all spheres of human activity. Thus, the main driving force behind all modernizations of educational programs of higher education, in our opinion, is the increasing requirements for the level of intellectual and moral development of a person with higher education, for his social and professional readiness necessary for life in today's rapidly changing and more complex world, and the related desire to make adequate changes in the goals, content, and organization of higher education systems. These changes are especially relevant for people for whom high-quality professional education, possession of modern information technologies, and regular updating of professional knowledge are the basis for further professional activity.

The education system is part of the modern information society, the needs of which make it necessary to modernize education. Using the information and educational environment in the educational process contributes to solving urgent problems facing educational institutions. It is the basis for creating a qualitatively new education system.

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Primary Paper Section: A

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MANAGEMENT OF BUDGET FLOWS FROM EXCISE TAXATION IN UKRAINE

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Abstract: The article aims to identify possible directions for improving the management of budgetary flows from excise taxation in Ukraine to implementing the state's fiscal and socio-economic tasks through tax revenues. Using the method of analysis of hierarchies, a choice was made of an option for a possible adjustment of excise tax rates on alcoholic products, tobacco products, or the introduction of an excise tax on soft drinks and food products with high sugar content. The method used allowed taking into account the conditions of military aggression on the part of Russia, under which the modern financial system of Ukraine operates. The results obtained by the hierarchy analysis method contribute to balanced decisions in the process of budget flows, and their accounting in the excise taxation system ensures the choice of a reasonable level, tax rates, and the introduction of new types of taxes. The results of assessing the volume of revenues and excise tax based on the results of the implementation of the Consolidated Budget of Ukraine, the State Budget of Ukraine, and the share of excise tax in the budgets of some European countries, in particular, France and Germany, allowed identifying the problems and directions for a balanced and uniform movement of budget revenue streams from excise taxation. The implementation of these steps is associated with the improvement of the management of the movement of budgetary flows from excise taxation in order to eliminate obstacles to the development of the business of manufacturers of excisable goods.

Keywords: Budget, Budget process, Excise tax, Financial flows, Income, Taxation, Tax revenues.

1 Introduction

A balanced movement of income streams from excise taxation is a necessary component of an effective financial system of the state, based on the reasonable formation and rational distribution of financial resources in certain areas. The formation and use of budgetary flows in Ukraine occurs due to tax, non-tax revenues, income from capital transactions and official transfers, and the vast majority of budgetary flows are tax revenues. According to the Tax Code of Ukraine, excise tax is included in the list of national taxes of Ukraine. Excise tax refers to indirect taxes levied on payers that produce, import, and sell certain goods, services and carry out certain types of activities. The movement of budgetary flows based on the results of excise taxation is associated with the formation and use of budgetary funds, monitoring compliance with budgetary legislation as a result of the production, sale of excisable goods (products), or their importation into the customs territory of Ukraine. Ensuring a balance in the flow of revenues and expenditures of the budget is a necessary condition for the socio-economic stability of the state and its territories.

Budget flows cannot be managed taking into account only economic parameters due to the influence of social factors on the budget process. As a result of the formation and use of budgetary flows, socially important tasks and functions are provided by public authorities and local governments for a certain period of time. Social development implies a balanced and reasonable state policy to improve the management of budgetary flows. The fiscal importance of the excise tax as a budget-forming source is enhanced by its regulatory influence on the economic and social processes in the state [7, 18]. The excise tax is levied on the manufacturer, the seller and is included in the price of the goods - thus transferred to the final consumer, so an increase in excise duty on certain groups of goods may partially interfere with their consumption. Excise taxation as a fiscal process has a significant impact on the production and consumption of excisable goods (products). Coordination of relations and interests of participants in the budget process in accordance with their powers, producers and consumers of excisable goods (products) contributes to the efficiency of the movement of budgetary flows based on the results of excise taxation.

2 Literature Review

The tax policy strategy of the European Union (hereinafter – the EU) provides for the development of excise taxation and the calculation of effective tax rates for fair taxation and sustainable development of the state. Accounting for the provisions and principles of the Strategy is gradually reflected in the tax legislation of Ukraine, adapting to the requirements of the European Commission in the context of the course towards economic integration with the EU (Taxation and Customs Union of European Commission, 2022). Excise tax is, on the one hand, a constant source of replenishment of the budget with tax revenues, and on the other hand, it is a means of state influence on economic and social development through the regulation of prices for goods, works, services, the consumption of which can harm the quality of life, human health or lead to to environmental degradation. If the state cannot prohibit the production or consumption of goods, works, services that are considered potentially harmful, then the establishment, collection and adjustment of excise tax rates makes it possible to compensate for the consequences of their use and promotes a healthy lifestyle. Thus, excise taxation is a tool not only for replenishing the budget, but also for regulating supply and demand. By introducing/abolishing the excise tax or increasing/decreasing its rates, it is possible to influence the structure of consumption of goods, works and services. Such a tool for managing the financial flows of the budget is appropriate and convenient in the context of constant and inevitable changes in the economic and social environment taking place in Ukraine.

S. Kachula and G. Shchiry define the prospects for the development of excise taxation in the current institutional conditions of the Ukrainian economy and focus on the need for proper administration of excise taxation, which is a necessary condition for ensuring stable revenues to the state and local budgets from individual/specific excises [9]. The system of administration that has developed in Ukraine in general and excise taxes in particular is a dynamic system that is constantly evolving and formally corresponds to European practice. With economic instability, low level of tax discipline in Ukraine, the tax administration system and the specifics of the excise tax administration process are a significant basis for improving the efficiency of the state tax policy in general and excise policy in particular. An effective excise tax administration system should become the basis for increasing the efficiency of excise policy in accordance with the requirements of the socio-economic development of society.

Excise taxation has a long history. Groups of goods subject to excise have undergone significant changes simultaneously with the course of world history, the history of an individual country and the modern conditions of its development. Thus, in connection with the military aggression of the Russian Federation against Ukraine, in accordance with the Law of Ukraine "On approval of the Decree of the President of Ukraine "On the introduction of martial law in Ukraine", martial law was declared in Ukraine on February 24, 2022 [31]. In order to improve legislation for the period of martial law, the Verkhovna Rada of Ukraine adopted the Law on Amendments to the Tax Code of Ukraine and other legislative acts of Ukraine, according to which customs duties and value added tax are temporarily canceled for the period until the termination or cancellation of the state of martial law, the state of emergency on the territory of Ukraine and excise tax on the import of vehicles from abroad, as well as zero excise tax rates for certain groups of excisable goods (products), such as: motor gasoline; other gasolines and oil products; heavy distillates (gas oil); liquefied gas (propane or a mixture of propane and butane) and other gases; butane, isobutane [30, 32].

Sokolovskaya A.M. the features of tax interstate harmonization in the EU countries, trends and contradictions of its development in the EU and the principles of adapting the tax legislation of Ukraine to the EU directives in the context of European economic integration are considered. On the basis of a comparative analysis, the possibilities of approaching sections of the Tax Code of Ukraine to the directives of the EU Council, containing harmonized norms for collecting VAT and excise tax, are determined. The problems and prospects for increasing excise tax rates in the process of implementing the Association Agreement between Ukraine and the EU are revealed, general approaches to assessing the regulatory impact of harmonizing the taxation of energy products and electricity in Ukraine are characterized [23].

In the current situation of full-scale aggression on the part of Russia, it becomes necessary to direct financial flows in the budget process of Ukraine not only to defense, but also to social protection, health care, support for measures to promote a healthy lifestyle, etc. T. Bogdan and V. Lomakovych reveal the need, in the face of the COVID-19 pandemic, to inject public investment into an efficient healthcare system adapted to new challenges, modern education, advanced digital infrastructure and environmental protection [1].

The transformation of state functions during the period of liquidation of the consequences of the pandemic should be based on identifying the main shortcomings of fiscal policy in Ukraine, strengthening the tax system, improving financing of the social sphere and strengthening human potential. In Ukraine, education, health care and social services are chronically deteriorating, and the corona crisis has further exacerbated their condition and increased the level of poverty in the country. This is evidenced by the calculated indicators of the response of fiscal policy to the pandemic in Ukraine and the results of a comparative analysis of the structure of public finances in comparison with international models.

Yurchishin and Shevchuk characterize the improvement of excise taxation in Ukraine in terms of the formation of an effective excise tax system using an economically justified level of its rates and ensuring that it performs a function related to limiting the consumption of certain goods that are harmful to human health [33]. Tax administration must be efficient: to ensure a high degree of taxpayer compliance, and efficient: to keep administrative costs low compared to the revenues generated. One of such measures, which is justified not only by the fiscal interests of the government to fill the budget, but by necessity: maintaining a sober lifestyle, a person’s ability to think sensibly and adequately respond to danger, is an excise tax on alcohol and tobacco products.

In order to maintain the ability to work and improve the health of the population by reducing the consumption of sugary drinks and food, the possibility of introducing an excise tax on soft drinks and products with a certain high (certain) sugar content should be considered. A review of foreign experience shows that sugar tax is levied in more than 65 countries of the world. A similar tax exists in the EU countries, the best practices of which can serve as an example of inheritance in Ukraine. Royo-Bordonada et al. revealed the experience and analyzed the implementation of a progressive increase in the excise tax on sweet drinks in the autonomous region of Spain – Catalonia.

The tax was introduced to reduce public health risks and in line with calls from the World Health Organization to levy specific excises on sugary drinks. The results of the observations showed that the Catalan excise tax on sweet drinks had a persistent and progressive effect over 3.5 years in reducing their consumption to 16.7%. The impact of rising prices on consumption is well observed in the long term, and the authors attribute such a decrease in consumption to a decrease in dependence on sugar, drawing a parallel with the addictive properties of sugar. The significant reduction in the consumption of sugary drinks through the Catalan tax provides the basis for its expansion to the rest of the country and can help curb the obesity epidemic in Spain [21]. Considering the trends in the impact of the sugar tax on the consumption of products with high sugar content, it is necessary to consider and adopt the positive experience of introducing a sugar tax in Ukraine to improve the nation, especially in post-COVID conditions.

In Ukraine, in recent years, considerable attention has been paid to the problem of improving the quality of life [15]. Decree of the Cabinet of Ministers of Ukraine dated March 3, 2021 No. 179 approved the National Economic Strategy for the period up to 2030, which defines a long-term economic vision, principles and values, “red lines” (unacceptable directions of movement), key areas (vectors) of economic development and for each of the 20 areas – strategic goals, ways to achieve them, taking into account existing and potential challenges and barriers, as well as the main tasks of the state economic policy and target indicators for the period up to 2030.

The strategy provides for one of the directions for its implementation – the quality of life. Direction vision: Ukraine is a country of educated, healthy, talented, comprehensively developed and protected citizens with a high level of well-being. The strategic goals in the direction of quality of life are: the creation of an inclusive, innovative and educated society in which citizens have equal rights and opportunities to develop their talent throughout their lives; creation of a favorable ecosystem for the realization of cultural potential; effective use of the economic potential of cultural heritage; creation of a safe environment for the population; ensuring a high level of health and high rates of duration and duration of healthy life; ensuring equal rights and opportunities for everyone, inclusion and freedom from barriers, a high level of social protection for a decent life; increasing the employment rate of women and men of appropriate ages and reducing the wage gap between women and men; creating proper conditions and ensuring the availability of physical culture and sports [5].

According to the Organization for Economic Cooperation and Development (2022) and the Obesity Evidence Hub’s (2022), the demand for excisable goods (products) among the population is always high. The vast majority of excisable goods (products) are usually harmful: their production or storage leads to pollution of the environment (air, water, land) and is dangerous to human health and life. Consumption of excisable goods (products) by society provokes the emergence and development of chronic diseases (heart disease, cancer, diabetes, obesity, immune system disorders, etc.). Reducing the production and consumption of goods (products) that harm the nature and health of the nation, contributes to the implementation of strategic directions of state development and removes barriers to improving the quality of life.

3 Materials and Methods

Improving the management of budgetary flows in Ukraine provides for reasonable decision-making on excise taxation for the implementation of fiscal and socio-economic goals for the development of the financial system of the state. The application of the hierarchies analysis method (hereinafter – HAM) ensures the adoption of sound decisions on the budget and taking into account the current unstable conditions of the external and internal environment and their impact on the budget process. The method used made it possible to take into account the conditions for the introduction of martial law in Ukraine in connection with the military aggression of the Russian Federation against Ukraine, under which the modern financial system of Ukraine functions.

The HAM is based on the method of expert assessments, according to which the decision-making process consists of two parts: decomposition (using hierarchies) and synthesis (by finding relationships through judgments). During the decomposition, the goals of the study are determined, criteria that satisfy the goals, alternatives are established, a hierarchy is built.

The purpose of the HAM is to select options for improving excise taxation, which includes adjusting excise tax rates and introducing a new type of excise tax in Ukraine. In accordance with the goals of the HAM, criteria have been established that characterize the implementation of the fiscal and socio-economic tasks of the state in the process of movement of budgetary flows from excise taxation:

- Criterion 1(K 1): Filling the budget;
- Criterion 2 (K2): Improvement of the nation;
- Criterion 3 (K3): The defense capability of the state.

Possible options for excise taxation were selected as alternatives to improve the management of budgetary flows:

- Alternative 1(A1): Adjustment of excise tax rates for alcoholic products;
- Alternative 2(A2): Adjustment of excise tax rates on tobacco products;
- Alternative 3 (A3): Introduction of an excise tax on non-alcoholic beverages and foods high in sugar.

In the process of synthesis, paired comparisons of criteria and alternatives were carried out – an assessment of compliance with each of the established criteria by finding relationships through judgments. The assessment was made on a scale of relative importance (Table 1).

Table 1: Relative importance scale (degree of preference)

1	Criteria equal by importance
3	Weak advantage of the criterion
5	Sound significance of the criterion
7	Strong significance
9	Very strong (obvious) significance

Intermediate values of the scale (2, 4, 6, etc.) were put down when it was necessary to choose the average between two degrees of preference. The evaluation resulted in the degree of advantage of the criteria and alternatives, which is the basis for making informed decisions on budget issues. HAM is relevant for addressing budget flow management where possible development scenarios are needed, as the fiscal and social effects of changes in excise taxation can be seen and assessed in the medium and long term. The use of HAM in the budget process can bring as close as possible to the balanced management of budget flows in the medium-term budget planning.

4 Results and Discussion

In recent years, unfavorable conditions of the external and internal environment have been observed in Ukraine: the occupation of its territories, the ongoing armed conflict in the east of the country, the COVID-19 crisis, the military aggression of the Russian Federation against Ukraine, the imposition of martial law.

The onset of these events changes the emphasis on carrying out the envisaged structural reforms of the financial system to the need to overcome and eliminate negative consequences. In such circumstances, the importance of improving the management of financial flows in the budgetary process of Ukraine increases. To assess the formation and movement of budgetary flows, let us consider excise tax indicators as a significant budget-forming source.

The excise tax is credited to the general and special fund of the State Budget of Ukraine and the general fund of local budgets of Ukraine. The transfer of excise tax between budgets is determined by the type of its origin: the State budget receives excise tax from excisable goods (products) produced in Ukraine and imported into the customs territory of Ukraine (except for excise tax paid by payers registered in the Autonomous Republic of Crimea)); the local budgets of Ukraine are credited with excise tax on the sale of excisable goods by retailers and a certain percentage of excise tax on fuel produced in Ukraine and imported into the customs territory of Ukraine (Table 2).

Table 2: Enrollment of excise tax in the state and local budgets of Ukraine (Verkhovna Rada of Ukraine, 2010)

State budget of Ukraine	
General Fund	**Special Fund**
Excise tax on excisable goods (products) produced in Ukraine and excise tax on excisable goods (products) imported into the customs territory of Ukraine in addition to excise tax on excisable goods (products) produced in Ukraine, paid by payers registered in the ARC, 8 part 2 of Article 29 of the Budget Code of Ukraine)	Excise tax on fuel and vehicles produced in Ukraine and fuels and vehicles imported into the customs territory of Ukraine (paragraph 1.2 of part 3 of Article 29 of the Budget Code of Ukraine)
Local budgets of Ukraine	
General Fund	
ARC budget revenues	
Excise tax on excisable goods (products) produced in Ukraine, paid by taxpayers registered in the ARC (paragraph 6 of Part 1 of Article 66 of the Budget Code of Ukraine)	
Revenues of budgets of rural, settlement, city territorial communities	
Excise tax on the sale of excisable goods by retail trade entities (paragraph 16 of part 1 of Article 64 of the Budget Code of Ukraine)	
13.44 percent of the excise tax on fuel produced in Ukraine and imported into the customs territory of Ukraine in the manner determined by the Cabinet of Ministers of Ukraine is automatically credited: in the first half of the current budget period - in proportion to the volume of fuel sold by retail trade entities in the relevant territory for the second half of the previous year of the budget period in the total volume of fuel sold in Ukraine as a whole for the second half of the corresponding budget period; in the second half of the current budget period - in proportion to the volume of fuel sold by retail trade entities in the relevant territory for the first half of the current budget period in the total volume of such fuel sold in Ukraine as a whole for the first half of the corresponding budget period (clauses 16.1 and 16.2 of Part 1 of Article 64 Budget Code of Ukraine)	
The excise tax on the sale by retailers of tobacco products, tobacco and industrial tobacco substitutes, liquids used in electronic cigarettes is credited to local government budgets automatically in accordance with the parts determined monthly, as the ratio of the cost of tobacco products, tobacco, industrial tobacco products sold by retailers tobacco substitutes, liquids used in electronic cigarettes in the relevant territory for the reporting month to the total value of tobacco products, tobacco, industrial tobacco substitutes, liquids used in electronic cigarettes sold by retailers, for the reporting month in general for Ukraine (part 3 of Article 64 of the Budget Code of Ukraine)	

Indicators of the monthly movement of budget revenue and excise tax flows in the process of execution of the Consolidated Budget of Ukraine during 2019-2021 are presented in Figure 1. The indicators of the Consolidated Budget of Ukraine in the period under study included a set of budget indicators of the State Budget of Ukraine, consolidated budgets of regions and the budget of Kyiv. Indicators: consolidated budget of the ARC; Sevastopol; separate district budgets, budgets of local self-government in the territory of Donetsk and Luhansk oblasts were not taken into account due to the temporary occupation of the territories of Ukraine by the Russian Federation.

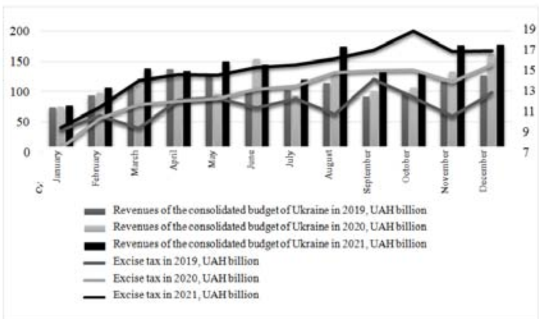

Figure 1 – Volumes of revenues and excise tax according to the results of the Consolidated Budget of Ukraine in 2019-2021, UAH billion (Ministry of finance of Ukraine, 2020; Ministry of finance of Ukraine, 2021; Ministry of finance of Ukraine, 2022)

During January-December, the volume of revenues of the Consolidated Budget of Ukraine ranged from UAH 73.9 to 136.5 billion in 2019; from UAH 74.9 to UAH 161.4 billion in 2020; from UAH 75.9 to 176.9 billion in 2021, the average value of the Consolidated Budget of Ukraine in terms of revenue per month is 107.5; 114.9 and 137.5 billion hryvnias in 2019-2021, respectively. The amounts of excise tax of the Consolidated Budget of Ukraine during January-December 2019-2021 increase from the beginning of the year, and the peak of their growth occurs at the end of the year (October-December every year).

The average monthly excise tax is 11.4; 12.8; UAH 15 billion in 2019, 2020 and 2021, respectively. Each year is characterized by an increase in revenues and excise taxes in the last quarter of the year, which is associated with the end of the budget year, repayment of debts to the budget and other settlements with the budget. The amount of excise tax on the results of the Consolidated Budget of Ukraine in the dynamics and the main types of tax are presented in Figure 2.

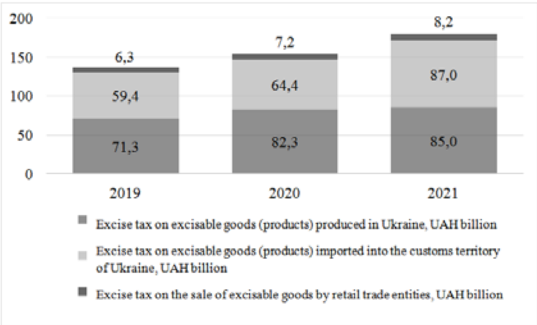

Figure 2 – Volumes of excise tax based on the results of the Consolidated Budget of Ukraine in 2019-2021, UAH billion (Ministry of Finance of Ukraine, 2020; Ministry of Finance of Ukraine, 2021; Ministry of Finance of Ukraine, 2022)

Among the main types, the largest amount falls on the excise tax on excisable goods (products) produced in Ukraine, the figure of which increased by UAH 13.7 billion in 2021 compared to 2019. In second place in terms of volume – revenues from excise tax on excisable goods (products) imported into the customs territory of Ukraine, which increased by UAH 27.6 billion in 2021 compared to 2019. The lowest amount of revenues is observed from excise tax on the sale of excisable goods by retailers, which increased by UAH 1.9 billion in 2021 compared to 2019. The total amount of excise tax in the Consolidated Budget of Ukraine in the dynamics increased during 2019-2021 from 137.1 to 180.3 billion UAH, which positively characterizes the movement of budget flows according to the results of excise taxation in the study period.

Excise tax is an important and constant source of tax revenues not only in Ukraine but also abroad.

Comparing the experience of excise taxation in Ukraine and EU countries, it can be argued that the gradual alignment of national tax legislation in line with EU law. In accordance with the Directive on the system of excise taxation in the EU countries, common rules and uniform conditions for the system of excise taxation of the same goods (products) in the European internal market have been established. Adherence to these rules and conditions ensures fair competition between European companies and reduces the administrative burden on them (The Council of the European Union, 2008). According to the Directive, the production, storage and transportation of tobacco products, energy products and electricity, alcohol and alcoholic beverages are subject to excise tax (in the EU – consumption tax).

The structure of taxation and the minimum tax rates for consumption tax are determined for each group of goods in separate special directives for each type of goods (products). The Directive also allows the imposition of other types of excise tax in each country, but subject to compliance with EU tax rules and the removal of barriers to the functioning of the European internal market: exemption from formalities and border controls for such goods (products). Let us consider the amount of excise tax and revenues of the State budget in developed EU countries - Germany and France and compare with similar indicators in Ukraine (Figure 3).

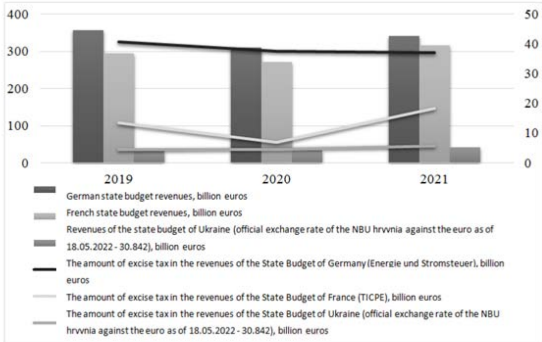

Figure 3 – State budget revenues and excise taxes in Germany, France and Ukraine, billion euros (Bundesministerium der Finanzen, 2022; La plateforme des finances publiques, du budget de l'État et de la performance publique, 2022; Ministry of finance of Ukraine, 2020; Ministry of Finance of Ukraine, 2021; Ministry of Finance of Ukraine, 2022)

The revenues of the State budget and excise tax are the largest in Germany. The amount of revenues of the State Budget of Germany in 11, 9, and 8 times in 2019, 2020, and 2021, respectively, exceeded the revenue side of the State Budget of Ukraine. However, the revenue of the State Budget of Ukraine was the least affected by the COVID-19 crisis and its consequences, growing by 9.7 billion euros during 2019-2020.

During the same period, the revenue of the State Budget of Germany decreased by 15.5 billion euro. The amount of excise tax is also the highest in Germany, which in 2021 is twice as high as in France and 6 times in Ukraine. To compare the excise tax rates in Germany, France and Ukraine, the Energy and Electricity Taxes in Germany (Energie- und Stromsteuer) and the French Domestic Energy Consumption Tax (TICPE) were used due to their and fiscal significance (about 10% of budget revenues in Germany and 6% in France) and availability of reporting in line with EU law. The share of excise tax in the revenues of the State budgets of Germany, France and Ukraine is presented in Figure 4.

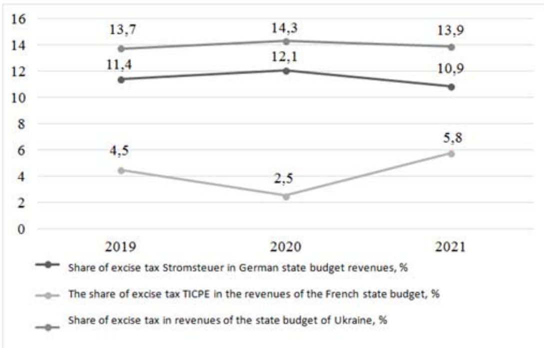

Figure 4 – Share of excise tax in revenues of the State Budgets of Germany, France and Ukraine, billion euros (Bundesministerium der Finanzen, 2022; La plateforme des finances publiques, du budget de l'État et de la performance publique, 2022; Ministry of Finance of Ukraine , 2020; Ministry of Finance of Ukraine, 2021; Ministry of Finance of Ukraine, 2022)

The share of excise tax in the revenues of the State Budget of Ukraine is the largest and is growing in 2021 compared to 2019 and 2020. However, to estimate the share, we used the indicator from all types of excisable goods (products) produced in Ukraine and imported into the customs territory of Ukraine, and for Germany and France, consumption excise taxes Energie- und

Stromsteuer and TICPE are used, respectively (all other excise taxes from these countries are classified as other tax revenue in the financial statements). The share of the Energie- und Stromsteuer excise tax in the revenues of the State Budget of Germany is less than the part of the excise tax on goods (products) of all types in the revenues of the State Budget of Ukraine by 2-3% during 2019-2020. Comparison of the share of the excise tax on energy consumption in the budgets of Germany (Energie- und Stromsteuer) and France (TICPE) indicates that the indicator in Germany exceeds that in France by 3; 5 and 2 times in 2019, 2020 and 2021 respectively [2, 20].

Taxes that are fully assigned to the German federal budget include a number of excise taxes (consumption tax). Consumption taxes are divided into three groups: on food products (taxes on sugar, salt); taxes on "pleasure" products (tobacco, coffee, beer); other taxes on consumption (e.g., taxes on petroleum products). Consumption taxes harmonized with EU legislation have been introduced in German national legislation, such as the energy consumption tax, the specifics of which are regulated in the Energy Tax Law. On its own initiative, Germany introduced a tax on coffee and a tax on alcohol [2].

In France, among its own taxes, similar to excise taxes, taxes are levied: on alcoholic beverages and tobacco - in favor of health insurance; for drinking water, including drilling wells for the needs of the municipal administration - to save drinking water resources; for the felling of trees in private areas of protected forests - to compensate for the transplantation of plantations; for all electronic products or products that are difficult to process due to their environmental toxicity and non-degradability - in favor of the fund that finances their processing and research; for passenger air transport - in favor of the International Development Fund; to digital or analogue copying media (magnetic tapes, hard disks, physical recording media) - in favor of a fund for artists and media producers, designed to compensate for the legal right to private copying [20].

According to the experience of France and Germany, increasing the tax burden and expanding the list of excisable goods causes manufacturers to quickly adapt to new rules. For example, the introduction of an excise tax on soft drinks and food with a certain high (certain) sugar content causes producers to reduce the sugar content in beverages to the permissible level, which avoids paying excise duty. Such restrictions smooth and stabilize the state's relations with producers, do not hinder the development of their business, as they do not reduce consumption, but promote the transition of producers and consumers to healthier alternatives. These demands are justified in terms of budget replenishment and strengthening the economy and contribute to the recovery of the nation. Taking into account the world experience for improving the management of budget flows from excise taxation, we outline obstacles to business development of excise tax producers, economic effect (obstacles) for the budget and social effect for quality public life with possible introduction of certain types of excise tax in Ukraine (Table 3).

Table 3: Effects of excise taxation

Type of excise tax for implementation	Barriers to taxation for the development of manufacturers' business	Economic effect (obstacles) for the budget	Social effect for the quality of life of society
For sugar and beverages and products with a high (certain) sugar content	- Decrease in demand for beverages and products due to rising prices; - Forced search for alternatives for the production of products with permitted sugar content.	- Replenishment of the budget - Growing distrust of the government on the part of producers	- Reduction of morbidity and mortality; - Better health for the nation.
For meat	- Decline in production due to rising prices; - Deterioration of the financial situation of producers due to economic disadvantages.	Replenishment of the budget	- Reduction of morbidity and mortality; - Rehabilitation of the nation; - Reduction of emissions into the atmosphere; - Improving the environment
For fats, trans fats, oil, palm oil, preservatives, etc.	- Decline in production due to rising prices; - Deterioration of the financial situation of producers due to economic disadvantages; - Forced search for alternatives for the production of products with the replacement of prohibited components.	Replenishment of the budget	- Reduction of morbidity and mortality; - Rehabilitation of the nation; - Reduction of emissions and air pollution.
On green electricity	- Decline in the production of alternative energy sources due to its rise in price; - Deterioration of the financial situation of producers of alternative energy sources due to economic disadvantages; - Lack of guarantees and compensations from the state.	- Replenishment of the budget; Growth of energy independence and provision of the state with alternative sources of the electric power; - Growing distrust of the government by renewable electricity producers.	Growing energy independence and providing society with alternative sources of electricity.
On emissions of harmful substances into the air	- Decline in production of producers who emit harmful substances into the air; - Forced search for alternatives for the production and provision of services with permitted emissions of harmful substances into the air.	- Replenishment of the budget.	- Reduction of morbidity and mortality; - Reduction of air emissions; - Reducing the concentration of harmful substances in the air; - Preventing climate change.

Using HAM, an option was chosen for possible adjustment of excise tax rates and an assessment was made of the appropriateness of introducing a new type of excise tax in Ukraine under conditions of military aggression by the Russian Federation. The established criteria and alternatives in section 2 of the study made it possible to use the scale of relative importance (degrees of preference), given in Table 1 to make pairwise comparisons and to establish degrees of advantages of criteria (Tables 4, 5).

Table 4: Pairwise comparisons for certain criteria on a scale of relative importance

Choice of criterion	K1	K2	K3
K1	1	5/1	1/4
K2	1/5	1	1/6
K3	4/1	6/1	1

The comparisons of the criteria allowed evaluating and converting the results of the comparisons into numerical values. The importance of each criterion was determined using the specific gravity (W) (Table 5).

Table 5: Conversion of results of pair comparisons of criteria into numerical values

Choice of criterion	K1	K2	K3	Sum	W, %
K1	1.00	5.00	0.25	6.25	34
K2	0.20	1.00	0.17	1.37	7
K3	4.00	6.00	1.00	11.00	59

According to the results of calculations, the criterion K3 (defense capability of the state) is in the first place in terms of importance, K2 (recovery of the nation) is in the second place and K3 (filling the budget) is the least important criterion.

Similarly, the calculations were performed and the degree of importance (W) was calculated for each alternative, which to the greatest extent determines the established criteria (Table 6-8).

Table 6: The results of pairwise comparisons of alternatives by Criterion 1

Selection of alternatives by criterion 1	A1	A2	A3	Sum	W, %
A1	1	0.5	0.14	1.64	9
A2	2	1	0.17	3.17	17
A3	7	6	1	14.00	74

Table 7: The results of pairwise comparisons of alternatives by Criterion 2

Selection of alternatives by criterion 2	A1	A2	A3	Sum	W, %
A1	1	0.33	6	7.33	41
A2	3	1	5	9.00	51
A3	0.17	0.2	1	1.37	8

Table 8: The results of pairwise comparisons of alternatives by Criterion 3

Selection of alternatives by criterion 3	A1	A2	A3	Sum	W, %
A1	1	7	9	17	75
A2	0.14	1	3	4.14	18
A3	0.11	0.33	1	1.44	6

According to the results of the calculations, the percentages of the share of alternatives according to the defined criteria (W) were calculated (Table 9).

Table 9: The results of pairwise comparisons of alternatives according to the established criteria

Alternative/ Criterion	K1	K2	K3	Sum	W, %
	Filling the budget	Better health for the nation	The country's defense capabilities		
A1 Excise tax on alcoholic beverages	9	41	75	125	42
A2 Excise tax on tobacco products	17	51	18	86	28.8
A3 Excise tax on soft drinks and foods high in sugar	74	8	6	88	29.4

The obtained results of calculations are transferred to the "tree of hierarchies" (Figure 5).

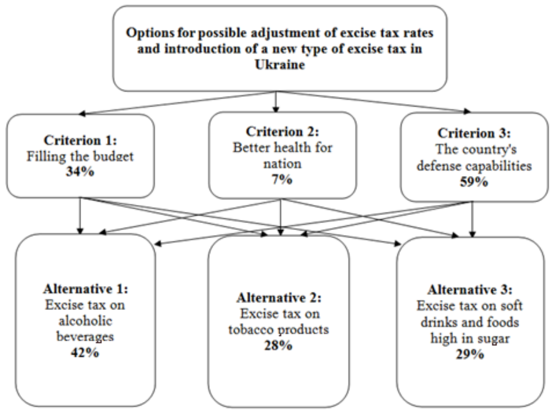

Figure 5 – "Tree of hierarchies" for possible adjustment of excise tax rates and the introduction of a new type of excise tax in Ukraine

The results of HAM application make it possible to choose the option to adjust the rates of excise tax on alcohol and tobacco products and the appropriateness of introducing a new type of excise tax – on soft drinks and foods high in sugar in Ukraine. Under the current conditions of full-scale aggression in Ukraine on the part of the Russian Federation, the most favorable option for adjusting rates is the excise tax on alcohol. This option has the largest share with an advantage of 42% among the other two options (introduction of excise tax on soft drinks and foods with high sugar content – 29%; adjustment of excise tax rates on tobacco products – 28%), and therefore most meets the requirements established criteria and satisfies the purpose of the study. Adjusting the rates of excise tax on alcohol products in the direction of growth will increase the cost of these excisable goods (products), which will contribute to: on the fiscal side – filling the budget with revenues; from the point of view of socio-economic regulation – reduction of alcohol consumption for a healthy lifestyle and recovery of the nation and the ability of a person to think soberly and adequately respond to danger in hostilities.

A review of legislative and other sources reveals the importance of improving excise taxation to ensure a balanced flow of budget flows and provides an opportunity to outline the development and restoration of the modern financial system of the state.

4.1 Strengthen Measures to Combat Illegal Production, Circulation and Import of Excisable Goods (Products) for the Transparent Movement of Budget Flows

Given the high share of excise tax in tax revenues and high demand for excisable goods and products, it is necessary to constantly strengthen measures to combat violations of budgetary and tax legislation: illegal production, circulation and import of excisable goods. In Ukraine, in accordance with paragraph 3 of the Regulation "On the Ministry of Finance of Ukraine", the Ministry of Finance of Ukraine ensures the formation and implementation of a unified state tax policy, state policy in combating offenses in the application of tax legislation, including legislation on excise tax [4]. The activities of the state in the field of establishment, legal regulation and organization of tax collection in the centralized funds of monetary resources of the state are provided by the bodies of the State Tax Service of Ukraine. In order to improve the management of budget flows from excise taxation, the implementation of state tax policy measures by the bodies implementing it consists in the introduction of the best world practices of improving the existing procedures in the activities of the tax authorities of Ukraine. The study of the experience of Germany and France points to the need to further harmonize Ukraine's tax legislation with the legal requirements of EU countries and strengthen criminal and administrative sanctions inherent in European fiscal practice for tax offenses. This will ensure the establishment of processes of institutional renewal and development of the functional capacity of the system of bodies implementing state tax policy, in terms of strengthening tax control to reduce tax offenses and transparent movement of budget flows based on excise taxes [2, 20].

4.2 Compensation for the Negative Consequences of Consumption of Excisable Goods (Products) for Effective Management of Budget Flows from Excise Taxes

A review of foreign experience in the conduct of excise taxation in Germany and France provides an opportunity to identify patterns of influence of types and rates of excise tax on fiscal, industrial and social processes in society. The presence of a sufficiently high share of excise tax in the revenue side of national budgets and the growth of this tax in dynamics indicates the important fiscal importance of this tax in filling budgets [3, 13].

In Ukraine, in the transition to medium-term budget planning, the introduction of progressive growth of excise tax is appropriate for stable and constant movement of budget flows [20]. Calculating social and economic effects (barriers) and taking them into account in the practice of excise taxation in Ukraine in order to increase tax rates and reduce consumption of excisable goods (products) due to higher cost will reduce risks to health and the environment. Consideration of foreign experience of EU countries outlines the advantages of crediting budget flows from excise taxation to a special budget fund with further determination of its directions [29, 30]. In the long run, the target direction of budget flows - the implementation of expenditures at the expense of specific revenues will help compensate for the negative and harmful effects of consumption of excisable goods (products) or maintain and maintain sustainable development of vulnerable sectors of the economy and social sphere.

5 Conclusion

The outlined areas of improving the management of budget flows from excise tax contribute to the modernization and development of the budget process of Ukraine in terms of ensuring fiscal and socio-economic objectives of the state through tax revenues. Adjusting the stable and balanced movement of budget flows from excise taxation is associated with increasing the volume and share of excise tax in the revenue side of the State Budget of Ukraine, which is a significant budget-generating source, which in 2021 accounted for 13.9% of total revenues.

The validity of the movement of budget flows based on the results of excise taxation is achieved through the adoption of informed decisions on budget issues. The choice of the option for possible adjustment of excise tax rates on alcohol, tobacco products or the introduction of excise tax on soft drinks and foods with high sugar content with the help of HAM was carried out. The method used allowed substantiating the option of adjusting the rates of excise tax on alcohol products, based on fiscal and social considerations, with taking into account the current conditions of martial law in Ukraine.

Adaptation of the positive experience of developed European countries for the management of budget flows based on the results of excise taxation in Ukraine contributes to the harmonization of relations between the state and producers and consumers of excisable goods (products). Determining and taking into account the effects of excise taxation for the state, producers and consumers determines the feasibility of introducing new types of excise tax and ensures the effective movement of budget flows.

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INTEGRATED TECHNOLOGIES IN THE EDUCATIONAL PROCESS OF PROFESSIONAL TRAINING

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Abstract: Scientific research aims to investigate the influence of integration technologies on the quality of professional training of education seekers. The integrated educational disciplines of higher education institutions that prepare students of pedagogical specialties and future specialists in the medical field are analyzed. The results of a pedagogical experiment were presented, during which the importance of these integrated courses for students was studied in order to strengthen their professional training and formation of general competencies. Motivators for choosing integrated courses by students during the shaping of personal educational trajectories are identified and prioritized. Industry-related difference in determining motivators and choosing educational integration technologies is confirmed.

Keywords: Educational technologies, Integrative strategy in education, Interdisciplinarity, Multidisciplinarity, Pedagogical specialties, Professional training, medical specialists, Transdisciplinarity.

1 Introduction

Globalization processes have led to transformations in education, the need to update the educational strategy, and the use of innovative educational technologies [13]. One of the modern leading methodological principles of education has become integration as a process of creating a holistic and multidimensional picture of the world. The construction of an educational system based on an integrative approach ensures the successful realization of an education seeker in society. The implementation of this strategy expands the boundaries of the study of the surrounding world, overcomes the alienation between humanitarian and natural components of knowledge, contributes to the formation of education seekers' competencies that meet the demands of a dynamic information society.

From a philosophical point of view, the didactic integration of scientific knowledge is determined by the integration of natural, technical and social sciences. In pedagogy, integration in the educational process is interpreted as the selection and combination of educational content from various disciplines for the purpose of integral, systematic and versatile study of important cross-cutting topics (thematic integration); creation of integrated learning content – educational components that combined knowledge from various fields into a single whole [10, p. 16].

Integrativeness is understood by scientists-pedagogues as: focus on integral courses, search for new approaches to structuring knowledge as a means of holistic understanding and knowledge of the world [11, p. 139]; interdisciplinary cooperation of scientific research and educational components, content and structural-functional unity of the educational process.

Comenius [4, p. 132] noted: “Everything that is in a mutual connection should be explained in such a connection”. Therefore, the implementation of integration as a didactic principle occurs through the construction of integrated educational components, the development of interdisciplinary connections, the use of integrated forms of education, etc. In order to effectively implement pedagogical integration, it is necessary to use the integration of traditional and innovative educational technologies.

Educational technologies, which are associated with integrative processes in education, are most often classified as follows: interdisciplinary, multidisciplinarity, crossdisciplinarity, interdisciplinarity and the most progressive integration trend – transdisciplinarity.

Disciplinarity involves the study of a phenomenon or process within one discipline, which often limits knowledge of the object through subject boundaries. Adding knowledge and methods from other disciplines to the process of learning is interpreted as interdisciplinarity. More recently, the term "interdisciplinary" has become fashionable and is used in a wide range of contexts, always in the sense of broadening the perspective of knowledge [17, p. 9]. Interdisciplinarity has the ability to generate new disciplines (for example, media didactics, economic informatics, biochemistry, bioethics, and others). The study of the phenomenon by means of the integration of several educational components with separate disciplinary goals, the comparison of the obtained results is multidisciplinary research.

Interdisciplinarity is aimed at the use of unrelated disciplines (for example, natural sciences with humanities, medical with natural sciences, etc.). At the same time, not only the study of the phenomenon takes place, but also the creation of new knowledge and theories.

Transdisciplinarity consists in deepening the connection between educational processes and real life situations. Its essence is “not in the mastery of one or more disciplines, but in the unfolding of all disciplines to the level at which they are united and to the awareness and understanding that lies beyond them” [5]. Thanks to this educational technology, life skills are best formed for the realization of personality in real life. After all, transdisciplinarity is connected with the unification and unity of knowledge.

Nicolescu B. (2002, 2010) [15, 16] claims that there is an urgent need for bridges between different educational components, which was reflected in the emergence of multidisciplinarity and interdisciplinarity in the middle of the twentieth century. The scientist interprets the concepts of inter-, multi- and transdisciplinarity as a triad of approaches to crossing disciplinary boundaries, defining transdisciplinarity as a higher level, because transdisciplinarity refers to what is simultaneously between disciplines, between different disciplines and beyond the boundaries of all disciplines. Its purpose is to understand the modern world, one of the imperatives of which is the unity of knowledge.

Ya. Chaika [1] notes that multi- and interdisciplinarity is understood as a temporary interaction between scientific disciplines; inter- and transdisciplinarity are considered more sustainable types of knowledge synthesis. According to U. Koshetar [8, p. 62], transdisciplinarity is becoming a trend of modern education policy, which will significantly affect the principle of equal access to quality education.

Edgar Morin [12] believes that it is better to be able to structure a thought well in the head than to have a head that is only filled with a large amount of knowledge: the accumulation of a large amount of knowledge without proper organization is worth nothing. Only a complete system of knowledge gives an individual the ability to comprehensively solve problems. Knowledge obtained thanks to integrative educational technologies acquires practical meaning.

In the Ukrainian educational system at its various levels (starting from primary education to adult education), an integrative strategy of building the content of disciplines and the educational process in general is actively being implemented. The directions of educational integration are distinguished by the goals of the educational process, by educational content, by forms and methods.

The idea of integration is a determining factor in the Concept of the New Ukrainian School (NUS), according to which, since

2017, preschool, primary and general secondary education in Ukraine has been gradually modernized.

According to L. Nikolenko [14], integration solves the main contradictions of education – the contradiction between the limitlessness of knowledge and limited human resources and "the use of an integration approach in primary education contributes to the formation of a holistic picture of the world in younger schoolchildren, the development of systemic thinking, the ability to perceive objects and phenomena in a variety of ways, systematically, gives students the opportunity to form qualitatively new knowledge of a higher level of thinking, the dynamism of their application in new situations, the flexibility of the mind, the ability to generalize knowledge from various subjects, a creative attitude to work appears, the ability to solve complex practical tasks that require the synthesis of knowledge from various scientific fields". After all, in all educational systems, school education is aimed not only at preparing students for the transition to the next level of education path, but also at preparing them for life in the real world [20, p. 170].

Integration is not limited to primary school: it is a good base for further studies both at school and for obtaining professional education. According to T. Zasiekina [21, p. 50], today pedagogical integration is defined as the leading idea of the modern reform of general secondary education, therefore the integrative approach (a set of methodological ways of implementing integration) should be leading and interconnected with competence-based, personally oriented, activity-based, etc. theory and practice of school education.

The practical implementation of an integrative strategy in general secondary education is the creation of model curricula, the analysis of the content of which becomes a relevant topic for the intellectual and personal reflection of scientific and pedagogical workers, teachers of general secondary education institutions in general and teachers in particular [19, p. 41]. Also a good example is the STEAM approach in education, which is based on integrated learning according to certain topics, rather than individual disciplines, which is ensured by the planning of educational disciplines on an interdisciplinary basis.

The most common of the integration processes in professional training in institutions of higher education (HEIs) are those arising from the integration of knowledge: integrated classes; creation of integrative courses and disciplines; integration of theoretical training and the practical component of professional training; integrated educational programs for training specialists.

Our goal is to study the methods of implementing an integrative strategy in higher education institutions and establish their effectiveness.

2 Materials and Methods

The following methods were used to achieve the goal:

1. The method of analysis and synthesis, by means of which the interpretation of the main types of educational technologies related to integrative processes in education (interdisciplinarity, multidisciplinarity, transdisciplinarity) is generalized on the basis of the developed source base.
2. Statistical quantitative and qualitative analysis of the results of the experiment.
3. Abstract-logical, with the help of which the results of the research are theoretically summarized, conclusions are given and recommendations are formulated for the application of innovative methods of integration in higher education.
4. Interviewing education seekers about the effectiveness and significance of integrated training courses.

3 Results

M. Kovalchuk (2021) argues that integration in the professional training of students of higher education institutions is: 1) an integrative process that involves the introduction of fundamental ideas and concepts into the content of educational components, which is the basis of the formation of holistic views; 2) the state of connectivity of individual differentiated parts and functions of the body system as a whole; 3) the process of bringing together and connecting some parts, elements, uniting them into a single whole, which occurs together with the processes of their differentiation. "Integrative connections in professional training are carried out through the generalization of knowledge, practical skills, skills, activity experience and information obtained in the system of subject education.

The integration of information adds information links that seem to "return" the object to the student from different sides in the process of subject actions. New aspects and connections are added to the existing conceptual framework through processes of generalization and differentiation. Internal integration processes that occur in the minds of students lead to external integration processes, the first of which is the integration of knowledge" [9]. Teachers, based on their own experience and knowledge, create integrated classes of various types: integrated lecture, integrated practical class, integrated seminar practicum, which are conducted both by teachers of one department and with the participation of teachers of other departments.

A variety of integrated training courses are offered for students of pedagogical specialties of Vasyl Stefanyk Prykarpattia National University (Ivano-Frankivsk, Ukraine) (PNU named after V. Stefanyk). For example, for bachelors majoring in Elementary Education:

- "Media didactics in elementary school", the purpose of which is aimed at forming students' awareness of modern media technologies and how they are used in the educational process of the New Ukrainian School by revealing the didactic potential of the multimedia space, technologicalization of subject methods of elementary school, active-activity interactive approach to the organization of classes, mastery of methodological techniques of media didactics and electronic digital resources;
- "Ethnopsychology", the purpose of which is the formation of a system of general theoretical and practice-oriented knowledge, abilities and skills related to the awareness of the national-psychological properties of a person of a certain ethnic culture, its mentality; understanding of the socio-psychological mechanisms of the creation and development of a nation and the mental characteristics of an ethnic group.

For bachelors – future teachers of biology and chemistry in general schools, among the selective educational components, "STEM education" is in demand, the main task of which is the formation of skills of integration pedagogical technologies for successful teaching of STEM subjects. Master's students of the same specialties study "Innovative technologies in STEM education".

Masters students, future primary school teachers, listen the following courses:

- Normative course "Methodology of electronic learning in primary school", thanks to which they get acquainted with the best European practices of electronic learning and the possibilities of their implementation in the work of a primary school teacher; develop digital literacy, pedagogical creativity in the application of modern teaching methods of STEAM subjects and integrated courses; study various e-teaching methods (mobile learning, problem-based learning, inquiry-based learning, project-based learning, etc.) and the use of research e-learning in the educational process educational environments (Inquiry Learning Spaces), online laboratories, educational games and simulations, educational videos; master the tools of visualization of educational components (creating infographics, editing images, etc.);

- Elective course "Geocultural Scientific Literacy", the purpose of which is to improve the English language skills of future primary school teachers with the help of innovative teaching tools based on English-language educational electronic resources; acquainting students with the cultural and geographical features of some countries, trends and perspectives of international policy in the field of education in the context of globalization by means of innovative pedagogical learning technologies; improving their geocultural scientific literacy.

The educational disciplines "Media didactics", "Innovative technologies in STEM education", "Methodology of electronic learning in primary school", "Geocultural scientific literacy" have been developed and implemented in the educational process of PNU since 2019 as part of the implementation of the EU Erasmus+ KA2 program project "Modernization of pedagogical higher education on the use of innovative teaching tools – MoPED" (No. 586098-EPP-1-2017-1-UA-EPPKA2-CBHE-JP), whose academic group included one of the co-authors of our study (Prof. Halyna Mykhailyshyn).

Ivano-Frankivsk National Medical University (Ivano-Frankivsk, Ukraine) (IFMNU) has planned "Integrated course in biomedical disciplines" and "Integrated course in fundamental disciplines' for 3rd-year students of all specialties. In addition to these educational courses, the following courses are offered as optional components for students of Medicine and Pediatrics specialties: "Medical and biological physics", "Modern problems of biophysics in medicine", "Fundamentals of bioethics and biosafety", "Medical-social problems of modern bioethics", "Medical informatics", "Web design in medicine", "Nutrient biochemistry (food biochemistry)". Future pharmacists can choose the courses "Medical Sociology", "Medicine and Artistic Culture", "Medical Local History", "Computer Technologies in Drug Research".

Most of the listed integrated training courses provide for the formation of IT competence in future specialists. Scientists prove that the most promising of the integration processes in the professional training of future specialists is the use of information technologies, since future specialists will have to work in the conditions of an information society, where the main thing is the ability to integrate into the global information space. A specialist today must acquire, protect and effectively use any information [7].

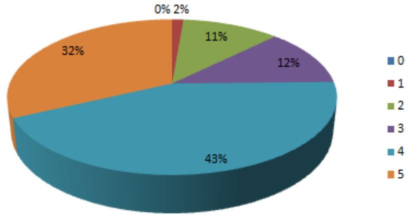
Information technology has changed the range of skills required for autonomous thinking. Modern education may eliminate exercises that develop memorization skills and focus on information integration skills. But the learner must realize that authentic knowledge requires some form of structural unity that cannot be found on the Internet. Therefore, Internet resources become useful only for those who have a sufficiently structured intellectual potential.

During 2020-2022, we surveyed students about the importance of the integrated courses we described for their professional training and the formation of general competencies. In particular, according to the results of the annual survey of students regarding the quality of teaching of academic disciplines, when evaluating selective educational components, it was found that students prefer integrated courses.

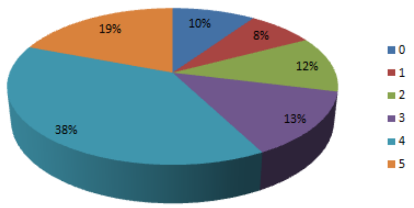
For our further research, we randomly selected 150 students of the Pedagogical faculty (PF) – future teachers of preschool education institutions and primary school teachers, 52 students of the Faculty of Natural Sciences (FNS) – future teachers from among the students of the PNU named after Vasyl Stefanyk chemistry and biology, and among the students of Ivano-Frankivsk National Medical University (IFNMU) there are 80 future doctors and pharmacists. Students were offered to rate from 0 to 5 points the degree of preference for the integrated course when forming the variable component of their educational trajectory. The obtained results are presented in Table 1 and displayed graphically in Figure 1: a), b), c).

Table 1: Degree of preference for integrated courses

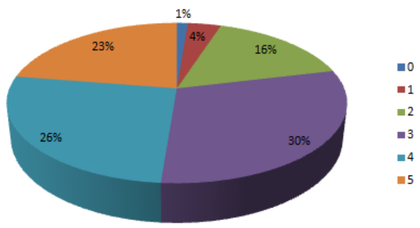
Group	The number of students by points												Total number of students	
	0		1		2		3		4		5			
	Q	%	Q	%	Q	%	Q	%	Q	%	Q	%	Amnt	%
PF	0	0	2	1,33	17	11,33	18	12	65	43,33	48	32	150	100
FNS	5	9,62	4	7,69	6	11,54	7	13,46	20	38,46	10	19,23	52	100
INFMU	1	1,25	3	3,75	13	16,25	24	30	21	26,25	18	22,50	80	100



a) PF students



b) FNS students



c) IFNMU students

Figure 1 – Steps of preference for integration courses of students

Thus, students of the faculty of pedagogy choose an integrated course more often: more than 75% rated their preferences with the highest scores of 4 and 5. In our opinion, this is due to the wide range of integrated courses offered to students, the relevance of topics, and the saturation of studying with the latest educational technologies. After all, future teachers will realize themselves as specialists in the conditions of the Concept of the National Academy of Sciences, which declares integration processes in education.

More than half of the surveyed future biologists and chemists (57.69%) study integrated courses, but 17.31% do not show a desire to gain knowledge with the help of integrative technologies. The analysis of educational programs followed by these students showed the need to update them with new and interesting courses, especially with the view on the fact that implementation of the NUS Concept after the modernization of the primary school moved into the second phase – the modernization of the general secondary world.

Almost half of future doctors (48.75%) give a stable preference to integrated courses, with 22.5% expressing the highest degree of preference and only 5% being indifferent (scores 0 and 1). In our opinion, this distribution of preferences is due to the presence in the curricula of large integrated courses – from biomedical and from fundamental disciplines – which contribute to the deepening of the professional training of students of higher medical education.

The next stage of our research was a survey about the motivation for giving preference to studying integrated courses. To the question "What attracts you to studying an integrated educational course?" education seekers are offered the following answer options:

- Creates conditions for the formation of a holistic image of the world,
- Forms complex professional competences,
- Develops critical thinking and forms research interest,
- Increases motivation to study,
- Promotes creativity,
- Develops communication skills;
- Forms the ability to compare;
- Forms the ability to generalize and draw conclusions;
- Promotes comprehensive, harmonious and intellectual development of personality.

Most often, students noted the first five motivators and their answers were distributed as follows (see Table 2 and Figure 2):

Table 2: Motivators for choosing integrated courses by education seekers

Motivators		Students of Vasyl Stefanyk PNU				IFNMU students	
		PF		FNS			
		Q	%	Q	%	Q	%
M1	Creates condition for the formation of the holistic image of the world	79	52,67	31	59,62	54	67,50
M2	Forms complex professional competences	124	82,67	46	88,46	74	92,50
M3	Develops critical thinking and forms research interest	76	50,67	35	67,31	62	77,50
M4	Increases motivation to study	119	79,33	41	78,85	71	88,75
M5	Promotes creativity	01	67,33	38	73,08	50	62,50

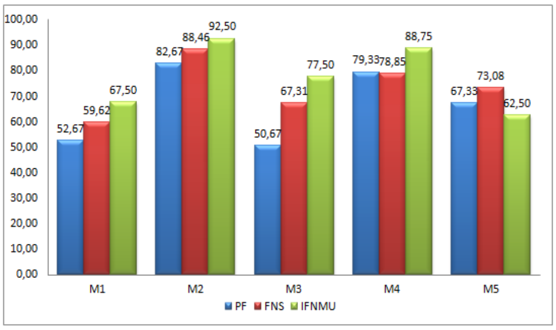


Figure2 – Distribution of students based on the motives of studying integrated courses

For future teachers, the most important integrated courses are for the formation of complex professional competences (82.67%) and strengthening of motivation to study (79.33%).

Students of the Faculty of Natural Sciences also believe that integrated courses are worth studying, because they well form complex professional competences (88.46%), increase motivation to study (78.85%) and promote creativity (73.08%). A significant part of the respondents (67.31%) prefer integrated courses also because they develop critical thinking and form research interest.

Applicants of the medical profession rated all motivators highly, the highest among their colleagues, except for M5 – manifestation of creativity. Almost all (92.50%) confirmed the importance of integrated courses for the formation of complex professional competences. This demonstrates the well-structured educational programs at IFNMU, their filling with modern integrated courses that ensure effective training of future workers in the medical field.

In addition to the use of integrated forms of classes, the filling of curricula with modern integrated educational disciplines, the educational facility' initiates interdisciplinary scientific research of teachers and students of education. In PNU named after V. Stefanyk, there has been a practice of scientific interdisciplinary diploma studies for the last three years.

Thus, within the synergy of international projects ERASMUS+ "Modernization of higher pedagogical education using innovative teaching tools" (No. 586098-EPP-1-2017-1-UA-EPPKA2-CBHE-JP) and "GameHub: cooperation between universities and enterprises in the game industry in Ukraine" (№56128-EPP-1-2015-1-ES-EPPKA2-CBHE-JP) completed and successfully defended in 2020 the master's theses "Economic education of students of general secondary education in STEAM classes by means of educational computer games" and "Integrated education of students in the New Ukrainian School by means of ICT (on the example of the lessons of the science and mathematics cycle)". These are final works of students majoring in Primary Education, Informatics, and Graphic Design. In the group of work leaders – professor H. Mykhailyshyn.

During the defense of diploma projects, students presented theoretical aspects of the integration of pedagogical and artistic knowledge in computer programming of educational games for primary school students; own pedagogical and graphic design of created computer educational games for STEAM lessons to improve the financial literacy of schoolchildren. They also presented other innovative forms and methods of integrated work with students at the New Ukrainian School: created educational site, problem tasks and situations, business games, quizzes, tasks for group educational activities, etc.

Under the leadership of prof. H. Mykhailyshyn, an interdisciplinary master's study is conducted on the topic "Communication and cooperation of participants in the educational process in the conditions of distance learning" in the specialties of Management (educational program "Educational Institution Management") and Informatics.

Initiated interdisciplinary scientific research at the level of diploma (master's) theses became the basis for the creation of relevant educational programs at the university.

4 Discussion

The high-quality assimilation of professional knowledge and skills by the students of education is facilitated by the interpenetration of individual educational components into each other. Thanks to integration, there is a convergence of various scientific disciplines, which is caused by the emergence of principles and theories beyond the boundaries of the discipline in which they originated. In the integration processes, the general principles and methods function most effectively, and they most adequately perform the methodological and heuristic role.

The obtained results of our experiment confirmed the importance of including integrated training courses in educational programs in order to motivate students for successful professional training. A modern student needs knowledge about new methods, their application, about the possibilities of a comprehensive study of phenomena and processes, about the practical significance of the obtained theoretical knowledge. The integration of the educational process is one of the factors of optimizing the learning process, it contributes to a systematic and holistic knowledge of the world.

"Multidisciplinarity relies on knowledge from different disciplines, but remains within their boundaries. Interdisciplinarity analyzes, synthesizes and harmonizes the connections between disciplines into a coordinated and coherent whole. Transdisciplinarity integrates the natural, social and medical sciences into a humanitarian context and transcends traditional boundaries. The goals of multidisciplinary approaches are to solve real-world or complex problems, to provide different perspectives on problems, to create comprehensive research questions, to develop consensus clinical definitions and guidelines, and to provide integrated health services" [3]. Researchers Choi et Pak (2006) suggest the following correspondence between technologies and approaches to studying the phenomena of the surrounding world (Figure 3):

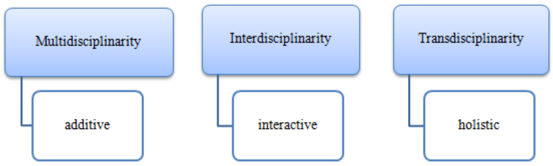


Figure 3 – Correspondence between technologies and methodical approaches

Source: Systematized based on (Choi, Pak, 2006).

Many of the discoveries and innovations that are part of today's world would not have happened if it were not for a transdisciplinary way of thinking. The use of multidisciplinarity, interdisciplinarity, and transdisciplinarity contributes to the development of a critical and scientific spirit in students [2], which was confirmed by our study, since the students chose the motivator M3 "development of critical thinking and formation of research interest" as one of the main ones when choosing integrated educational courses: 50.67% of PF students, 67.31% of FNS students, and 77.50% of future doctors.

The history of science claims that the most daring ideas are born at the interdisciplinary level, which fundamentally change scientific knowledge and, thanks to it, the surrounding world. An example of the relevance of this thesis is the practice of implementing interdisciplinary scientific research by students.

There is no doubt that there is an industry priority in the choice of pedagogical technologies. In particular, for students of pedagogical specialties, knowledge that will help them acquire a creative approach to their profession is important in the following percentage: 67.33% of future teachers of junior grades and 73.08% of future teachers of natural sciences are motivated by technologies that shape their creativity.

Scott and Hofmeyer [18] emphasize the importance of interdisciplinarity "to guide effective and high-quality health research; the contexts in which health and social problems arise do not recognize disciplinary boundaries". Helena S. et Batista S. [6] believe that the development of directions in medical education based on interdisciplinarity includes the implementation of curriculum projects that allow for the formulation of content, encourage problem-based approaches and promote academic activity guided by medical practice anchored in the context of medical services, inclusion of students and teachers as subjects in the process and production of basic knowledge. The example of IFNMU confirms the relevance of this thesis.

5 Conclusion

Researchers associate the problem of integration in education at the current stage of the development of pedagogical theory and practice with the social phenomenon of the era of globalization: that people's consciousness significantly lags behind the development of global processes, does not have time to comprehend their content, causes and interrelationships, which makes it impossible to predict the consequences. This means that the most diverse fields of scientific knowledge – both social and humanitarian, and natural and technical – should be jointly included in the study of global problems.

Integration, as a means of learning, should give the learner knowledge that reflects the interrelationships of individual parts of the world as a system. To teach him to perceive the universe as a single whole in which all elements are interconnected.

Training will be more effective if there is a synergistic combination of disciplines. Synergetics is the most acceptable methodology for modern education, which ensures the effectiveness of integration processes in education. Thanks to integrative educational technologies, different educational disciplines are combined not only for the purpose of researching the phenomenon, but also there is an exchange of methodological components. As a result, new theories and new knowledge are created. Thus, interdisciplinarity complements the modern picture of the world with new elements of anthropocentrism.

The implementation of integration processes is a significant factor in increasing the effectiveness of education, which can ensure the high-quality training of a creative, competitive specialist who is able to successfully adapt to new situations and make non-standard decisions.

The perspective of our further research is the development, implementation and diagnosis of the effectiveness of interdisciplinary educational programs at the junior bachelor's, master's and PhD educational levels.

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Primary Paper Section: A

Secondary Paper Section: AM

PEDAGOGICAL CONTEXT OF ATTRIBUTIVENESS OF REFLECTION IN TRADITIONAL AND E-LEARNING OF FUTURE TEACHERS AND ALREADY WORKING AS SOCIALLY ORIENTED INDIVIDUALS

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Abstract: The article presents the theoretical and empirical results of the research of the phenomenon "reflection". The theoretical aspect of the study was related to the analysis of significant for socially oriented individuals types of reflection (personal, group, professional) and areas of reflection (thinking, communication and cooperation, consciousness, reflection in activity, formation of reflection, development of reflection, levels of development of reflection in areas). Generalization of data on the pedagogical context of the attributiveness of reflection during the traditional teaching of future teachers and teachers as socially oriented individuals was carried out. The experimental work involved future teachers and teachers who work at the school for up to 5 years. Experimental work was aimed at: 1. Analysis of reflection as a process. 2. Establishment of objects of reflection, reflective situations and results of reflection in objective and virtual realities without regard to professional activity. 3. Establishment of objects of reflection, reflective situations and results of reflection during traditional and e-learning of future teachers in higher pedagogical education and teachers (working in schools up to 5 years) in postgraduate education. Based on the generalization of theoretical and experimental data, conclusions are drawn about: components of professional (pedagogical) reflection; reflective processes carried out by the teacher as a socially oriented person; formation and development of reflection, and also about the attributiveness of personal and group reflection during traditional and e-learning of future teachers and teachers who work at the school up to 5 years.

Keywords: Group reflection, Learning, Professional reflection, Reflection, Reflection as a process, Teachers.

1 Introduction

In any transformational processes in society and in education, the teacher as a socially oriented person simultaneously implements two processes: forms other personalities and constantly carries out self-improvement. The attributiveness of these processes is reflection. According to S. Rubinstein, the philosophical understanding of life causes the emergence of reflection. From that moment on, every human action acquires the character of a philosophical judgment about life, connected with the general attitude to life. From this moment, there is a problem of responsibility for everything done and everything lost [32, p. 352].

In the works of the past, the essence of reflection as a process is revealed without the use of this term in reasoning:

- In the works of ancient Greek philosophers – Socrates (469 B.C.) – "know yourself"; Aristotle (384 B.C.) – "appeal to thinking" [14]; Plotinus (III century A.D.) – the direction of the soul to itself, to own invisible actions and their content. The soul seems to follow its work, is its "mirror" [15].
- In the works of French philosopher R. Descartes (1596-1650), and later the English philosopher J. Locke (1632-1704) – "mental observation of own activities" [14].

For the first time the use of the concept of "reflection" and its derived concepts was observed in the works of representatives of German philosophy. According to I. Kant (1724-1804), without reflection it is impossible to formulate judgments, compare knowledge, and think. J.G. Fichte (1762-1814) [15] introduces the concept of "reflective thinking", which creates the "Self" of man. Hegel (1770-1831) [27] for the first time uses the concept of "reflective movement" (it is an absolute backward push into oneself), "reflexive process" (it is beyond the immediate), "reflective actions" (this thinking as the process of imitation of content and as a process of its construction).

Modern philosophers explain the essence of the phenomenon of "reflection" using the terms "activity", "self-knowledge", "principle of thinking". Thus, the concept of "reflection" means:

- A form of theoretical activity of socially developed man, aimed at understanding all their own actions and their laws; activity of self-knowledge, revealing the specifics of the spiritual world of man [14];
- The principle of thinking, through which the analysis and awareness of their own forms (categories of thinking) of activity, which is not only the result of internal needs of isolated consciousness, but is manifested through relationships with other people" [13].

Also, the study of reflection was conducted by psychologists of Western social psychology and reflected in the works of D. Holmes, T. Newcomb, C. Cooley. Psychologists define the concept of "reflection" using the concepts of "self-knowledge", "knowledge", "mental state", "mental reflection", "direction of thinking".

Thus, the concept of "reflection" is interpreted as:

1. The process of subject’ self-knowledge of internal mental acts and states [39].
2. Type of cognition, when in the course of any activity the subject himself becomes the object of his observation.
3. Reflections, analysis of their own mental states.
4. The process of mirroring by the subjects of each other, the subject's awareness of how it is perceived or evaluated by other people. According to L. Vygotsky [50], S. Rubinstein [32], reflection is: a) introspection (from the Latin *introspectare* – to look inside) of one's own psyche; b) understanding of life program, the principles of correlation of goals, values, requirements, guidelines, aspirations, etc.

According to Z. Stanovsky's generalizations, in the psychological and pedagogical context reflection is a more or less clear awareness of a person's mental processes, actions, states, personal qualities and their changes in the process of development in certain environmental conditions. The process of reflection involves a "mental way out" of the current situation and consideration of a person himself, his actions from the position of another specific or imaginary person or group of people [43].

Various functional manifestations of reflection are considered in the following works:

- A. Karpova [18] – reflection is: 1) mental property that corresponds to the cognitive mode of mental; 2) mental process, which is a regulatory mode of mental; 3) mental state, which corresponds to the communicative mode of the mental.
- V. Wolfov and M. Kharkin [49] – reflection is: 1. Mental state (relatively static moment, which differs from the process). 2. Process (Reflections as a process are inherently integrative. Reflection involves thinking, feelings, will, past and present, real and imaginary. This inner work, "work of the soul" is a response to events that affect the state and behavior of man). 3. A unique factor in the transformation of information into knowledge (Reflection as a person's realized ability to internally discuss various aspects of his life is a unique factor in the transformation of information into knowledge).

2 Materials and Methods

According to E. Rapatsevich, reflection is not just a person's knowledge and understanding of himself as a subject of knowledge, but finding out how others perceive this person. Reflection focuses on different contexts of mutual reflection of subjects: the subject himself, as he really is; the subject he sees himself as; an entity that is seen by others. Reflection is a process of double mirror reflection of each other's subjects.

Reflection is considered by Z. Stanovsky [43] as a specific intellectual activity of the individual, which arises in a certain situation of difficulty in implementing significant activities and is an attempt to overcome difficulties by understanding them and finding new ways of activity and self-realization. Reflection is a necessary condition for conscious regulation of human activity, interaction with other people, achieving the highest results in various areas of life. It provides a conscious definition of the preliminary construction of actions, anticipation of their consequences, control and management of human' behavior, his ability to be aware of what is happening in himself and in the world around him. Reflexive prediction, which is part of self-regulation, allows a person at a certain stage of self-determination to get the result, which at the beginning of this process was in the human imagination.

In the theoretical part of the research, the emphasis is made on such aspects of the phenomenon "reflection" as: types of reflection (personal, group, professional), spheres of reflection (thinking, communication and cooperation, consciousness), reflection as a process (reflection as reflection process, reflection in activity, formation of reflection, development of reflection, levels of development of reflection in directions). The pedagogical context of the attributiveness of reflection during the traditional training of future teachers and working teachers is also analyzed. The experimental part of the study is aimed at studying the attributiveness of reflection during traditional and e-learning in institutions of higher pedagogical education and postgraduate education.

3 Results and Discussion

3.1 Significant for Socially Oriented Personality Types of Reflection and Spheres of Existence of Reflection

The following types of reflection are significant for socially oriented personality:

1. Personal reflection – deepening into the world of own actions, feelings, experiences, their correlation with the surrounding reality [35].
2. Group reflection is a metacognitive unity of known mechanisms and processes of reflection, which is carried out in intersubjective interaction at different levels of its value. Group reflection regulates the formation of group subjectivity. There is a transition from blocking the perception of thoughts and models expressed by partners to increasing sensitivity to the manifestation of the inner world to the acceptance of "by-products" of the movement of thoughts unaware of their authors [24]. Group reflection can be observed not only in the educational process, but also when communicating with friends and parents. I. Cohn [20] noted that friendly communication gives a person the opportunity to know himself in comparison with others. Indicators of the amount of reflection that can unfold in communication are the presence in it of discussions of new issues and experiences, emotions, attitudes, knowledge.
3. Professional (pedagogical) reflection is a process of knowing oneself as a professional by analyzing one's own professional and personal knowledge, behavior and experiences in connection with professional pedagogical activity, awareness of how he (teacher) is perceived and evaluated by other subjects [23].

In the process of professional reflection, the teacher takes an active research position to himself as a subject and to the activities he carries out, in order to constructively transform and improve it. There is a comprehension and rethinking of professional problems to overcome, the development of ideas for solving professional problems, the choice of appropriate methods and strategies that are adequate to the nature of teaching and those that have developed as a result of internal activity.

The professional reflection of a teacher has certain specificity, which is due to the nature of pedagogical activities with a certain category of students. For example, the professional reflection of primary school teachers is characterized by the following features [23]:

1. The need for constant reflective analysis of various pedagogical situations, understanding the context of both their own actions and the actions of other actors in the educational process.
2. Multifunctionality of activity (teacher who teaches several subjects, class teacher, subject of public education, etc.).
3. The need for constructive and operational overcoming of contradictions in the process of professional activity, etc. The following criteria testify to the formation of professional reflection: value attitude to professional reflection; knowledge of the content and means of implementation, the ability to professional reflection, reflective position.

For future teachers and already working teachers as socially oriented individuals, three spheres of existence of reflection are significant, which are defined in the work of V. Davydov, V. Slobodchikov and G. Zuckerman. These are the following [10]: 1) thinking; 2) communication and cooperation; 3) consciousness (self-consciousness).

Thinking unfolds as a process of solving problems. Thinking functionally provides the relationship of knowledge that forms the content (subject) side of thinking, with mental abilities. Reflection in thinking affects: 1) the course of the thought process; 2) the process of knowledge formation; 3) the course of mental development.

Consideration of communication and cooperation as spheres of existence of reflection is most fully manifested during the internal construction of the interlocutors remarks or statements in the process of communication, control over its progress for achieving own goals of communication.

According to G. Andreeva [3], reflection appears for communication partners as a kind of doubling of the process of mirroring each other and is manifested in the way each of them is perceived by the interlocutor. In the work of A. Bodalov [6], reflection is manifested in: penetration of the visible; fixation of psychological reasons and features of the person; understanding of conscious and unconscious "messages" (facial expressions, pantomimes, gestures, postures, actions, deeds). N. Yakushina and S. Yakushin [30], taking into account the degree of understanding of each other, distinguish two processes: 1) the process of reflection in dialogue (involves awareness of the interlocutors' own interpretation of the situation and of content); 2) the process of dialogue in reflection (this is the development of communication techniques).

Analyzing consciousness and self-consciousness as areas of reflection, we note that reflection, participating in the processes of knowledge formation, worldview, ideological and moral beliefs, attitudes toward other people and self, promotes other processes. This is the course of the process of cognition, self-knowledge, the formation of the content of consciousness, transformation into a worldview, and so on. According to A. Ogurtsov [28], the process of formation of human consciousness is not possible without reflection, and, therefore, scientists have identified reflexivity as one of the most important features of human consciousness. V. Slobodchikov [41], E. Isayev [17] focus on the role of reflection in the formation of self-awareness. Scholars consider reflection as self-knowledge and as a mechanism of self-regulation, as well as as a phenomenon related to locus control (a person takes the position of "looking at myself through the eyes of another person", analyzing the situation and solving it on the basis of new ways).

3.2 The Emergence of Reflection and the Course of Reflection as a Process

The process of reflection is described by various scientists. In particular, G. Schukin S. [1] describes the moment of self-reflection. This moment is not always clearly understood by a person. Often it is just the realization of: 1) some new and disturbing feeling (the rapid flow of life, the irreversibility of time, dissatisfaction with themselves, life begins to seem devoid of high meaning and deep meaning); 2) a sudden impulse, a shock that awakened consciousness.

According to Z. Stanowski [43], the emergence of reflection is caused by various factors. This may be: 1. Internal need for self-awareness of failure or disruption of activities. Attempts to use known methods do not work or it is obvious that they are not suitable in this case. 2. A set of vital contradictions for a person, which he actively seeks to resolve in the absence of known ways to resolve them. Man uses a reflexive (mental) way out of the current situation, distancing himself from it, awareness of all important conditions and factors and finding fundamentally new ways to further activities (practical or intellectual).

To the qualitative characteristics of reflection as a process Z. Stanovsky [43] includes:

1. Correspondence of the content of reflection to the actual needs of the individual.
2. The presence of conflict, cognitive dissonance (inconsistency of information, motives, methods of implementation, etc.).
3. The need for conscious activity in the direction of trying to solve the problem through analysis, conscious revision of its various components.
4. Manifestation of specific intellectual activity – going beyond the existing situation in of the individual's "subject-object" position in relation to himself (the mechanism of decentralization), the transition to the "reflexive mode" of self-consciousness.
5. Solving the reflexive situation by finding new, previously unknown ways of activity (intellectual or practical), restructuring existing ones.

The course of reflection as a process should be reflected using the content of such derivative concepts as:

1. Object of reflection – the term refers to various aspects of human life, results of actions (activities), self- and mutual evaluation, personality traits, abilities, etc [10].
2. Reflexive situation – a set of internal and external factors that determine the process of entering of the individual in the mode of self-analysis, self-knowledge, carried out on a certain emotional background. Reflexive situation arises in the case of: unsatisfactory performance, changes in its course, the detection of inconsistencies in the content of information, the inability to solve the problem, the emergence of a problem situation, etc.
3. Reflexive operations are awareness, comparison, analysis, etc.
4. "Start" of reflection – the emergence of intra-personal conflict, which activates the comprehension and rethinking of the individual's previous ideas and experiences becomes the impetus for internal reflective activity of "Self".
5. Reflexive way out – going beyond the main activity and addressing it as a certain content that needs to be understood. This is the exit from the previous position and the transition to a new position – external, both in relation to previous, already performed actions, and in relation to future activities that are projected [51].
6. The result of reflection – changes in self-awareness (new components of the image of "Self" and (or) the world; new ways of action, activity, life; new skills (skills of self-actualization, self-analysis, self-evaluation, self-regulation, etc.); "Self" or its components [47].

According to Z. Stanovsky [43], the result of solving a reflexive situation is the expansion and restructuring of the individual's self-consciousness, which is reflected in further activities and is accompanied by certain experiences.

Also, the result of reflection includes changes that relate to the process of reflection. These are reflexive competence and reflexive skills. Reflexive competence plays a significant role in rethinking personal and professional experience, promotes the formation of new professional standards, stimulating the development of the specialist, allows effective and adequate reflection, comprehension and overcoming problems, forecast socio-pedagogical situations and promotes self-development [29].

Reflexive skills [16] is a complex structured personal creation, a synthesis of conscious actions, operations, self-attitude (as an attitude to self), embodied in the ability of the individual to objectively analyze own inner world, activities, behavior in various situations of interaction with surrounding; it encourages self-determination and activity.

O. Herasimova organizes reflexive skills in four planes. These are [16]: 1. Cognitive plane (intellectual abilities and personality qualities, self-perception as a subject of educational activity, basic reflexive actions and operations). 2. Motivational plane (ability to analyze dominant goals, motives of one's own behavior and constant educational and cognitive needs). 3. Perceptual plane (self-perception and attitude to oneself and others). 4. Activity plane (ability to see the problem, make the subject of analysis own actions and personal qualities, the ability to analyze own educational activities and determine the prospects for further educational activities).

3.3 Reflection an Activity

Consideration of reflection in activity is based on the work of L. Vygotsky [10] and S. Rubinstein [32]. Psychologists note that reflection is a person's understanding of the preconditions, patterns, and mechanisms of own activities. Reflection exists in the process of activity and is structured like any other activity, including intellectual. Reflection is always aimed at something, has its own meaningful component. I. Bech [5] notes that the readiness for meaningful performance of activities depends on the intensity of the reflection process.

In the research of A. Tyukov, V. Schur [48], reflection is characterized as a conscious activity process that: 1. Mentally organized and focused on activity as its subject. 2. Ensures the existence of activities in a variety of forms. According to G. Shchedrovytsky [37], in the process of activity the most important are two aspects of the manifestation of reflection: 1. Reflection as a process and a special structure of activity. 2. Reflection as the designing of activity. In A. Zak's work, reflection should be considered in the context of action aimed at elucidating the basics of one's own way of solving a problem in order to generalize and theorize it [51].

Reflection in the activity acquires pronounced manifestations in the case of:

1. Subject and personal goal setting in the activity. A. Kholmogorova, V. Zaretsky, I. Semenov [19] note that reflection in subject goal-setting is aimed at understanding the subject situation, conditions of activity. In the context of personal goal-setting, reflection is aimed at: determining of specific actions to achieve the goal, identifying difficulties that arise during their implementation; analysis of one's own "Self", in particular one's capabilities, aspirations, motives and meanings of activity. With a negative attitude towards oneself, against the background of dissatisfaction with oneself, reflection is a means of self-oppression. Conversely, with a positive attitude, when a person accepts himself and experiences himself as a value, reflection functions as a self-sufficient and constructive means of self-development.

2. Taking a subjective position in the activity, because the object of observation in the activity is the subject of this activity.
3. The use of control and evaluation mechanism of reflection, which in accordance with the work of M. Savchin and M. Student [35] is manifested in monitoring the process, assessing the reality of goals and appropriateness of means, comparing the results with the original goal. In other words, the control and evaluation mechanism of reflection provides for self-control, self-evaluation, identification, evaluation of goals and control over their achievement.
4. Implementation of constructive and creative mechanism of reflection. This is a reflection during creative activity [35].

3.4 Formation of Reflection and Levels of its Development by Directions

The formation of reflection is gradual. According to G. Zuckerman [44], at first mainly reflexive operations or reflexive skill are formed. Progress in their formation is determined by the following main features: students' ability to ask questions; the ability to find information that is missing; the readiness to change ways of action; critical attitude to actions and thoughts; independence in assessments and self-assessment; the habit of looking for evidence; a tendency to debate.

At the end of primary school age, the emergence of "new structural and functional features of self-awareness" is observed [12]. According to L. Bozhovich, it is "the birth of reflection" [9]. The development of reflection in adolescence "generates" interest to own inner world (to emotional experiences, character traits, abilities, motivation, etc.). The development of reflection is accompanied by the process of comparing oneself with others and gives rise to the processes of self-affirmation and self-determination.

Further development of reflection unfolds on the basis of intensive development of abstract-logical thinking and self-knowledge, which causes a qualitatively new level of development of self-awareness and generates deep thoughts about self, self-education. Man realizes himself as the author of his own actions, as a subject of life with needs and abilities, as a carrier of intellect, feelings, and will. The development of reflection is caused by self-activity aimed at "creating yourself tomorrow", "constructing your own life path" [47], solving vital problems, including professional self-determination, self-affirmation and professional education.

According to V. Slastyonin [40], the reflection of adults is based on: 1. Existing ideas about the reflective landmarks of their lives and activities. 2. Striving for awareness and rethinking of personal and professional scenarios of their life movement, the formation of their own reflective models of future activities and life in general. 3. Reflections on status growth in personal and professional terms, the pursuit of the implementation of individual reflective programs of personal and professional self-development.

According to G. Zuckerman [44], the process of formation of reflection should begin with the formation of control and evaluation functions, which are aimed at establishing the correctness and completeness of operations, actions or activities, state the level of mastery activities.

Formation of reflection on the basis of control and evaluation functions is possible only if joint educational activities are organized. If this condition is met, reflection unfolds both from the position of the learner and from the position of the teacher [46]. Joint learning activities provide a more effective internalization of actions [45].

According to O. Herasimova [16], the effectiveness of the formation of reflective skills in students of pedagogical university depends on the system and continuity of the process, activation of reflective potential of various disciplines, students' orientation to the development of reflective skills in learning, and the introduction of reflective dialogue and analysis of problem-reflective situations.

According to M. Marusinets [23] the development of professional reflection is facilitated by the process of creating reflective situations, asking reflective questions of different content, participation in collective discussion of problem situations.

The process of development of reflection is characterized by scientists at the following levels and directions:

1. Development of reflection of actions, operations, and personal qualities. N. Nikonchuk [26] distinguishes four levels of reflection on actions, operations, and personal qualities in relation to younger students.

Pre-reflexive level – lack of reflection of actions, operations and personal qualities. Students do not distinguish between actions and operations. Ways of organizing activities are borrowed or compiled by chance.

Level I – awareness of individual actions and operations; awareness of ways to perform activities; coordination of students' characteristics of their own activities with the requirements of this activity in the environment, the implementation of instructions, the use of specified algorithms, taking into account recommendations, comments, etc. Students are aware of their skills and differentiate in these skills specific actions and operations. The selected components are largely related to the subjects that students work with, but may already be the object of independent analysis and regulation.

Level II – awareness of individual generalized actions and operations; awareness of the strategy of activity and interaction with others. Students learn to use actions and operations in new conditions, to transfer from one activity to another.

Level III – awareness of generalized actions and operations. Using actions and operations to solve problems of personal growth.

2. Development of reflection on skills. Nikonchuk [26] singles out four levels of reflection on skills in relation to younger students. At the first level of development of reflection, students perceive their skills as a whole and cannot identify individual components. At the second level, students, as a result of reflection, distinguish in the skills of action and operation based on the subject and algorithm of the activity. At the third level, students, along with the components required to perform a narrow task, highlight some generalized actions and operations. At the IV level of development of reflection, students identify components of skills that are based on generalized mental actions and can be used to solve a wide range of problems. The integration of the components of abilities into the structure of the personality takes place according to the scheme: mode of action → strategy of activity → personal quality.

3. Development of reflection of own abilities. As a result of N. Nikonchuk's [26] experimental research, four levels of development of reflection have been established, which is aimed at assessing one's own abilities. At the first level, the result of the reflection of younger students is the assessment of abilities, which reflects the highest achievements, but ignores failures. At the second level - assessment of abilities occurs in students as a result of separate, unrelated reflection on successes and failures. At the third level, as a result of reflection, students distinguish the interval of the scale within which their achievements are usually located. The range of one's own abilities is being assessed. At the IV level as a result of reflection, which takes into account the comparative characteristics of their own abilities and the abilities of others, differentiation and gradient of abilities, the idea of the possibility of their development are formed [26].

4. Development of reflection of the process of performing actions. M. Botsmanova, A. Zakharova [8] distinguish three

levels of development of reflection: 1. High (supplementing the analysis of the problem situation by analyzing own actions, which, in turn, serves as a basis for determining the general way to solve it). 2. Medium (analysis of = own actions is not holistic, but is a set of individual elements). Zero (no analysis of own actions).

5. Development of reflection of the way of action of the individual in a problem-conflict situation. Semenov, Stepanov, Novikova distinguish four levels of development of reflection [36]: 1. Reproductive (solve a creative problem using the usual schemes and tools; simplification of the content of the task and attempts to perform it as standard). 2. Regressive (avoidance of conflict, the task is considered as such that cannot be solved at all, the experimental situation is devalued, etc.). 3. Progressive (the experience of conflict is not muffled, but rather exacerbated; the situation is perceived as vital, the solution of which depends on the ability to overcome such difficulties, mobilize internal resources). 4. Productive (awareness of the contradictions between approaches to solving the problem used earlier and real requirements, the rejection of previous options for the task and the search for new ones is recorded).

6. Development of reflexivity as an ability to the process of reflection. In particular, V. Davydov and O. Zak [11] distinguish two levels of development of reflection. The level of formal reflection corresponds to a lower level of reflexivity. In ontogenesis, formal reflection is functionally ahead of meaningful reflection. The level of meaningful reflection corresponds to a high level of reflexivity, manifested in the interested involvement of man in certain activities, including professional activities.

As a result of the research, N. Nikonchuk [26] found that first-graders are at the pre-reflexive (43.75%) and I level (56.25%) level of development of reflection skills and personal qualities. The majority of second-graders are at the first level (60.42%) and partly at the second level (35.42%) of the development of skills reflection and reflection of personal qualities. Among the third year students, the majority are at the first level (47.92%) and at the second level (45.83%). The majority of fourth-graders are at the second level (58.34%) of reflection on skills and personal qualities.

N. Nikonchuk [26] also found a discrepancy between people who are targeted by primary school students in educational activities, and people who value the achievements of children. Classmates represent a model for in mastering learning skills. Students try to imitate successful students, compare their own achievements with their results, compete with them for the championship. Differentiated assessment of academic achievement children receive mainly from parents (71.35% of respondents) and relatives (64.06%). Despite the established views, the primary school teacher is a reference person only for some junior students (60.93%).

According to the experiment of M. Marusynets [23], a high level of formation of the value attitude to professional reflection was found in 17.2% of the studied students. A high level of understanding of the essence of professional reflection, methods of its formation was found in 5% of respondents. It is established that some students are not capable of deep reflection, while others are immersed in thoughts about themselves, which complicate the understanding and prediction of the realities of their professional development.

I. Bech [5] formulated a conclusion about the dominance of reflection in the mental life of an adult.

3.5 Pedagogical Context of Attributiveness of Reflection during Traditional Teaching by Future Teachers and already Working Teachers as Socially Oriented Individuals

To translate reflection into the attributiveness of traditional learning, it is necessary to acquaint future teachers and those already working with the manifestations of reflection in preschool and school education and the impact of different types of reflection on the effectiveness of educational activities. Achieving this goal is facilitated by acquaintance with the results of various experimental studies that directly or indirectly relate to reflection. We analyzed the scientific literature, singled out and commented on the results of scientific research in the context of reflection.

Based on the analysis of the results of the research, B. Ananiev [2] found that the work of preschool teachers and general teachers affects the awareness of preschool children and younger students regarding their personal qualities and the qualities of other children. Children and students, first of all, are aware of those personal qualities and characteristics of behavior that are most often assessed by others and on which their position in the group or class depends. Thus, in the process of formation of reflection, a special role belongs to the social environment, or rather the content of evaluative statements of the social environment.

According to the results of the experiment, B. Lomov formed the following conclusion: if the task of finding a certain subject was simple, then during the search for this subject, each student did not interact with other participants in the experiment. If the task of finding a certain subject was difficult, it was recorded to turn to other students for mutual exchange of information and to increase the efficiency of finding the subject [22]. In turn, we can conclude about the types of reflection that take place when performing tasks of varying complexity. The student is actively involved in personal reflection in the case of a simple task. While performing a difficult task, the student experiences the need for group reflection.

Also, the scientist [22] studied self-knowledge while performing a task first independently and then in interaction. It was found that as a result of performing a certain task independently, each of the participants of the experiment did not doubt the correctness of its implementation and the results obtained. When the participants compared the results obtained by themselves, they found differences in their work. This fact created a problematic situation and encouraged the participants of the experiment to work together without external instructions to cooperate. The results of this study show that group reflection, which follows personal reflection, increases the cognitive activity of each participant in the interaction, internally motivates to actively compare the results of work and reconcile differences.

N. Bordovskaya [7] summarizes data on experimental studies of the interaction of adolescents in the group. It is established that the organization of interaction of adolescents in the group has the greatest positive impact on the "middle" students, who rise to the level of "strong" students. The effectiveness of group reflection in joint activities aimed at completing the task depends on individual characteristics (level of personal reflexivity, level of awareness of educational material and value of the task, level of intellectual activity) and the creative focus of the task. Group reflection in joint activities contributed to the task, which was not feasible for independent performance by each individual student. The process of group reflection influenced both the result of the task and the process of forming a way to achieve it.

Bordovskaya [7] also notes that the process of communication is especially active in a difficult problem situation. In the absence of the opportunity to engage in direct interaction with others, adolescent students may engage in dialogue with an imaginary interlocutor and anticipate possible objections. Imaginary dialogue directs thinking to find a way to complete a task and helps to complete the task.

The result of fulfilling the task with the use of personal reflection differs from the result of the task with the use of personal and group reflection. This fact is explained by scientists' research:

- M. Sherif [38] – scientists found that when the participants of the experiment performed tasks independently, their results differed. When they performed the same task in

joint activities, the result was completely different. The participants of the experiment influenced each other and the result of their work was a certain group norm.
- L. Ross, R. Nisbet – found that almost 50-80% of participants in the experiment agreed rather to make a clearly wrong decision of the group than to go into conflict with its members [31].

During the learning process, the student focuses on the personal manifestations of participants, namely: their emotional reactions, details of behavior, attitudes to different activities in the classroom. Assessing activity or inertia, enthusiasm or indifference, content or primitiveness of their answers, a person simultaneously looks at himself, his thoughts, his actions, his reactions. In communication that is built on similar interests with others, the student discovers what is inherent in him. These are his personal qualities (emotional, intellectual, volitional), abilities, and opportunities for further improvement.

The experimental work involved future teachers and teachers who work at the school for up to 5 years. The experimental work was aimed at:

- Analysis of reflection as a process;
- Establishment of objects of reflection, reflective situations and results of reflection in objective and virtual realities without regard to professional activity;
- Establishment of objects of reflection, reflective situations and results of reflection during traditional and e-learning of future teachers in higher pedagogical education and teachers working in schools up to 5 years, in postgraduate pedagogical education.

Figures 1, 2, 3 show the results of a study of various aspects of reflection in everyday life of future teachers and teachers who work in schools up to 5 years.

Figure 1 summarizes the data on the object of reflection. It was found that in real life, future teachers are dominated by reflection of the actions of others in a given situation (95% of respondents) and reflection on their actions and deeds in a given situation (88% of respondents). 18% of future teachers surveyed reflect on the "Self" based on a critical view of themselves from the outside.

Teachers who work in schools for the period under 5 years indicated that they reflect on how to act correctly (100% of teachers surveyed), produce reflection on actions and deeds in a given situation (92% of teachers surveyed). 4% of teachers surveyed reflect on the "Self" based on a critical view of themselves from the outside.

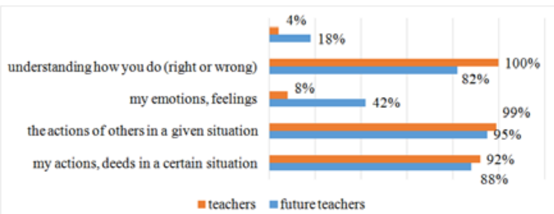

Figure 1 – Object of reflection in real life in relation to future teachers and teachers working in schools up to 5 year

Analysis of the data in Figure 2 shows that for 100% of respondents in both categories, the occurrence of a reflective situation in real life is associated with unsatisfactory results and the inability to perform mandatory work. Inconsistency of information causes a reflective situation in 99% of teachers and 68% of future teachers.

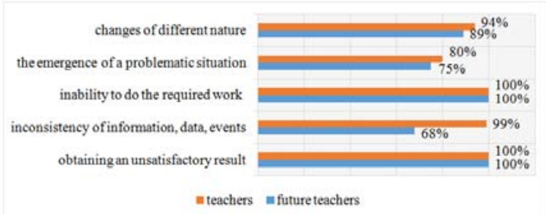

Figure 2 – The emergence of a reflective situation in real life, regarding future teachers and teachers working in schools up to 5 years

In 100% of teachers surveyed, the result of reflection in real life is (Figure 3): 1) certain conclusions from the situation; 2) understanding what they are doing; 3) understanding the cause of failure; 4) way to resolve misunderstandings; 5) identifying what needs to be worked on. Regarding future teachers, we received other data. Thus, in 100% of surveyed future teachers the result of reflection in real life is: 1) understanding what they do; 2) understanding the cause of failure. It was also found that reflection causes changes in the lives of 22% in future teachers surveyed and only 4% of teachers surveyed.

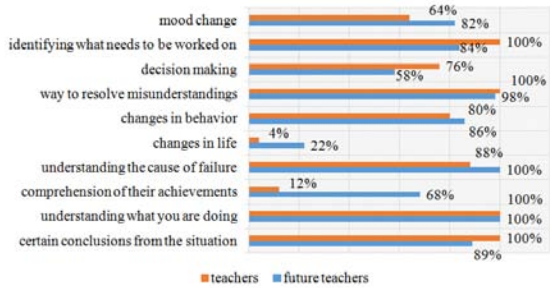

Figure 3 – The result of reflection in objective reality regarding future teachers and teachers working in schools up to 5 years

Figures 4, 5, 6 show the results of a study of various aspects of reflection in virtual reality, which is carried out by future teachers and teachers who work in schools up to 5 years.

Analysis of testing data revealed that for 100% of respondents of both categories, the objects of reflection in virtual reality are (Figure 4): 1) events and their impact on respondents; 2) actions, deeds of others in a certain situation; 3) a way to succeed in virtual reality. It was also found that the reflection of the way of self-realization in virtual reality is significant for 100% of future teachers and for 26% of teachers.

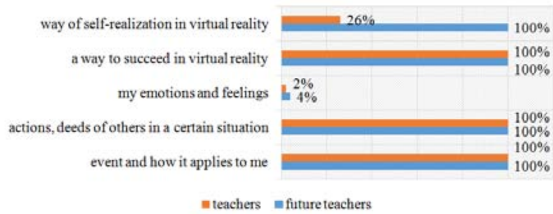

Figure 4 – Objects of reflection in virtual reality regarding future teachers and teachers working in schools up to 5 years

Analysis of the data in Figure 5 revealed that for 100% of respondents in both categories, the emergence of a reflective situation in virtual reality is associated with: 1) unsatisfactory results of self-realization; 2) socio-economic changes. Significant differences relate to the reflection of inconsistent information. 38% of surveyed future teachers and 72% of teachers reflect on this direction.

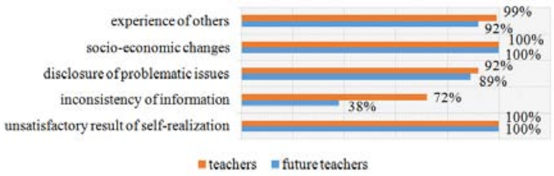

Figure 5 – The emergence of a reflective situation in virtual reality in regarding future teachers and teachers working in schools up to 5 years

Analysis of the data in Figure 6 showed that for 100% of respondents in both categories, the result of reflection in virtual reality are certain conclusions from the situation and determine how to solve problems. The smallest number of respondents indicated that for them the result of reflection is: 1) determining what needs to be done (50% of surveyed future teachers); 2) changes in behavior (52% of teachers surveyed).

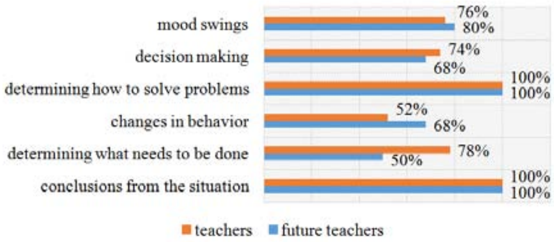

Figure 6 – The result of reflection in virtual reality in future teachers and teachers working in schools up to 5 years

We also analyzed the objects of reflection, the emergence of a reflective situation and the result of reflection during traditional and e-learning of future teachers (in higher pedagogical education) and teachers (in postgraduate pedagogical education). The results of the research are shown in figures 7, 8, 9.

The analysis of the results of the data of Figure 7 showed that during traditional training, in 100% of respondents of both categories the objects of reflection are: 1) knowledge and skills; 2) the actions they perform; 3) the answers of others. In traditional teaching, only 4% of surveyed teachers working in schools under 5 years and 46% of future teachers reflect on their learning opportunities.

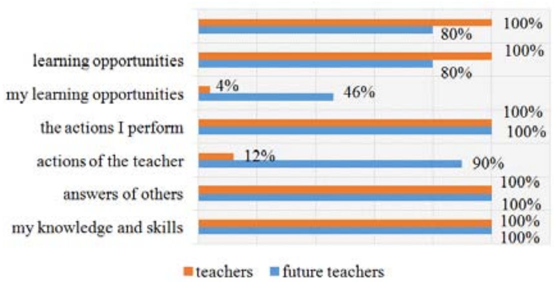

Figure 7 – Objects of reflection during the traditional training of future teachers in the institution of higher pedagogical education and teachers in the institution of postgraduate education

In 100% of respondents of both categories, the occurrence of a reflective situation during traditional learning was caused (Figure 8): 1) by different results of the task; 2) by different ways of performing the task; 3) by conflicting opinions. Also, the emergence of a reflective situation was recorded when obtaining an unsatisfactory result, in the absence of awareness of information, inconsistency between knowledge and skills and what needs to be done, inconsistency between their own experience and the experience of others. Only 8% of future teachers surveyed indicated a reflexive situation during traditional learning in the absence of success.

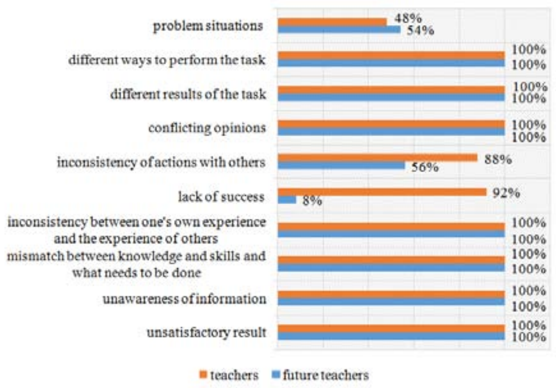

Figure 8 – The emergence of a reflective situation during the traditional training of future teachers in higher pedagogical education and teachers in postgraduate education

The result of reflection during traditional training for 100% of respondents in both categories concerns the following (Figure 9): formulation of certain conclusions from the problem situation; understanding the causes of failure; understanding what they are doing; identifying what needs to be worked on. It should be noted that understanding the reasons for success is defined as the result of reflection for only 10% of teachers and 12% of future teachers.

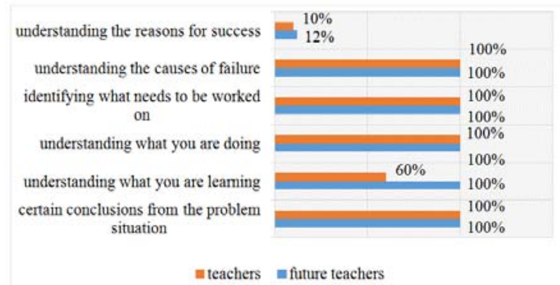

Figure 9 – The result of reflection during the traditional training of future teachers in higher pedagogical education and teachers in postgraduate education

Figures 10, 11, 12 show the results of research on various aspects of reflection in e-learning of future teachers and already working teachers.

It was found that, during e-learning, for 100% of respondents of both categories the objects of reflection are (Figure 10): 1) content; 2) the answers of others. Only 2% of teachers and 34% of future teachers think about their participation in e-learning.

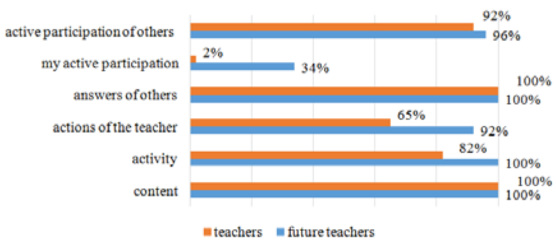

Figure 10 – Objects of reflection during e-learning of future teachers in the institution of higher pedagogical education and teachers in the institution of postgraduate education

100% of respondents in both categories have the same conditions for the emergence of a reflective situation during traditional and e-learning. These are (Figure 11): unconscious information, inconsistency between knowledge and skills and what they need to do, inconsistency between own experience and the experience of others, conflicting opinions, the use of different methods of task, obtaining different results during the task. It was also found that for 100% of respondents in both categories, the emergence of a reflective situation during e-learning is due to technical circumstances and low (insufficient) level of ICT skills. For 100% of teachers, the emergence of a reflective situation in e-learning is due to the lack of coordination of their own actions with the actions of others.

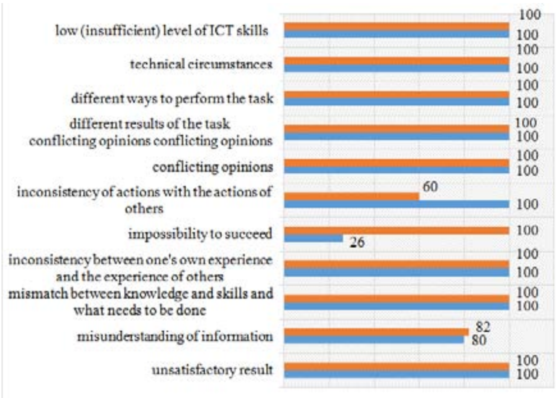

Figure 11 – The emergence of a reflective situation during e-learning of future teachers in higher pedagogical education and teachers in postgraduate education

As shown in Figure 12, sometimes the result of reflection in e-learning is understanding the reasons for success (4% of teachers and 6% of future teachers) and understanding the reasons for failure (15% of future teachers). This indicates that the result of reflection in e-learning is more related to the learning process (‘understanding what you are doing now, understanding what you are learning now, identifying what you need to work on, thinking about conclusions from a problem situation’).

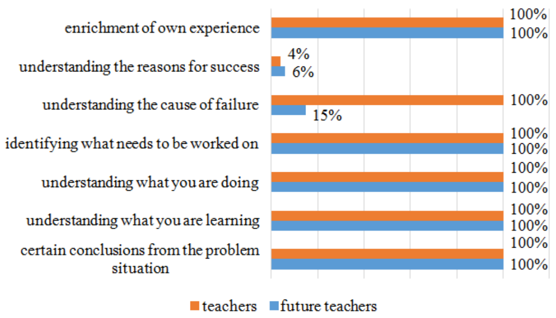

Figure 12 – The result of reflection during e-learning of future teachers in the institution of higher pedagogical education and teachers in the institution of postgraduate education

The results of the experiment show that the attributes of traditional and e-learning of future teachers and teachers as socially oriented individuals are:

1) Personal reflection (directions: understanding what needs to be done, directing one's actions, analyzing the results, identifying what needs to be worked on);
2) Group reflection (areas: analysis of the actions of others, analysis of the responses of others, analysis of the activity of others, analysis of conflicting opinions of others, analysis of a certain consistency of their own actions with the actions of others).

It is also established that these areas of personal and group reflection are also attributes of young people's self-realization in objective and virtual realities.

4 Conclusion

Philosophers, psychologists, and educators explain the phenomenon of reflection in different ways. What is common is the understanding of man as a subject of self-knowledge (“as I see myself”) and self-knowledge through the perception of others (“as others see me”). Reflection in pedagogical activity has a certain pedagogical context.

1. The components of professional reflection are personal and group reflection.

2. The teacher as a socially oriented person is involved in the following reflective processes:

- Formation and development of reflection in students;
- Self-knowledge as a professional;
- Self-knowledge through perception by other participants in the educational process (students, colleagues, management, parents of students, scientific and pedagogical community).

3. The formation of students' reflection is a gradual movement from the formation of reflexive operations and reflexive skills to reflexive competence. This process is accompanied by the emergence of new structural and functional features of self-awareness, the intensive development of abstract-logical thinking and self-knowledge.

4. Pedagogical context of the development of reflection relate to different areas of development of reflection. In particular, these are: 1. The development of the reflection of actions, operations and personal qualities, the development of the reflection of the formed skills, the development of the reflection of one's own abilities (N. Nikonchuk). 2. Development of reflection of the process of performing actions (M.Botsmanova, A. Zakharova). 3. Development of reflection on the way of personality action in a problem-conflict situation (Semenov, Stepanov, Novikova). 4. Development of reflexivity as the ability to the process of reflection (V. Davydov, O. Zak).

5. The analysis of the results of the experiment confirmed the attributiveness of personal and group reflection during traditional and e-learning of future teachers and teachers working in the school up to 5 years. It was found that respondents on their own initiative mentally analyze the actions and activities of others, reflect on the answers of others, analyze the contradictions of their opinions (group reflection). They also comprehend what needed to be done, direct their own actions in accordance with the goal, analyze the results, identify ways to solve problems, formulate their own conclusions, identify what needs to be worked on (personal reflection). Proving the fact of initiative of future teachers and teachers working in the school up to 5 years in the implementation of personal and group reflection is based on establishing the attributiveness of group and personal reflection in their daily lives, including real and virtual activities.

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Primary Paper Section: A

Secondary Paper Section: AM, AN

USING MEDIA AS WEAPONS IN HYBRID WAR

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Abstract: This article is a theoretical analysis and generalization of the views of scientists on various approaches to understanding hybrid warfare in modern society and determining the trends of its influence on public opinion. It has been proven that media use during such wars has a practical impact on public opinion and most often carries a manipulative nature (by agreement with the social customer). The purpose is to understand the specifics of modern media weapons and determine the trends of their influence on public opinion in conducting a hybrid war. General scientific and special sociological methods were used during the study. The article is based on general scientific methods: analysis, synthesis, induction, deduction, typology, modeling, extrapolation, operationalization, interpretation, abstraction, generalization, and synergy, as well as logical-historical, systemic, comparative, network, and structural-functional analysis. The analysis showed the comprehensive nature of the information space, where the modern Ukrainian society and the entire civilized world are located. The information space was aimed at a purely informational function today. In that case, it acts as an effective manipulative weapon on the part of power structures, which led to the emergence of the term "hybrid war". It turned out that over time, society ceases to experience systemic information influence, which complicates the ability to protect against it. The article determines that media channels, as the latest type of weapons of mass destruction, occupy a key place in the conduct of a hybrid war. The newest media channels have become vital in conducting the hybrid war.

Keywords: Hybrid war, Information space, Information weapons, Latest media, Media, Media weapons.

1 Introduction

When exploring the issues of hybrid war, the challenges and threats that it carries, one should pay attention to the nature of the emergence of a hybrid war and the role of the media in the process of its conduct. After all, understanding the specifics of using the media precisely as a weapon in the process of conducting hybrid wars will provide answers to its goals, weaknesses and strengths of the corresponding strategy.

The process of development of information technology has taken place in unison with the technological development of weapons, which has a great aspect of defeating public opinion. Each historical stage brought with it the latest technological changes in the development of traditional and informational weapons, which determined its place in the military arena. However, over time, the influence of non-military methods began to play a greater role than the military. Hitler's comrade-in-arms, A. Speer, in his last speech at the Nuremberg trials admitted: "With the help of such technical means as radio and loudspeaker, independent thinking was taken away from eighty million people" [13]. A. Speer's statement allows us to note that the manipulative techniques of media channels have an impact on a large part of society and can lead to a change in the opinions, actions or behavior of the whole society.

The media deal with information, and it is the control of information that makes it possible to manipulate the mass consciousness, create a model in it that is beneficial to the subject of the influence of reality and decide which problems are most relevant today. Such a phenomenon as media consciousness (i.e., consciousness based on false values, manipulative interpretations, double morality) is artificially produced, when the reality offered by the media differs from the actual one. Public opinion through the media consciousness is significantly disfigured [11].

The latest achievements in the development of modern media have made the world somewhat vulnerable to the latest weapons, which are not inferior to traditional ones in their danger. Therefore, research on the study of new generation wars, namely: hybrid warfare, information warfare and psychological warfare, is relevant. Recently, it has become much more difficult to determine the boundary between the beginning and end of such wars. The scientific developments of scientists make it possible to conduct such wars in various forms and without official announcements about their beginning, which determines the corresponding effective influence of the media on society. This prompts the conduct of relevant research to understand the possibilities of resisting media weapons in the process of conducting hybrid wars.

2 Materials and Methods

The study used general scientific and special sociological methods. The article is based on such general scientific methods as: analysis, synthesis, induction, deduction, typology, modeling, extrapolation, operationalization, interpretation, abstraction, generalization and synergy, as well as methods of logical-historical, systemic, comparative, network and structural-functional analysis. Let us apply a comparative analysis – to compare the effects of the influence of traditional and new media on public opinion in the process of conducting a hybrid war; systems analysis – to understand the main characteristics of hybrid wars; structural-functional analysis – to study the specific features of the role of the media in a hybrid war.

The theoretical basis of the study was the fundamental scientific provisions of general and sectoral sociology in the field of information impact on public opinion in the process of conducting hybrid wars, reflected in the works of I. Rushchenko, G. Pocheptsov, E. Magda and others. They revealed the nature of the emergence of public opinion, the process of its formation and functioning in society: G. Blummer, W. Lippmann, E. Noel-Neumann, J. Ortega y Gasset, L. Fraser, J. Zaler, etc.

3 Results and Discussion

In the modern world, hybrid warfare does not lead to fundamentally new elements of its conduct. The traditional interpretation of war has certain changes in its understanding, and the classical vision of war (way of war is a method of conducting military operations) is outdated and not relevant in accordance with the requirements of the modern (informatized) world. Hybrid warfare creates relatively new combinations of existing elements already used in traditional wars (such as World War I and World War II). A hybrid war is unfolding in all public areas (information, economic, political, military, etc.). In the course of waging such wars, all segments of the population are involved, especially those that influence public opinion: actors, singers, writers, bloggers, journalists, politicians, etc. Traditional warfare in a hybrid war is most likely the backdrop for a larger war in the human mind.

Recently, in scientific publications and analytical reports of modern researchers, there have been various interpretations by which researchers characterize the essence of war in modern society. More often, two phrases are distinguished: "new generation war" and "fourth generation war". However, in our opinion, they do not identify the essence, content and structure of actions taking place against the backdrop of traditional military operations. That is why, first of all, we will focus on the analysis of the term "hybrid war" and the specifics of its conduct in modern society.

Frank Hoffman, a consultant to the US Department of the Navy, one of the authors of the concept of "hybrid warfare", notes that each era has its own specific forms of war. This requires all sorts of new terminological developments. In general, the modern era, according to Frank Hoffmann, is characterized by hybridization processes, including in the military sphere. Traditional forms of war are mixed with the activities of organized crime, irregular conflicts and terrorism [1]. The transition of modern society to the full informatization of its life has led to certain challenges and threats from this side, which led to the emergence of the very understanding of hybrid warfare.

Ukrainian sociologist I. Rushchenko describes a hybrid war as a combination of non-traditional and traditional forms of warfare. According to their genesis, these forms come from different sources, but the aggressor managed to weave them into a strike combination that destroys the enemy's security system. Here is a definition of hybrid warfare offered by Brigadier General Niko Tak, head of the Crisis Response Center at NATO Joint Forces Headquarters: it refers to the use of classic military forces, sabotage groups, illegal armed groups in parallel with the organization of civilian protests under the influence of information and propaganda tools, which is complemented by hacker attacks on enemy information systems. All these funds are used in a concentrated manner to achieve clearly defined political goals" [3, p. 18]. In our opinion, this interpretation very accurately characterizes the hybrid war that the Russian Federation has launched against Ukraine since 2014.

In turn, researcher M. Bond believes that "hybrid warfare involves the use of a variety of combinations of military activities, resources and programs, political movements designed for non-violent, but convincing economic and political pressure on hostile governments with the aim of reforming or replacing them in a political, social and economic instability characteristic of failed states" [10]. E. Magda (engaged in an in-depth study of the specifics of a hybrid war), in turn, defines a "hybrid war" as a set of pre-prepared and operationally implemented actions of a military, diplomatic, economic, informational nature aimed at achieving strategic goals. The components of a hybrid war include traditional and non-standard threats, terrorism, explosive actions, when the latest or non-standard technologies are used to counter the superiority of the enemy in military force [6].

O. Zaporozhets defines the specifics of a hybrid war by the fact that, along with regular and irregular military operations, they use technologies for creating a parallel reality or pseudo-reality (a combination of elements of real and imaginary reality), that is, non-military methods of conducting a hybrid war. The aggressor can win in the information space through the distribution of appropriate symbols that form the desired "picture of reality" in the mass consciousness [15]. The non-military technologies of conducting a hybrid war aim to neutralize the traditional (military) advantage of any army, to prioritize not the military area, but precisely the informational, moral and ethical component. In particular, this includes, for example, a modern cinematographer, which carries the corresponding meanings (a certain picture of the world) into public opinion and transforms it.

The means of hybrid warfare are not new. Military history knows many examples of asymmetric wars using non-linear tactics and irregular armed formations, which are more ancient analogues of modern hybrid warfare. One can mention the Napoleonic War in Spain or the Vietnam War. Such wars are called compound wars. The essence of tactics has not changed, just the tools have become more modern and are used in a complex way [7]. Information asymmetry is based on the possibility of covering an event based on its different aspects, creating different types of news. For example, war can be interpreted either from a patriotic or family perspective. In the first case, official sources will be stronger, in the second - unofficial ones. Therefore, it is asymmetry that allows, if not defeating the stronger one, then causing him serious harm, because it always finds weaknesses in the "defense" of the enemy [2, p. 237]. Hybrid warfare is a phenomenon of the modern world precisely because key tasks can be accomplished thanks to information capabilities. And the stronger the development of information potential, the easier it will be to fulfill the corresponding tasks. One of the most frequently used tools in the conduct of hybrid wars is media (information) channels.

The struggle for the minds and moods of people is becoming almost the core of a hybrid war. The aggressor can widely use modern information communications. The habit of free print, word and thought becomes a weak point. Closed societies, preparing for war, transfer their mass media to the regime of military propaganda in advance [3, p. 27]. The British researcher of information aggression of the Russian Federation in Ukraine P. Pomerantsev introduces the term "weaponization of media", that is, the use of media as a weapon [14, p. 19]. The key task of the media weapon, as M. Bulgakov wrote, is "the devastation in the heads, which is more dangerous than the devastation in the economy, because the loss of national, spiritual values leads to the degeneration of the people and the collapse of society".

There are fairly common methods of using media in the course of conducting hybrid wars. In particular, the following can be distinguished: 1) concealment of real events or their distortion; 2) hanging appropriate labels; 3) defamation; 4) spreading gossip or rumors; 5) suggestion of certain feelings among the society (which are beneficial to the manipulators), and so on. The key task of such media influence is the suggestion of chaos and panic in society, so that society makes appropriate decisions on emotions, and not on the mind. And emotionally made decisions, as we know, provide great opportunities for skilled manipulators.

The destructive ability of a media weapon (it is also interpreted as an "information weapon") and its purpose directly depends on the target, and are also indicated by the potential ability to awaken in the state or behavior of the corresponding target of media influence the results that the subject of influence set for himself.

To date, information weapons are the only effective weapons that, in the context of scientific and technological progress, can lead one of the opposing sides to victory, while the use of an arsenal of modern traditional weapons in a global or relatively global conflict can lead to the destruction of all participants in the confrontation or, at least to irreparable losses in the structure of national security, the economy and other important spheres of life of the conflicting parties to such an extent that none of them will be able to take advantage of the results of the victory [13]. The informational aspect of traditional wars influences the public opinion of the population, encourages them to act in favor of the social customer.

Information weapons are a tool for carrying out information operations that determine the organizational form of hybrid warfare. Information operations are traditionally understood as actions used to achieve information advantages in providing military strategy by influencing the information, information systems and information infrastructure of the enemy with strengthening the security of one's own information, information systems and information infrastructure [9]. But in order to understand the media as a tool for influencing public opinion in the conduct of hybrid wars, one should analyze the very understanding of the term "media" and its place in the conduct of a hybrid war.

In particular, researchers identify three approaches to the definition and content of modern media channels. The first is a rather negative attitude towards the media (admirers of the Marxian movement), they relate the media as a collapse of the cultural values of society. The second is a positive attitude towards media, the adoption of all the latest media technologies (a vivid example: the Electronic State in a smartphone, which was presented by Ukraine). The third is a neutral attitude towards the media, that is, the acceptance of the fact of the existence of the latest media, but without giving them an ideological content.

And since the modern world creates new challenges and threats for us, this has not bypassed the understanding of the media as a tool to influence public opinion. And if earlier the media concerned only television, radio and Internet channels, today the latest media channels for transmitting information have appeared. "New media" is a term applied to interactive electronic publications and new forms of communication between content producers and consumers, which distinguishes them from traditional media such as traditional TV, radio, newspapers and magazines. This term refers to the process of development of digital, network technologies and communications in the media industry. New media are associated with such phenomena as convergence, virtualization, multimedia, creation of new forms of knowledge management and organization of knowledge [5].

Researcher D. McQuail identified the main features of new media: digitalization, convergence, Internet divergence of mass communication, adaptation of society to new cultural roles, the proposed network, the creation of a new public sphere, fragmentation and internal erosion of "media institutions", a reduction of control. New media and technologies are one whole, since the public media process is currently associated with them [8, p. 112]. The latest media can be characterized by the following features: 1. Setting up a dialogue of the latest media – the use of social networks to transmit information that allows getting feedback from the author of the message (Twitter, Facebook, Instagram, YouTube, Telegram, etc.); 2. Mobility of the latest media - the use of mobile devices to use media channels, which allows being in touch, regardless of the city of residence and time; 3. Under the reverse – the transfer of information from one channel to another (the digital format made it possible to accumulate, transmit and transform information); 4. Possibility of interrelation – transfer of information on the device (USB); 5. Ubiquity – distribution of the latest media throughout the world; 6. Globalization – the interconnection of all world media channels.

The military aggression of the Russian Federation against Ukraine has become a certain media phenomenon in the world through the inclusion of all world media in the process of covering events. The emotional involvement not only of Ukrainian opinion leaders, but also of world opinion leaders, made it possible to draw the attention of the whole world to the problems of our country and receive as much help as possible (military, humanitarian, financial, informational, etc.). This indicates that the media is a powerful and effective weapon in a globalized world.

The characteristic features of media weapons are as follows:

- Controllability, ensuring the implementation of the specified information impact on the target at the specified time and on the specified scale;
- Secrecy, which significantly complicates the determination of the moment of the beginning of the information impact and the source of this impact;
- Versatility, providing the ability to destroy objects in a wide range;
- Relatively low cost of creation, high efficiency;
- Availability, which ensures its relatively easy distribution and high complexity of control over this process [14, p. 66].

Within the framework of existing approaches, the analysis of the dynamics and trends of the media can take place in several directions, the main of which is the understanding of the media and communication as an element of civil society, on the one hand, and a public relations tool (dissemination of information, creation and support of symbols, etc.), on the other [6]. Analyzing modern media channels for the dissemination of information, the following can be distinguished: traditional and non-traditional (latest) media. The traditional ones are:

1. Print media (newspapers, magazines, brochures, etc.) are the oldest and traditional channels for disseminating information among public opinion. The structure of reporting in the print media is most often centralized and corresponds to the editorial policy of a particular publication, which gives rise to strict requirements for publications (censorship). However, over time and the advent of Internet resources, they began to gradually lose their relevance among consumers.
2. Electronic media:
   - Television – most often acts as a leader in the dissemination of information, due to the coverage of a fairly large audience (of different ages, gender and status).
   - Radio – covers the category of the audience that, due to lack of time, can only listen to informational messages (truck drivers, sellers, pensioners, etc.).
   - Internet resources (news sites, newspaper or magazine sites, etc.) – with the transformation of the modern world, it is the Internet that covers most of the population for information.

Non-traditional (latest) media channels: Twitter, Facebook, Instagram, YouTube, Telegram, etc. These networks are relatively new in use; however, they are all-encompassing and viral in nature. They bribe the consumer with their ease of use and the ability to get feedback from the author of the message (for example, there are no such opportunities on television or in a newspaper). That is why, in our opinion, the latest media have great potential for influencing (most often manipulative) public opinion, this is especially acute in the process of waging hybrid wars.

The theory of algorithms for creating information messages that exists in modern society makes it possible to explain their success in influencing public opinion. The process of exposure to such informational messages is as follows:

1) Relax the audience – bring information to the public through media channels, for example, that there are no enemies, or there is one specific one (referring to some historical period);
2) Force the public to listen/watch one information channel without paying attention to others for focusing on one specific paradigm when creating informational messages (for example, "Russian World", "denazification", etc.);
3) Encourage society not to think about the information they consume (turn off the mind, engage the emotional aspect of reactions to information messages);
4) To create artificially or actually conditions in which society does not distinguish between the information flow (attacks, terror, war, and so on). Consequently, the protective function responsible for the critical understanding of information will not work in crisis situations;
5) Suggestion of historical memory, a sense of patriotism (to show society that its nation is better in the world);
6) The creation of a certain state among society, in which there is a constant dependence on information and its influence on the enemy).

The specified algorithm for creating informational messages works well in the Russian Federation. An important point for understanding hybrid risk, as American researcher John Davis writes, is the absence of moral and ethical restrictions in performing an operation. Hybrid war, on the one hand, becomes possible given the new opportunities to achieve victory, and on the other hand, its tactics are built in such a way as to avoid responsibility and condemnation from the public [3, p. 28].

In particular, the media play a key role in the modern society of all states of the world. They act as the central subject of the formation and transformation of public opinion about current events both in their country and in the world as a whole. At the same time, there is also an inverse pattern: media that are more developed, available in large numbers, the less likely they are to be used from a manipulative point of view, and with a less developed system of media channels, there is a threat of its monopolization in favor of a certain social customer.

Media play an important role in the life of society. If earlier the media performed the function of purely informing the population about important events in the country and the world. To date, this function of modern media has been transformed and has begun not only to inform society, but also to influence it (most often by manipulating society), in order to form an opinion regarding the attitude to certain facts, events and phenomena. Such influence (may be long-term or short-term) is carried out with the help of such methods as propaganda and agitation, etc.

The results of this action include: 1) changes in the actions of society; 2) changes in public opinion; 3) changes in the knowledge of society.

If the influence of the media on public opinion is complex and permanent, then it will affect all layers of society. In this sense, the media form a global system of values. A society that is in constant and rapid development has the goal of building and maintaining the symbolic system of its nation. The destruction of the symbolic system can lead to a change in the traditional patterns of society's behavior. The symbols formed by this nation may appear under threat.

The influence of the media, which is destructive in nature, can change the existing value system of society, which will lead to the creation of new myths and stereotypes, which are most often divorced from real events (the creation of a new picture of the world in public opinion), this is especially acute in the process of conducting hybrid wars.

With the help of media channels, one can significantly influence public opinion, namely in the following ways:

- Misrepresentation of facts through incomplete or one-sided information;
- A fragmented method of broadcasting information messages: an array of information is transformed in a single stream, which does not allow society to see a single picture of events;
- Subjective presentation of information messages through their own prism of perception of facts (the inclusion of sympathies and antipathies to the covered);
- Suppression of certain events, which allows a manipulative influence on public opinion;
- Coverage of events in a favorable light (even if they are not);
- The urgent submission of unverified information, which is a manipulative technique and in accordance with the "law of advance", and will have a significant impact on the audience than subsequent messages (even if they are more truthful);
- Broadcast an appropriate view of the information message as the only correct version of events.

Given these possibilities of informational influence, an illusory effect is created to support the created artificial information world by media channels, which will lead to the rejection of society regarding the expression of their opinions under pain of public sanctions. And the more repetitions of the information message on the media channels, the greater will be the reluctance to express one's point of view of the individual if it does not converge with him (the effect of the spiral of silence by Elisabeth Noel-Neumann).

In particular, it can be noted that there is a range of methods by which the media influences public opinion. Therefore, it is necessary to highlight the principles of protection against manipulative information in the conduct of hybrid wars:

- Protection of public opinion, information channels, communication systems, information networks, etc.;
- Neutralization of dangerous information messages by constant monitoring of the situation in the information field;
- Elimination of the negative consequences of information impact.

In particular, it should be understood how, when waging hybrid wars, to be able to counter such informational influence at the state level:

- Formulation of the key content of information messages, information operations, mass media;
- Assessment of the moral and psychological state of both friendly troops and the enemy;
- Elimination of factors that can lead to misinformation of society;
- Forecasting the capabilities of the enemy, a certain scenario of his actions regarding informational influence;
- Implementation of counteraction in the information field to enemy attacks.

Therefore, the informational (manipulative) influence of the media should be considered as an inevitable fact in the process of conducting hybrid wars, which achieve the goals of the opponent. But in terms of its effectiveness, it can be compared with weapons of mass destruction.

4 Conclusion

The results of the theoretical analysis of trends in the influence of modern media weapons on public opinion in the process of hybrid warfare allow us to draw the following conclusions:

1. The fact of creation of modern combinations (informational, economic, political, military, etc.) of already existing elements in conducting hybrid wars is revealed and confirmed. Hybrid warfare, we believe, should be understood as a combination of traditional and non-traditional forms of warfare (which have the same power to defeat society).
2. The analysis showed that the key place in the conduct of hybrid warfare is occupied by media channels, as the latest weapon of mass destruction. And the key to waging a hybrid war were the latest media channels: Twitter, Facebook, Instagram, YouTube, Telegram and more. These networks are relatively new in use, however, they are comprehensive and viral in nature.
3. The article reveals the result of informational influence through the media in the process of conducting a hybrid war, which consists of: changes in the actions of society; changes in public opinion and changes in knowledge of society.

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INTERNATIONAL LEGAL ASPECTS OF THE RUSSIAN FEDERATION'S AGGRESSION AGAINST UKRAINE, JUSTICE AND MECHANISMS OF COUNTERACTION AND LEGAL LIABILITY FOR THE WAR CRIMES AND GENOCIDE

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Abstract: The article aims to show that after the collapse of the USSR, Russia has not been able to get rid of imperial complexes, revanchist thinking, and choose the path of further development as a modern, civilized state. This led to its further policy aimed at the past – the reintegration of post-Soviet states under Russian leadership, "restoration of greatness", primarily through aggressive actions against the former Soviet republics, especially Ukraine, as the most important of them. Therefore, the transformation of the nature of interstate relations during 1991-2022 concerned specific actions that the Russian Federation was ready to take to regain influence over our state. The deliberate rejection of the democratic principles of statehood with the coming to power of the KGB team led by Vladimir Putin at the turn of the 1990s and 2000s marked Russia's intensification in this direction and the transition to increasingly harsh means. On the one hand, a "strategic partnership" was proclaimed in relations with Ukraine; on the other, Russia became increasingly aggressive. Well-known examples are the active obstruction of European and Euro-Atlantic integration, attempts to destabilize the domestic political situation in our country, and the propaganda war against it, which was temporarily suspended or resumed, but conducted consistently for many years, demonstrated that to achieve its own political goals, Russia is absolutely ready for the war against the so-called "brotherly people".

Keywords: Aggression against Ukraine, Genocide of Ukrainian people, International Criminal Court, International law, Legal liability, Norms of international law, Russian aggression, Russia's full-scale invasion of Ukraine, Russia's war crimes.

1 Introduction

Russia's aggressive war against Ukraine, unleashed in Crimea in February 2014 and aimed at the occupation and annexation of the peninsula and continued in the east of our country, and from February 24, 2022 grew into a full-scale aggression throughout Ukraine, can be seen as, to some extent, the "culmination" of Russia's foreign policy. The actions of the Russian Federation against our state, of course, require proper international legal qualification, on the basis of which measures should be taken to stop the aggression and bring the violator to justice in all its aspects. However, such an analysis is impossible without a comprehensive, scientifically based study of the legal aspects of Ukraine-Russia relations on the "Crimean issue" in the post-Soviet period and now – during Russia's aggressive war against our state. Such research can, to some extent, help increase the effectiveness of public policy to respond to aggression, find new international remedies and improve the use of those currently in use.

1.1 Analysis of Recent Research and Publications, which Initiated the Solution of this Problem and on which the Author Relies

Among the domestic scientific studies devoted to the international legal analysis of Russian aggression, it is worth mentioning the thorough collective monograph "Ukrainian Revolution of Dignity, Russian aggression and international law" in 2014 and a number of articles in scientific journals 2014 - 2022. Special appreciation deserves the scientific heritage of the Ukrainian scientist Professor O. Zadorozhny. The works of Russian scholars (G. Velyaminov, O. Khlestov, V. Zorkin, V. Tomsinov, V. Tolstoy, K. Sazonova, etc.) contain arguments by which the authors try to justify the legitimacy of Russia's actions in Crimea. At the same time, it is worth noting Professor P. Kremnyov's article "The Concept of Crimean Law and the Doctrine of International Law on the Secession of Crimea from Ukraine" [33], in which the author criticizes a number of key theses of the Russian leadership and the Russian doctrine of compliance with international law.

Positions on violation of international law by the Russian Federation and preservation of the legal status of the Crimean Peninsula as part of the territory of Ukraine are held by almost all representatives of the world doctrine of international law who considered these issues (P. Ackerman, M. Barkovsky, A. Bebler, K. Borgen, M. Bote, M. Weller, J. Widmar, K. Walter, T. Grant, J. Green, R. Joritsma, J. Kranz, N. Krish, O. Luchterhandt, J.-B. Mayer, R. McCorkwooddale , L. Malxo, K. Marxen, E. Murray, M. Olson, A. Pelle, A. Peters, M. Sterio, G. Fox, H.-J. Heinze, O. Schaefer, etc.).

2 Materials and Methods

2.1 Highlighting Previously Unsolved Parts of the General Problem to which the Article is Devoted

In considering the many changes of various natures that have occurred during 2014-2022, the need for comprehensive, thorough, objective research, based on the analysis of the Russian aggression against Ukraine, remains extremely relevant, especially in the context of intensification and the need to increase the effectiveness of international legal activities to bring Russia to justice for systemic violations of international law, war crimes and acts of genocide.

Such a danger lies in the devaluation of international law, which is inevitable in conditions when its fundamental norms and principles are grossly violated, with numerous victims, and the aggressor does not bear due international legal responsibility.

Given these factors, the rude nature, systematicity, consistency, purposefulness of violations of international law in Russia's consistent strategy to transform modern international law – "international law of cooperation" to "the law of the strong", poses a direct threat to the modern world order – state cooperation as equal subjects.

The transition in international relations from the rule of law to the primacy of power based on the division of spheres of influence that the Russian Federation seeks to impose inevitably leads to the general lifting of restrictions imposed by international law to regulate the behavior of its subjects, with many negative consequences.

In addition, Russia's systematic use of the veto power during its aggression to block the work of the UN Security Council has led to a rapid reduction in the role of this crucial institution and a de facto impossibility for it to continue to perform key peacekeeping and security functions. At the same time, there is a loss of credibility of the EU, the United States, members of the UN Security Council, and other powerful countries of the world, which, because of this status, are responsible for international peace and security.

2.1 Formulation of the Goals of the Article (Task Statement)

Non-legal factors, despite the lack of potential to justify the state's actions in the international arena, are constantly used by the Russian leadership, diplomats, legal representatives to prove the legitimacy of events in Crimea in 2014, and from February 24, 2022 full-scale aggression on the whole territory of Ukraine. When it comes to legal arguments, the content of international law is deliberately distorted, misinterpreted, taken out of context. As for the factual circumstances, they are either distorted or simply fabricated.

This determines the author's attempt to conduct an objective international legal study and set a comprehensive analysis and scientific coverage of international legal aspects of Russia's full-scale military aggression against Ukraine, developing an effective mechanism for counteracting and legal responsibility for war crimes and genocide of the Ukrainian people.

3 Results and Discussion

3.1 Presentation of the Main Research Material with Full Justification of the Obtained Scientific Results

Aggression is the most serious international crime that violates the imperative norms of international law and threatens the international legal order, so Russia's international legal responsibility arises both before Ukraine as a affected state and before the international community as a whole. It is clear that since Russia's aggression is complex, international legal measures aimed at stopping the aggression, prosecuting Russia as a state and those guilty of crimes, restitution of violated rights, compensation for damage, ensuring non-repetition of these actions must be comprehensive and consistent, be systemic in nature.

These actions, as noted, are consistent with the basic international legal provisions on aggression, according to which the aggressor's responsibility includes the obligation to restore international legal order, compensate for the damage, the possibility of imposing sanctions and restrictions on the offending state, among which economic sanctions would be softer in comparison to the restriction of sovereignty, deprivation of part of the territory, the ban on certain types of armed forces.

Practical measures aimed at achieving these goals include solving the problem of the aggressor's participation in the work of the UN Security Council; recognition by Ukraine of the jurisdiction of the International Criminal Court, other international judicial bodies and bringing to justice those guilty of crimes accompanying the Russian aggression against Ukraine; initiating disputes in the UN International Court of Justice; appeal to the European Court of Human Rights; appeal of Ukrainian state and private legal entities to international arbitration mechanisms for compensation of material damages caused by the Russian Federation; application of sanctions to the Russian Federation as a mechanism of bringing responsibility for offenses recognized in international law. Each of these aspects should be carefully analyzed in view of the possibility of using appropriate mechanisms, their advantages and possible disadvantages and problems, practical prospects.

3.2 Ways to Solve the Problem of the Aggressor's Participation in the Work of the United Nations Security Council

The work of the UN Security Council has been blocked by the Russian Federation since the beginning of its aggression against Ukraine in February 2014; later on, the Russian Federation constantly and purposefully hinders the adoption of any constructive decisions. These circumstances, of course, raise the issue of Russia's participation in the work of the Security Council and the Organization as a whole.

The problems with the functioning of the UN Security Council, including in the context of the abuse of the veto right by permanent members, have been discussed for a long time [11, 18, 53]. Thus, S. Gassler notes in this regard that although the permanent members of the Security Council must use the veto in such a way as to comply with their obligations, defined in the UN Charter, this is not always the case [26]. According to Kehler, the presence of a veto in several states in the UN Security Council leads to "complete arbitrariness" in law enforcement in the field of international law, because the interests of permanent members become a criterion for applying or not applying (a) specific rules of international law and UN Charter, and (b) resolutions adopted by the Security Council in accordance with section VII of the Statute. Thus, the rule of law becomes the equivalent of the "right of the strong" [32].

Russian scientists have repeatedly pointed out the problems of the UN Security Council. Thus, T. Hoverdovska noted: "Self-removal of the UN Security Council in some cases from the resolution of international conflicts and cessation of acts of aggression, precedents of abstention or non-participation of permanent members of the UN Security Council in voting on major issues grossly violate UN Charter and contradict international law. This significantly reduces the authority of the Organization and the Security Council itself, has a negative impact on the collective security system. Due to its universality, the UN Security Council must respond more harshly, expeditiously and more clearly to obvious violations of the UN Charter and international law, regardless of which state or states are violators [25].

Back in 2004, Russians O. Zadokhin and O. Orlov claimed: "Nowadays, an extremely serious source of threat to the current world order and its "fundamental element" – the United Nations – is the "anti-systematic" actions of a number of states. That is, actions related to the violation of the adopted rules of conduct in the international arena, formed on the basis of the UN Charter, norms and principles of international law. It is obvious that the UN, for all the genius of its design, is completely helpless in cases where it is the large states that are part of the elite club of permanent members of the Security Council that tale the slippery slope of violations of international law. It is those states, creators and guarantors of the current world order, enshrined in the principle of their unanimity in the UN Security Council. However, these same states (let's say more – only they) can destroy it, because "there is no other real force capable of such an "achievement" [54]. As we can see, these words became prophetic, but the authors could not have predicted that the destroyer of the modern security system would not be the United States, usually demonized by many representatives of Russian science, including law, but the Russian Federation itself.

In the context of reforming the UN Security Council, various proposals are being made: to increase the number of permanent members (both with and without veto) [45], increase the number of non-permanent members, change the principle of forming the Security Council and impose restrictions on veto [7]. Mr. Kehler suggested a slightly different approach to membership in the UN Security Council: "Regional entities can form a new global system within the reformed Security Council. As permanent members of the old post-war system, they will represent the new UN Security Council on the basis of equitable geographical distribution and shared responsibility for global affairs. No state in any region, like any regional group, should enjoy privileges, because it can deeply destabilize the world order" [31].

Since 1994, there were 16 reports of the working group on equitable representation in the Security Council, expansion of its membership and other issues related to the UN Security Council. Unfortunately, they are all abstract, and the working group has only been able to identify ways to reform that have not been supported in the end [12].

However, the world community now needs to finally find answers to the challenges posed by the situation when *the aggressor state and at the same time a permanent member of the UN Security Council vetoes its work*, reducing the functioning of the main body of the world security system to peacekeeping. exchange of statements by representatives of the Member States.

The need to reform the UN Security Council (by increasing the number of permanent members, introducing a double veto, restricting the use of the veto, preventing the use of the veto by the aggressor state, etc.) is indeed long overdue. This is required not only by the recent events related to Russia's aggressive wars in Syria and Ukraine, but also by the radical change of circumstances, the shift of economic and political accents in the world since the adoption of the UN Charter.

In this context, the question arises as to the existence of international legal grounds for the membership of the Russian Federation in the United Nations itself. As you know, the issue of membership in the UN is regulated by Section II ("Members of the Organization") of its Charter. Based on the analysis of Articles 3 and 4 of the Charter, the following conclusions can be drawn: first, UN members are only those states that were members of this organization from the beginning (Article 3) or later joined it on the basis of Art. 4; secondly, when it comes to admitting a state to the Organization, it must meet certain requirements (be a "peaceful state" and commit itself to the UN Charter); thirdly, the admission of a state to the membership of the Organization takes place by a resolution of the UN General Assembly on the recommendation of the Security Council (Article 4, paragraph 2). *However, Russia is not an original member of the UN (as, for example, Ukraine and Belarus), and was not accepted as a member of the Organization on the basis of a resolution of the UN General Assembly on the recommendation of the Security Council.*

The UN Charter *does not provide for the possibility of membership in this international organization on the basis of succession.* That is why all the former republics of the SFRY, together with Serbia (as part of the Federal Republic of Yugoslavia in 2000), were forced to join the UN separately after the collapse of the SFRY. This is exactly what Russia should have done after the collapse of the USSR, because only such accession to the UN complies with the Charter of this organization [38]. The decision of the CIS Council of Heads of State of December 21, 1991, in which they (except Georgia) agreed to continue Russia's membership in the UN, can not in any case be considered as compliant with the provisions of the UN Charter.

In his article on Russia's membership in the Organization, Blum said: "With the end of the Soviet Union itself, its membership in the UN should have automatically ceased, and Russia should have been admitted to membership in the same way as the newly independent republics (except Belarus and Ukraine)" [6].

The same author, analyzing the statement of the representative of Russia on Russia continuing the membership of the Soviet Union in the UN, points out: "This statement of the Russian Federation – made three days (and possibly sixteen days) after the collapse of the Soviet Union – that it "continues" its legal existence, as well as its membership in the UN, must be considered, regardless of the obvious political advantages, seriously erroneous in law" [6]. Indeed, since the collapse of the USSR (the preamble to the CIS Treaty of December 8, 1991, concluded by the founders of the Union, Russia, Ukraine and Belarus, states: "The USSR as a subject of international law and geopolitical reality ceases to exist"), [2] and the parties to the Agreement did not want to preserve it in any form, the Russian Federation could not become a successor state of the USSR, in particular, in terms of membership in the UN.

A successor state, according to international law, is possible if the previous state is preserved and a certain part (parts) [17] withdraw from its composition. As M. Buromensky rightly points out in this regard [8], in this case, the provisions of Part 1 of Art. 34 "Succession of States in the Case of Separation of Parts of the State" of the Vienna Convention on the Succession of States to Treaties of 1978: "When part or parts of the territory of a state are separated and form one or more states, regardless of whether: (a) any treaty in force at the time of the succession of States in respect of the entire territory of the predecessor State shall remain in force in respect of each successor State thus formed" [52]. However, with the Agreement on the Establishment of the CIS, the parties unequivocally stated that it was not the withdrawal of its parts from the state, but the cessation of the existence of the USSR. Thus, under international law, all former Soviet republics became equally successors to the Soviet Union, *and none of them, including Russia, could become the successor state of the USSR.*

The post-Soviet states were not only aware of this, but also clearly enshrined in key international legal acts, such as the Agreement on the Establishment of the Commonwealth of Independent States of December 8, 1991, [3] the Treaty on Succession on External Public Debt and USSR Assets of December 4, 1991 [21], Decisions of the Council of CIS Heads of State on Succession on Agreements of Mutual Interest, State Property, State Archives, Debts and Assets of the Former USSR of March 20, 1992 [19], Memorandum of Understanding on Succession on Treaties of the Former USSR, are of mutual interest from July 6, 1992 [37] and in other acts on succession. Ukraine clearly stated its position, among others, in the statement of the Ministry of Foreign Affairs of February 10, 1992, in which it pointed out the inadmissibility of unilateral decisions on the successor state of the USSR. It is clear that the Russian Federation could not simultaneously have (and could not be recognized by other CIS states) both the status of one of the successors of the Soviet Union, and the successor state of the Soviet Union.

Lack of grounds, from the international legal point of view, of the concept of "Russia – the successor state of the USSR" was well understood by legal scholars. For example, I. Lukashuk noted in this regard: "The Alma-Ata Declaration of the CIS countries in 1991 stated that "with the formation of the Commonwealth of Independent States, the Union of Soviet Socialist Republics ceases to exist." The Declaration itself had a clear answer to the question of succession to treaties: the CIS members guarantee "the fulfillment of international obligations arising from the treaties and agreements of the former USSR." This shows that all members of the Commonwealth were equally considered successors to the USSR. However, the implementation of this decision was virtually impossible. The Soviet Union was one of the pillars of the current international political and legal system. Its role was especially great in the military-political structure, as well as in the UN system. The liquidation of the USSR threatened all this. None of the successors could apply for UN membership by succession, let alone a permanent member of the Security Council. Russia faced serious difficulties in securing its rights. The way out of this situation was artificially found in the concept of "Russia – a successor state of the USSR." It means that USSR's place in world politics is occupied by Russia. It is the Union's principal successor and has the primary responsibility for fulfilling its obligations" [35]. So, as we can see, it is not just the political reasons for Russia's membership in the United Nations that are being emphasized, but the illegal nature of the relevant decisions.

Not surprisingly, very little is known about the process of legalizing Russia's membership in the UN as an event of global importance: in particular, on December 21, 1991, the CIS Heads of State Of the Union to the UN, including permanent membership in the Security Council and other international organizations") [20], December 24, 1991, Russian President Boris Yeltsin sent a message to the UN Secretary General, in which he simply announced the continuation of Soviet membership in the UN by the Russian Federation and maintaining its responsibility for all rights and obligations of the USSR in accordance with the UN Charter [30]. Later, according to the Russian Foreign Ministry, "the Secretary General sent this letter (message from the President of the Russian Federation) to all members of the Organization. Based on the opinion of the Legal Department of the UN Secretariat, he believed that this appeal was in the nature of a message, states the reality and does not require formal approval by the UN. All permanent members of the Security Council and other leading countries have agreed to this approach, and since December 24, 1991, the Russian Federation has extended its membership in the United Nations [22], including membership in the Security Council. In the note of the Ministry of Foreign Affairs of January 13, 1992 on "the continuation of the exercise of rights and obligations arising from international treaties concluded by the USSR."

However, Russia's interpretation of the legal basis for its membership in the Security Council as the successor to the USSR in the international arena after allegedly "passing the necessary procedures established by the UN Charter" [27] is grossly contrary to both facts and norms of international law. This is explained by the fact that the *"procedure" applied to Russia does not coincide with the one provided for in the UN Charter for the acquisition of membership by new states*, namely specified in Art. 3: "The original Members of the United Nations shall be the states which, having participated in the United Nations Conference on International Organization at San

Francisco, or having previously signed the Declaration by United Nations of January 1, 1942, sign the present Charter and ratify it in accordance with Article 110" (these include the USSR, Ukraine and Belarus, but not Russia) and Art. 4 "Membership in the United Nations is open to all other peace-loving states which accept the obligations contained in the present Charter and, in the judgment of the Organization, are able and willing to carry out these obligations. The admission of any such state to membership in the United Nations will be effected by a decision of the General Assembly upon the recommendation of the Security Council" [10].

This is exactly the procedure followed by the Federal Republic of Yugoslavia (FRY), which both the UN General Assembly and the UN Security Council in their 1992 resolutions [49, 50], in strict accordance with the Charter, refused to automatically renew the membership of the Federal Republic of Yugoslavia. At the same time, it was clearly stated that the FRY must apply for membership in the UN, and cannot take part in the work of the General Assembly until a decision is made [49].

On the other hand, as we can see, in the case of Russia, no approval procedure was carried out, there was no decision of the UN General Assembly, the Security Council, which was only informed about this transformation, or even any official statements. Therefore, there is no doubt that the admission of the Russian Federation's membership in the United Nations is a gross violation of the norms of the UN Charter. It is important to add that the Decision of the CIS Heads of State of 21.12.1991 was not registered with the UN Secretariat in accordance with Art. 102 of the Statute, therefore, in accordance with Part 2 of Art. 102 it cannot be referred to in any UN body [9].

All this is confirmed even in the analysis of the works of those scientists who claimed the legitimacy of Russia's membership in the Organization. Thus, R. Muellerson did not refer to legal arguments: "First, after the collapse of the Soviet Union, Russia remains one of the largest states in the world geographically and demographically. Second, Soviet Russia after 1917, and especially the Soviet Union after 1922, was seen as a continuation of the same state that existed during the Russian Empire. These are objective factors that demonstrate that Russia is a continuation of the Soviet Union. The third reason (subjective factor) is the behavior of the state and the recognition of continuity by third states" [39]. Note that the researcher does not refer to any norm of international law, according to which Russia could be considered a successor state of the Soviet Union.

It is noteworthy that according to the UN Charter, *Russia is still not a member of the Security Council.* According to Art. 23 of the Charter, one of the permanent members of the UN Security Council is the Union of Soviet Socialist Republics, not Russia [9]. This situation has not changed so far, which in itself makes Russia's stay in the Security Council illegal and, we add, does not seem accidental: UN member states, having all the opportunities to do so, have not yet changed the Charter, have not made a decision that could still legally secure Russia's acquisition of membership and thus failed to demonstrate a corresponding position.

As already mentioned, the Russian Federation could "take the place" of the USSR in the UN Security Council only if all the republics left the Soviet Union, except Russia itself – then it could be considered as Russia's "continuity" in relation to the USSR. But this did not happen, the USSR ceased to exist as a state and a subject of international law.

Significantly, the authors of the United Nations Charter acknowledged that five countries – China, France, the Union of Soviet Socialist Republics, the United Kingdom and the United States – because of their key role in the creation of the UN, will continue to play an important part in maintaining international peace and security. They were given the special status of permanent members of the Security Council, as well as a special voting right known as the "right of veto". It is obvious that the Russian Federation (which in fact occupies the Soviet Union in this body) not only does not continue to play an important role in maintaining international peace and security, but is an aggressor state, a threat to peace and stability.

Moreover, Russia is trying to use the UN Security Council as a tool to disseminate false information and distorted facts, questioning existing international law, thus undermining the very essence of the UN Security Council. Such actions by the Russian Federation are blurring the foundations of a world order based on the UN Charter and the special responsibility of the Security Council and its permanent members to maintain international peace and security. Russia is deliberately abusing its status as a permanent member of the UN Security Council and does not justify the trust that the international community expresses to the permanent members of the UN Security Council. It is difficult to find a state in the modern world whose actions would contradict the requirements for membership in the Security Council more than the actions of the Russian Federation. Not to mention countries such as Germany, Japan, India, i.e. large countries with much greater political and economic potential than Russia, which really meet these criteria and can contribute to maintaining international peace and security.

It should be emphasized that the repeated reference by Russian officials to Russia's veto of "the blood of the Russian people shed during World War II" neglects the enormous contribution of the Ukrainian and other peoples of the USSR to the victory over fascism and is offensive and unacceptable for Ukraine [55]. The legal basis for the Russian Federation's membership in the UN Security Council is usually said to be the Decision of the CIS Council of Heads of State adopted on November 21, 1991, which states that "the Commonwealth supports Russia's continued membership in the UN, including permanent membership in the Security Council, and other international organizations". The decisions were signed by 11 CIS states, except Georgia. At the same time, the possibility of ignoring the opinion of even one state that was a member of the USSR is doubtful.

The intentions of the parties are clearly traced on the example of the provisions of the preamble and Art. 5 of the Agreement on the Establishment of the CIS [4], the Alma-Ata Declaration [5], adopted, as well as the Decision of the CIS Heads of State, December 21, 1991. The Decision itself states (preamble) that in adopting it, the parties proceed from the intention of each state to fulfill its obligations under the UN Charter [21].

It is obvious that since the decision of 21.12.1991 there has been a radical change of circumstances, and Ukraine's consent to membership in the Security Council of a state that is continuing aggression against it, violating, of course, the fundamental provisions of the UN Charter, the Declaration of Principles of International Law 1970, The Helsinki Final Act of 1975, the Agreement on the Establishment of the CIS and many other international treaties (and at the same time in some incomprehensible way should contribute to the maintenance of international peace and security), today is completely unfounded.

However, there are also purely procedural factors: the decision of the CIS heads of state of 21.12.1991 adopted at a time when only 4 of the 11 signatories ratified the CIS Agreement and thus became its members, is not an international treaty because it does not comply with the criteria set by the Vienna Convention on the Law of Treaties of 1969, not registered with the UN Secretariat in accordance with Art. 102 of the Charter of the Organization, which, as noted, excludes the legitimacy of the reference to it in the UN bodies. It is not a notification of the succession of the Russian Federation to membership in the UN Security Council or the refusal of other CIS states to succeed, because in Art. 12 of the CIS Agreement the opposite is stipulated.

Given all the available legal preconditions, systematic violations of Russia's principles and norms of international law, Russia's aggressive full-scale war against Ukraine, accompanied by mass war crimes against civilians and genocide of the Ukrainian people, it becomes clear that Russia's membership in the UN has no international legal basis.

The international community is faced with the urgent question of immediately amending the UN Charter and removing the Russian Federation from the Security Council or the United Nations or terminating its membership in the United Nations by making an appropriate decision within the Organization. After all, according to Art. 6 of the current UN Charter, a member of the Organization who systematically violates the principles contained in this Charter may be removed from the Organization by the General Assembly (under Article 18 – by the two-thirds vote) on the recommendation of the Security Council [9]. As noted, the Russian Federation, since 2014, has systematically violated all the principles enshrined in the Charter. Based on this, it is safe to say that there are legal grounds for removing Russia from the UN, however, again, the aggressor has the right to veto the decision of the Security Council, including recommendations, and during 2014-2022 other members of the UN Security Council did not raise the question of the impossibility of voting by the state whose actions it directly affects.

3.3 Recognition of the Jurisdiction of the International Criminal Court and Other International Judicial Bodies to Bring to Justice Those Guilty of Crimes Accompanying the Russian Aggression against Ukraine

In international law, the crime of aggression is defined, on the one hand, as an act for which the state is responsible, on the other – as a crime of individuals, which provides for individual responsibility under international criminal law.

It is obvious that in the conditions of Russian aggression, Ukrainian national legal mechanisms, for objective reasons, in most cases *are unable to prevent these crimes, ensure adequate protection of the civilian population, or detain criminals and bring them to justice.* Therefore, it seems quite natural to ensure the possibility of using procedures and mechanisms established at the regional and universal levels.

In this context, we consider it appropriate to support Ukraine's accession to the Rome Statute of the International Criminal Court (ICC) as soon as possible, as well as to intensify the work of the competent bodies of our state to investigate all events of 2014-2022 and bring to justice all perpetrators of war crimes and crimes against humanity committed on the territory of Ukraine. Such actions, carried out in full compliance with the doctrine of "positive complementarity", will ensure the implementation of Ukraine's international obligations aimed at combating the most serious crimes against international law. At the same time, in cases where Ukraine for objective reasons will not be able to prosecute perpetrators of international crimes on its territory (for example, because of their hiding in other countries), our state will be able to count on the assistance of the International Criminal Court that will have jurisdiction over all events in Ukraine [24].

The International Criminal Court is currently the only permanent body of international criminal justice. In 1998, 120 UN member states adopted the Rome Statute, which became the basis for the ICC [41]. The Charter entered into force on July 1, 2002, when it was ratified by 60 states. Among more than 120 states that have now ratified the Statute are all members of the European Union. The court became the first permanent criminal court. It is not a member of the United Nations, but may initiate proceedings at the request of the UN Security Council [48].

By becoming a party to the ICC Statute, Ukraine would extend the Court's jurisdiction to its entire territory, including the Crimean Peninsula and other territories currently occupied by Russian invaders. This would allow us to prosecute for crimes that fall under the jurisdiction of the ICC and committed in our country *by citizens of foreign countries, including the Russian Federation, despite the fact that Russia itself has not acceded to the Rome Statute of the ICC.* The fact is that in accordance with paragraph 2 of Art. 12 of the Statute, the Court may exercise its jurisdiction if a State is a party to the Statute or recognizes the jurisdiction of the International Criminal Court and has committed offenses within its jurisdiction.

The crimes covered by the ICC jurisdiction are defined in Art. 5 of the 1998 Statute. It deals with limitation to the most serious crimes of concern to the entire international community: a) the crime of genocide; b) crimes against humanity; c) war crimes; d) the crime of aggression. With regard to the latter, the ICC is determined to have jurisdiction over it, in accordance with Articles 121 and 123, as soon as the provision defining the crime of aggression and determining the conditions under which the Court has jurisdiction over that crime is adopted. This provision is consistent with the relevant provisions of the UN Charter.

In this aspect it is essential to note the importance of the decisions taken in 2010 at the Kampala Conference: the ICC Statute has been amended to contain provisions on the characteristics of *the crime of aggression*. According to the approved at that time Article 8-bis of the Statute, "crime of aggression" means the planning, preparation, initiation or commission by a person capable of effectively directing or controlling political or military action of a State, an act of aggression which by its nature, seriousness and scale is a gross violation of the UN Charter. It is defined that an act of aggression is the use of force by a state against the sovereignty, territorial integrity or political independence of another state or in any other way incompatible with the UN Charter. Specific actions that constitute an act of aggression are determined by the provisions of Art. 3 of the UN General Assembly Resolution on Aggression in 1974 [46]. However, according to Art. 15-bis of the ICC Statute, it exercises jurisdiction over this crime in accordance with a decision taken after 1 January 2017 by the same majority of States Parties required to adopt amendments to the Statute, i.e. by thirty States.

As for the ICC's jurisdiction over individuals, it applies to individuals who have been charged with international crimes and who are subject to individual criminal prosecution [43]. Fundamentally important was the enshrinement in the Rome Statute that the I*nternational Criminal Court does not recognize the immunities of heads of state and senior officials.* Article 27 provides for the inadmissibility of references to official position, stipulating that the Statute applies to all persons equally without any discrimination on the basis of official position. In particular, the position of head of state or government, member of government or parliament, elected representative or government official does not in any way absolve a person from criminal liability and is not in itself a ground for mitigating a sentence. Article 28 of the Statute deals with the responsibility of the commander [43].

Extremely important in the context of war crimes and crimes against humanity committed during the Russian aggression against Ukraine in 2014-2022, are the rules of Part 3 of Art. 25, according to which a person is subject to criminal liability and punishment for a crime falling within the jurisdiction of the Court, among other grounds, if that person:

a) Commits such a crime, whether as an individual, jointly with another or through another person, regardless of whether that other person is criminally responsible;
b) Orders, solicits or induces the commission of such a crime which in fact occurs or is attempted;
c) For the purpose of facilitating the commission of such a crime, aids, abets or otherwise assists in its commission or its attempted commission, including providing the means for its commission;
d) In any other way contributes to the commission or attempted commission of such a crime by a group of persons acting with a common purpose. Such contribution shall be intentional and shall either: (i) Be made with the aim of furthering the criminal activity or criminal purpose of the group, where such activity or purpose involves the

commission of a crime within the jurisdiction of the Court; or (ii) Be made in the knowledge of the intention of the group to commit the crime;

Therefore, the leadership of the Russian Federation may well be held accountable for crimes committed in Ukraine. In the case of war crimes and crimes against humanity, the leaders of the Russian Federation will be responsible, in particular, for inciting or facilitating the commission of these crimes by personnel of the armed forces subordinate to them, so a wide range of factual grounds is in place. The circumstances of the aggression mentioned in this study leave little doubt as to the existence of relevant factual grounds.

Therefore, “guided by the provisions of the Convention on the Prevention and Punishment of the Crime of Genocide, customary international law and the provisions of the Rome Statute of the International Criminal Court, emphasizing the international legal obligation of all states to cooperate in which prohibits genocide, as well as crimes against humanity and war crimes", the Verkhovna Rada of Ukraine on April 14, 2022 adopted a decision, that "actions committed by the Armed Forces of the Russian Federation and its political and military leadership during the last phase of the armed aggression of the Russian Federation against Ukraine, which began on February 24, 2022, constitute a genocide of the Ukrainian people" [40].

On April 27, 2022, the Canadian Parliament unanimously passed a resolution recognizing Russia's actions in Ukraine as genocide. Canadian lawmakers stressed that there is sufficient evidence of systemic and massive war crimes and crimes against humanity committed against Ukrainians by the Russian military on the instructions of dictator Vladimir Putin and members of the Russian parliament. According to the petition of the House of Commons of Canada, Russia's war crimes include: mass atrocities, systematic cases of deliberate killings of Ukrainian civilians, desecration of corpses, forcible transfer of Ukrainian children, torture, physical harm, mental harm, rape [23]. Earlier, Canadian Prime Minister Justin Trudeau described the actions of Russia during the invasion of Ukraine and its methods of warfare as "genocide". Estonia was the first EU country to declare Russia's war against Ukraine a genocide of the Ukrainian people.

However, the possibility of prosecution will depend primarily on whether our country becomes a member of the ICC. Ukraine took an active part in the preparation of the Rome Statute, signed it and acceded to the Agreement on the Privileges and Immunities of the International Criminal Court [34]. However, the Statute has not yet been ratified by the Verkhovna Rada. On July 11, 2001, the Constitutional Court of Ukraine issued a conclusion according to which the Statute does not comply with the Constitution of Ukraine "in the part relating to the provisions of para. 10 preambles and Art. 1 of the Statute, according to which "The International Criminal Court ...complements the national bodies of criminal justice" [16]. The court found that the provisions of the Rome Statute did not comply with the provisions of Part 1, Part 3 of Art. 124, part 5 of Art. 125 of the Constitution of Ukraine, according to which the delegation of functions of courts of Ukraine to other bodies and creation of courts not provided by the Fundamental Law is not allowed [15].

The content of the relevant provisions (preamble and Article 1 of the Rome Statute) is fully disclosed in Article 17, which provides that the International Criminal Court shall act only when the State itself is unable or unwilling to prosecute the perpetrators [28]. "Reluctance" occurs in three cases:

a) The proceedings were or are being undertaken or the national decision was made for the purpose of shielding the person concerned from criminal responsibility for crimes within the jurisdiction of the Court referred to in article 5;
b) There has been an unjustified delay in the proceedings which in the circumstances is inconsistent with an intent to bring the person concerned to justice;
c) The proceedings were not or are not being conducted independently or impartially, and they were or are being conducted in a manner which, in the circumstances, is inconsistent with an intent to bring the person concerned to justice [42].

Thus, the Charter enshrined the well-known principle of complementarity. Its aim is to address the relationship between international and national criminal jurisdiction over the most serious crimes against international law: crimes of genocide, crimes against humanity, war crimes and crimes of aggression. The nature of these crimes, which encroach on the most important values of the international community as a whole, presupposes the obligation of all states to ensure their prosecution at the national level, to cooperate with each other and with specialized international judicial institutions.

These obligations are also provided by international law of treaties, in particular the Convention on the Prevention and Punishment of the Crime of Genocide of 1948, the four Geneva Conventions on the Protection of Victims of War of 1949 and their Additional Protocols of 1977, the Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment of 1984, etc., and general customary international law, which applies to all countries of the world without exception, regardless of their participation in a particular international treaty. The relevant rules belong to the *jus cogens* (mandatory rules of general international law), and the obligations arising from them are *erga omnes*, ie not to certain states, but to the international community as a whole.

M. Hnatovsky quite correctly, in our opinion, notes the conclusion in the case of the Rome Statute provided by the Constitutional Court of Ukraine at a time when there was no practice of applying the principle of complementarity of the ICC (which began operating in 2003) and its interpretation by the Assembly of States-participants. The latter must be taken into account when interpreting the provisions of the Rome Statute (in particular on the principle of complementarity) in accordance with paragraph 2 and paragraph 3 of Art. 31 of the Vienna Convention on the Law of Treaties of 1969 (which is part of the national legislation of Ukraine) as a subsequent practice of application of the treaty and the agreement reached on the treaty by the participating states.

According to the Rome Statute and the subsequent practice of its interpretation and application, *the principle of complementarity is not a problem but a guarantee of preventing unlawful interference of the International Criminal Court in the jurisdiction of national courts, and is designed not to limit the scope of state sovereignty, but, conversely, to protect it.* The cases in which the International Criminal Court may declare a case admissible contrary to the position of a State having jurisdiction over the offenses concerned shall be limited to situations of non-compliance by that State (for objective or subjective reasons) with its international obligations under imperative norms of international law and international treaties concluded by it.

The prospects of appealing to the Constitutional Court of Ukraine in connection with the changes that have taken place since the adoption of the decision in 2001 and may provide for a different interpretation of the content of the ICC Statute are currently unclear. One way that could be considered is to amend the Constitution of Ukraine, which would provide that *Ukraine may recognize the jurisdiction of the International Criminal Court under the terms of the Rome Statute of the ICC.*

Similar norms have been included in the Fundamental Laws of a number of states. Thus, Article 53-2 is added to the Constitution of France, according to which the Republic may recognize the jurisdiction of the International Criminal Court, as provided by the treaty signed on July 18, 1998 [13]. The Luxembourg Constitution was supplemented by the following provision (Article 118): approval of the Rome Statute of the International Criminal Court, adopted in Rome on July 17, 1998, and fulfillment of the obligations arising from the Statute, in accordance with the conditions specified therein" [36].

Article 7 of the Portuguese Constitution states that, in order to achieve international justice that promotes the rights of individuals and peoples and in accordance with the Complementarity and Other Conditions set out in the Rome Statute, Portugal may accept the jurisdiction of the International Criminal Court [14].

It is also possible to consider proposals for a broader approach, according to which the Constitution of Ukraine may include a provision *recognizing the jurisdiction of international courts on the basis of existing international treaties approved by the Verkhovna Rada of Ukraine* [44] or, taking into account the activities of ad hoc international tribunals which are created for the administration of justice to individuals on charges of international crimes, – *on the recognition and jurisdiction of international courts acting on the basis of statutes adopted by the UN Security Council* [56].

The inclusion of relevant provisions in the Constitution of Ukraine will result in the extension of the jurisdiction of the International Criminal Court to the entire territory of Ukraine, ie to the Autonomous Republic of Crimea and parts of Donetsk and Luhansk regions – in areas where Ukraine, for objective reasons, is unable to prosecute those guilty of crimes against humanity or war crimes, in particular, senior officials of the Russian Federation as organizers of these crimes.

It is important to note that according to Art. 11 of the Rome Statute, the ICC's jurisdiction extends only to crimes committed after its entry into force. Thus, if a State accedes to the Statute, the Court extends its jurisdiction to the offenses committed after accession. However, there is an exception from these provisions provided by paragraph 3 of Art. 12 of the ICC Statute: The Court may investigate certain crimes transferred to it by a State that is not a party to the Statute. To this end, the State concerned must decide to recognize the jurisdiction of the International Criminal Court in respect of specific crimes by submitting an application to the ICC Registrar.

Ukraine is known to have already used this mechanism in relation to the crimes of the previous government against Euromaidan. The relevant decision was adopted by the Verkhovna Rada of Ukraine on February 25, 2014. This is the Statement of the Verkhovna Rada to the International Criminal Court on recognizing Ukraine's jurisdiction over crimes against humanity by senior government officials, which led to particularly severe consequences and mass murder of Ukrainian citizens during peaceful protests in the period from 21.11.2013 to 22.02.2014 [51]. The statement was made by the Verkhovna Rada "as the only body of legislative power of Ukraine, on behalf of the Ukrainian people." The ICC Secretary received it on April 17, 2014 [29].

Thus, to ensure the extension of the ICC's jurisdiction to crimes committed in the Crimea, parts of Donetsk and Luhansk regions, and since the beginning of Russia's full-scale war against Ukraine – throughout Ukraine, during the aggression of 2014-2022 by Russian officials, military, intelligence officials, when Ukraine ratifies the Rome Statute, it is necessary to turn again to the mechanism of paragraph 3 of Art. 12 of the Statute, and t*o declare the recognition of the jurisdiction of the ICC for crimes under the Rome Statute, committed on the territory of Ukraine from 22.02.2014.*

It is important to realize that this is not about our state transferring the investigation and responsibility for its course to the ICC.

In general, it is obvious that the rationality of ratification of the Statute of the International Criminal Court and its compliance with the provisions of the Constitution of Ukraine, with proper legal analysis, do not and cannot raise any doubts.

However, in parallel with the ICC investigation, a process was launched to establish a Special Ad-hoc Tribunal to investigate the crime of aggression (as this crime cannot be investigated under the ICC due to existing restrictions). On March 5, 2022, experts in the field of international law proclaimed the Declaration on the Establishment of such a Tribunal on the Principles of the Nuremberg Tribunal after the Second World War. The establishment of such a Tribunal has received many different positions (both positive and those with some reservations) from the international scientific community.

Shortly afterwards, the Parliamentary Assembly of the Council of Europe adopted a resolution on 28 April proposing the urgent establishment of a special international tribunal to investigate war crimes during Russia's aggression against Ukraine. The PACE resolution emphasizes that both the Russian military and political leadership and those who committed the crimes must appear before the tribunal.

According to the resolution, the proposed tribunal should be mandated to investigate and prosecute the crime of aggression committed by the political and military leadership of the Russian Federation. The tribunal should also have the right to issue international arrest warrants not being limited by the immunity of the state or heads of state, government and other public officials. The tribunal should be set up by a group of like-minded states in the form of a multilateral treaty approved by the UN General Assembly, with the support of the Council of Europe, the EU and other international organizations [47].

4 Conclusion

The defining feature of Russia's aggressive war against Ukraine is the severe negative consequences for international law, the system of international relations and the modern world order in general. This is primarily about the danger of establishing the "law of the strong" as the basis of international relations instead of "international law of cooperation"; obvious threats to the nuclear disarmament process; the potential of Russian aggression against neighbors and other states, as well as the corresponding actions of other authoritarian regimes; the loss of both the authority and the practical capacity of the UN Security Council to carry out its functions, key to peace and security in the world at large; possible centrifugal tendencies in the Russian Federation itself and the associated negative consequences for the entire world community, etc.

These circumstances require a proper response, decisive action by Ukraine and the world community, aimed primarily at stopping criminal behavior. In general, it is necessary to develop and implement a comprehensive, consistent, systematic strategy of international legal measures aimed at stopping aggression, prosecuting Russia as a state and persons guilty of crimes, restitution of violated rights, compensation for damage, ensuring non-repetition.

Efforts are currently being made to address the aggressor's involvement in the work of the UN Security Council; recognition by Ukraine of the jurisdiction of the International Criminal Court, other international judicial bodies and bringing to justice those guilty of crimes accompanying the Russian aggression against our state; steps to initiate consideration of Ukrainian-Russian interstate disputes in the UN International Court of Justice; appeal to the European Court of Human Rights; appeal of Ukrainian state and private legal entities to international arbitration mechanisms for compensation of material damages caused by Russia; application of sanctions to the Russian Federation as a mechanism recognized in international law to bring the violator to justice.

In addition to the use of international institutions to prosecute international crimes, the national justice system and foreign systems based on the principles of universal jurisdiction must also be involved. Thus, Ukraine and the entire international community now face the important and complex task of developing and engaging international judicial mechanisms, investigative bodies, international experts and experts to punish all perpetrators of serious crimes against the Ukrainian people in order to achieve justice, compensation for victims and avoiding atrocities in our history. International crimes have no statute of limitations for prosecution. History has shown that sooner or later, even high-ranking officials face justice and are held accountable for their actions.

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DIGITAL TECHNOLOGIES: CULTURAL APPROACH

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Abstract: The article aims to analyze conceptual approaches to the interdisciplinary direction of digital culture, its main models, and practices. Digital technologies transformed all spheres of society: culture, economy, political sphere, science, and education and gave rise to the phenomenon of digital culture. Various conceptual models and practices characterize its manifestation in each of these areas. The article presents the definition of digital culture as an interdisciplinary area of research, considers the specifics of its main sublevels, and explores the trends in its development as a practical implementation of its conceptual models in social ideology, university education, socio-humanitarian discourse, and art. The penetration of information technologies into the activities of cultural institutions is universal. Therefore, the article presents a new experience in implementing human activity, which became possible due to the introduction of digital and information and communication technologies. Particular attention is drawn to the need to use a holistic and systematic approach to digital communication to update the cultural experience, upbringing, and education of a trained viewer and listener.

Keywords: Culture approach, Digital art, Digital culture, Digital era, Digitalization, Digital technologies, Hypertext, New experience.

1 Introduction

The modern era and modern culture are defined by media representatives and ideologists of the information society as digital, by the name of technologies that have replaced analog ones and are rapidly changing forms of communication, the urban environment, values, human nature, social relations and the world around. The very term "digital culture," borrowed from the publications of Gere [6], concerning the use of information and media technologies, does not raise objections. However, when applied to culture as a whole, not as a metaphor, but as the essence of culture, or used as a marker of the modern era, this raises serious objections, philosophical and conceptual.

Technocratic thinking, devoid of reflection, leads to the strengthening of technology and the weakening of Man. The name of an epoch, society, or culture should reflect the achievement goal (as a "knowledge society," for example) and not a means, such as technology. To determine the goal, the vector of social development, at the present stage, it is necessary to deepen socio-humanitarian research because the nature of reality is dynamically transforming before our eyes. It remains sealed for the community of scientists, like the nature of human consciousness, as well as the nature of the interdependence of culture with the states of *language – thinking – technology* [19]. Due to the influence of the Internet and digital technologies on public life, we are witnessing a change in the standards of scientific justification and the existing structure of knowledge [4]. The boundaries between the private and public spheres of communications are being erased, and a significant range of interactions is being transferred from social reality to forms of virtual communication on the network. The strengthening of techno-discourse in culture is accompanied by new integration of socio-humanitarian knowledge and technical sciences (humanitarian computer science, etc.) [10].

From the 50s of the 20th century, digital culture is formed as an interdisciplinary direction, within which diverse conceptual models are formed. Forms of digital culture represent diverse practices in the artistic field (in the form of techno-artistic hybrid formations, such as post-digital art, video installations); in scientific knowledge (digital humanities, contextual epistemology); and in education (Art & Science, gamification) [11].

The purpose of this study is to analyze the concept of digital culture, its main conceptual models, and their practical implementation.

2 Materials and Methods

The study of digital culture and its development trends uses the methodology of comparative analysis of its various conceptual models based on a historical approach. The criteria for highlighting the main stages in the development of digital culture are:

- The level of development of digital technologies;
- The nature of the relationship between technology and socio-humanitarian knowledge;
- Social needs in the development of digital culture forms;
- Scope of digital culture;
- The breadth of coverage (distribution) of digital culture.

The analysis of the periods of development of digital culture uses the ideas of Toffler, McLuhan, Naisbitt, and others about the impact of information revolutions on changing types of communication, public consciousness, and culture in general [7, 8]. In addition, the methodology for analyzing the interdisciplinary field of digital culture includes studying its various conceptual models. To this end, the article is carried out:

- Consideration of the main stages of the formation and development of digital culture;
- Definition of the concept and principles of digital culture;
- Allocation of its leading models (sublevels);
- Analysis of the conceptual apparatus of this interdisciplinary field of research;
- The study of the mechanisms of integration of digital culture and traditional cultures.

A critical review of approaches to the concept of digital culture is based on the principles of philosophical anthropology and the humanities on the nature of the relationship between language and thinking, on the one hand, human nature and its objectification in technology, on the other [3].

The analysis of trends in the expansion of the use of digital culture uses materials from empirical studies of various practices in the field of science, education, and art using domestic and foreign scientific journalism and websites of leading European and American universities. An analysis is made of the positive achievements and risks associated with using strategies based on digital technologies.

3 Results and Discussion

In modern society, digital technologies are widely used in the production of artifacts, scientific communications, education, business, the field of ideology and politics, and in everyday life [6]. Taken together, they represent various phenomena that represent digital culture models that have replaced the culture of industrial civilization.

The formation and development of digital culture reflect the interweaving of strategies for scientific and technological development, political decisions, philosophical discourses (from the New Age to postmodernism), and the influence of protest movements on the transformation of values (counterculture movement, psychedelic revolution, youth protest movements of the 2nd half of the 20th century) [20]. The periodization of the development of digital culture includes the following stages:

- 60–70s 20th century (creation of technological infrastructure for the implementation of the information

society project – personal computers and computer networks);
- 80-90s – the development of digital technologies that characterize digitalization as a critical direction in the development of a variety of practices in culture;
- 2000s – present – anthropological revolution as a change in the "nature of cultural consumption" and human nature [13].

Among the approaches to the analysis of digital culture, two main trends can be distinguished: the consideration of digital culture within the framework of the transhumanism movement, in which digital culture is defined as a totality formed by NBICS-convergence technologies, which are based on the process of digitalization of man and the environment, the transformation of culture and the technosphere into an artificial world.

A more balanced approach considers digital culture as a variety of conceptual models and their practical implementation in various areas of culture, taking into account the adaptive capabilities of culture and human nature (based on the law of techno-humanitarian balance). In the analysis of the development of digital culture, Charlie Gere, one of the founders of this area of research, proceeds from the principles of neo-Marxism and theories of the post-industrial (information) society as the methodological foundations of the analysis. Gere defines digitality as a marker of the culture of the information society, including artifacts, meanings, and communications that distinguish the modern way of life from other forms of culture [6].

Some authors see the methodological task of studying digital culture in describing the "culture of digital automata" and determining the critical points of its transformation in the 21st century into a "culture of artificial life" [1, 3]. The concept of "single digital culture" is defined as a totality of artifacts and symbolic structures "based on digital coding and its universal technical implementation, totally included in the institutional system and contributing to the maintenance of certain values, mentally fixed and creating forms of self-determination" [5].

The principles that characterize digital culture as a self-determining system of digitalization processes include the idea of the convergent nature of its phenomena; the technological imperative as a total technologization representing value and normative order; the idea of the limitations of human nature that can be overcome technically; the desire of science and art to create technical artifacts and techno-artistic hybrids as plausible examples of the living. The core of digital culture is the "universal computing machine," which acquires appropriate cultural interfaces at various levels. This author presents these methodological principles as a "promising research program for studying digital culture" [20].

The question arises: what place is assigned to a person in digital culture? Man in the civilization of automata turns into "reproducing organs" of the machine world, allowing him to multiply and constantly develop more and more new forms. Examples of the expression of extreme technological determinism in the analysis of digital culture are the collection of articles "Global Future – 2045. Convergent Technologies (NBICS) and Transhumanist Evolution" [15] and some other works [8] are programmatic for supporters of transhumanism.

Understanding the essence of culture is very important in terms of worldview. The genesis of culture is meta structures that manifest themselves in culture and act as a link between man and culture, man and the universe. The historical development is based on a cult (connection with the higher world), thanks to which the evolutionary development of humanity and its transition to a higher level (noosphere, God-manhood, transcendental level of being) is carried out. Following the principles of humanism, the extension of the concept of digital culture to culture as a whole is unacceptable in methodological and ideological terms because technology (including digital) cannot lie at the basis of culture and determine the meaning of human evolution.

Not all levels of culture are subject to digitalization (the sphere of a person's transcendent, spiritual transformation). Due to the loss of orientation, spiritual needs are exhausted and preoccupied with everyday life, the desire for dominance, and destructiveness. Violation of the techno-humanitarian balance in culture leads to totalitarianism, wars, and the end of history [14]. Within the framework of the humanitarian approach, digital culture is defined as:

- The transition from analog forms to digital formats, accompanied by the transformation of the hierarchical structure of culture ("core" – "periphery") into the clustering of its forms and network communications;
- The elimination of the "symbolic order" and the establishment of the "order of things" [12];
- A wide field of artifacts and practices that have appeared due to digital technologies (computer games, the Internet, technological art, humanities, computer science, etc.), the analysis of which allows us to determine the specifics and subject of digital culture research.

The impact of digital communication technologies on culture grows into a survey of interrelated and interacting cultures, digital and "non-digital," and various research paradigms in cultural studies and British Cultural Studies [7]. The purpose of studying the phenomena and conceptual models of digital culture from the standpoint of a humanitarian approach is:

- Analysis of digital culture, affecting various aspects of the life of a modern person;
- The study of the changes taking place with culture in the era of the spread of digital technologies;
- Consideration of the nature of the relationship between digital culture and the culture of previous eras (for example, new media are associated with the culture of the avant-garde);
- The study of the problems of the transformation of human identity in the context of the spread of new communication technologies;
- Gender, ethnic, and age aspects of the use of digital media;
- Features of the formation of online communities;
- Connection between the Internet and politics;
- Study of a wide field of practices: computer games, computer graphics, technological art, Science & Art, etc.

The level structure of digital culture is an underdeveloped issue. The analysis of the levels of digital culture is a study of the influence of the Internet and convergent technologies (taking into account their ambivalent transformational possibilities) on changing a person's identity, social reality, and culture as the life world of modern humankind. The level structure of digital culture is based on the difference in the typology of objects, in which he singles out the material level (which contains technical artifacts from smartphones to supercomputers, including software), functional (represented by institutions), symbolic (includes languages), mental (reflects the mentality) and spiritual (represents values) [14].

The question of the relationship between these levels the author leaves open. As sublevels of digital culture, it is possible to single out the areas of social interactions in the field of culture as interdisciplinary practices in the era of the digital revolution, including scientific and technical digital culture and communications, digital political culture, artistic digital culture, legal digital culture, digital culture in the field of education. The definition of a "digitized person," found in techno-discourse, requires an analysis of the acceptable boundaries of the digitalization of culture and a person. This problem involves the analysis of questions:

- What is the essence of digitalization, and what is its role in culture's progressive development/regression?

- Does history have a goal, and what are the modern strategies for achieving the goal?
- What are digital technologies' positive and negative impacts on the development of man and civilization?
- What is the relationship between different levels of digital culture?

In analyzing these issues, one should focus on the relationship between "internal" and "external" factors in studying human nature and its transformation under the influence of digital technologies. The world as an object is presented to a person due to the processes of objectification of language, thinking, and other mental functions, which are based on the transformation of various types of energies into semantic structures, information, and objects of reality [8].

A person is potentially a multidimensional model, in which the number of manifested levels, reflecting one Spatio-temporal dimension of events, on which a person can display himself, is determined by the evolution of the brain and the field of its creative activity [12].

What is the process of digitalization that underlies digital culture? It is associated with the development of information technology and the Internet. The word "computer" is translated as "computer," although modern computers, in addition to calculations, perform a wide range of operations under the general name "artificial intelligence." The essence of digitization is the mechanization of time. Man is a student of time. Any technology has ambivalence, and digital technologies can also be used both for good (digitization of museum and library archives for unlimited user access) and with a threat to humans (human digitization, the use of "big data," and biometric data to strengthen control). In general, the positive impact of the use of the Internet and information technologies in various fields of culture was expressed in the formation of the information society and the unification of humanity into a global anthropological entity [16]. The use of digital technologies has had a positive impact on the development of scientific communications and the provision of broad access to knowledge bases; in the preservation of cultural heritage (museum collections, library funds).

The formation of new interdisciplinary areas has enriched the field of scientific research under the influence of digital technologies. The emergence of new social sciences and humanities paradigms, such as computational history, humanities informatics, computational linguistics, cyberpsychology, etc., testifies to the digitization of those areas of human knowledge in which computational technologies are used. In addition to preserving cultural heritage, digital technologies are used to perform various functions, from enhancing knowledge to enhancing social control [8].

These trends require research and increased responsibility of representatives of the social sciences and humanities in their development, control, and adoption. In the university community, digital culture is formed under the influence of informatization and mediatization of the educational process and is part of the corporate culture. The impact of the electronic environment on a person is enhanced by the inclusion of students and teachers in the systems of semantic networks, the Internet, online courses, and interactive media technologies as ways of organizing the educational process, research work, and leisure activities. Immersion in the electronic environment changes the very nature of thinking and the principles of knowledge substantiation (machine thinking, computer consciousness).

In electronic culture, "the spiritual and material components are formatted by artificial intelligence – a technology for extracting, representing, storing, processing, transferring "knowledge" and, in general, "managing" them." The negative impact of digitalization is manifested in the mechanization of the system of knowledge, thinking, and social memory. The Internet as an exteriorization of the internal content of the global anthropological subject represents the heterogeneous content of the hypertext, including aggression and various kinds of network "garbage." The introduction of implantable electronics poses a threat to social stratification. The development of networking and computing technologies through big data and the Internet of things poses a potential threat to tightening societal control.

The problem of digitalization can be considered the essence of the anthropological revolution. Digitalization radically changes the model of human cultural behavior and the system of social interactions in culture. The Internet blurs the boundaries between hypertext and contexts, allows infinite expansion of contexts, and relies on network logic. The experience of communication in virtual reality transforms the existing ideas of the individual about the world, fiction, and interactions with other people. The laws of virtual reality are not identical to the laws of the physical world. However, they are adequate to the logic of machine languages that reproduce "the constructive role of cycles as the building material of functional processes." Virtual experience returns a person to the cyclical model of time perception, characteristic of the mythological culture of ancient societies. The ability to adapt to the assimilation of large information arrays and the intensity of changes in order to preserve identity requires a person to increase the reflexivity of his variability [17].

The Internet has an impact on changing interactions in culture, including politics. The influence of the World Wide Web on political culture is expressed in forming a new image of politics, and new forms of political culture, in need of other political leaders. Furthermore, significant transformations under the influence of digitalization are taking place in the artistic life of modern society. On the one hand, digital art reflects the integration of various types of art (photography, cinema, video, music, painting, and literary genres), forming multiple configurations of new techno-artistic hybrids through their computer processing. On the other hand, the generated hybrid forms of digital art, thanks to interactivity and wide availability for their production and distribution, are positioned as a challenge to "high" art and assert the power of technology over creativity. In recent decades, publications have appeared devoted to "post-digital culture," which can be considered as an attempt to reproduce artifacts using digital technologies that are as close as possible to the real appearance of their prototypes [2]. As an example, for the development of digital culture, representatives of the Valery Geghamyan Foundation created the official website of Valery Geghamyan (https://valeriygeghamyan.com), which allows for the organization of active research, restoration, expert, educational and popularization work [21]. This practice analyzes various aspects of techno-artistic hybridization in such areas of art as design, cinema, music, and video.

The least studied is the problem of digitalization as the transformation of various types of energies during the interaction of a person and network devices. Some aspects of the consideration of this problem are contained in the works. By transferring to technology the performance of some of its functions (bodily, sensory, intellectual), a person pays by gradually becoming an appendage of technology [18]. The digitization of a person is aimed at limiting human freedom and is a dangerous trend. To overcome it, it is necessary to educate the needs for the use of digital technology products and a culture of communications. Humanity will once again have to respond to the challenge in order to preserve itself as a community of intelligent people [9]. To do this, it is necessary to preserve the continuity of the foundations of culture, ensuring the connection of times, uniting the diverse spheres of public life, and representing the bonds of civilization.

4 Conclusion

As the analysis shows, the concept of "digital culture" reflects structural changes in culture organization in the era of digital revolutions. Still, it cannot determine the vector of development of humanity as a species and represent culture as a whole; it means the diversity of models formed by integrating digital technologies with other forms of knowledge and activities.

Digital culture represents an interdisciplinary area of research. The concept of digital culture with a variety of conceptual models reflects two main approaches:

- From the standpoint of technological determinism and transhumanism, the digital age culture is defined as a "culture of digital automata" based on digital coding and its universal technical implementation, transforming the 21st century into the culture of artificial life;
- From the point of view of representatives of the humanitarian approach, digital culture is defined as a set of practices in modern culture that arise at the intersection of artistic culture, computer technology, and semiotic systems of the information society in connection with a change in worldview and moral attitudes.

The development of Digital Humanities as one of the areas of digital culture indicates digital research methods. They are used in all areas of the humanities and social sciences, including digital technologies.

The modern digital educational environment as a field of study and the sphere of scientific communications due to the achievements of NBICS technologies, which represent the matrix of social transformations, contributes to the virtualization of the educational process, the change of subjectivity, and values. Digital art reflects the mutual influence of techno-artistic discourse, politics, and science. It is not dominant in the artistic life of modern civilization, but it has significant transformational potential.

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INSTRUMENTAL FANTASY IN THE 20TH CENTURY: VARIATIONS ON THE GENRE-STYLE GENOTYPE

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Abstract: The article is devoted to the problem of the transformation of the genre gene survey of instrumental fantasy in musical creativity of the 20th century. The research methodology is based on cultural and systemic approaches, which allows to present fantasy in several dimensions: ontological (philosophical meaning), pragmatic (genre structure) and interpretive (play with an invariant, original work, etc.), which is proven on individual examples. The scientific novelty of the study consists in presenting fantasy as a system that combines the ontological, communicative and interpretive nature of the genre. It was revealed that the ontological nature is revealed through structural, linguistic and dramaturgical signs of improvisation and freedom; genre (genre composition) through the basic indicator that combines freedom of presentation and development of the main musical material (theme, thematic complex, etc.); the communicative meaning appears to direct the attention of both the performer and the listener to the principle of creative freedom, or a certain "game", which becomes the main idea in the work. Finally, the interpretive meaning is emphasized due to the presence of the type of "fantasy on themes", re-intonation, combination of the fantasy genre with other genres, which is often noted by the author himself - sonata-fantasia, waltz-fantasia, quasi fantasia, etc., which is evidence of the work of fantasy as a principle of special "world perception" and "world creation" both by itself and based on established linguistic and dramaturgical norms of another genre.

Keywords: Clarinet, Composer's creativity, Double bass, Genre-style genotype, Improvisation for piano, Interpretation, Instrumental fantasy, Instrumental genres, Transcription as interpretation.

1 Introduction

Fantasy is one of the most mysterious phenomena of human presence in the world and its very name indicates a diverse, demanding art form with elements of improvisation. The origin of this name in art is related to the psychological act of human consciousness, so the connection between fantasy and imagination is inseparable. Conceptual explanations of this phenomenon represent two opposite paradigms of its awareness:

- Fantasy – something that replaces (replaces) the real, distorting it (purposefully or accidentally);
- Fantasy – the one which reveals the more fundamental principles of true reality, such as Heidegger's ἀλήθεια (self-concealing truth), which, revealing itself, at the same time remains something else (hidden) in relation to what it reveals itself to be.

The concept, which entered musicological usage as the name of a certain genre, first appears as Phantazein in ancient Greek society, which means "to make visible" [4]. In relation to music, the concept has several meanings. The very first, according to the definition of R. Taruskin [14], characterized a musical theme or idea without a poetic text, something created from imagination, and not based on an earlier authority, such as, for example, cantus firmus. Later, the word "fantasy" began to denote an instrumental composition that has a demonstrably "free" nature. The process of creating such a composition was guided by imagination rather than a strict formal procedure. Over the years of its existence, the fantasy genre has become structured, its own typology has been formed (relevant for various instrumental options).

In the 20th century, fantasy remained one of the most popular genres, but in some places it is possible to observe the features of genre transformation and genre synthesis, which constitutes the main problem of the proposed research and determines its purpose – based on reflection on genre foundations, to give an overview of the ways of "variations on genre" in the circle musical creativity of the 20th century.

2 Literature Review

The problem of "fantasy" is well studied – from general conceptual foundations (S. Zizek [15], S. Ship [12], W. Boetticher [1], S. Field [2]) to highlighting analytical positions regarding individual works for different tools So, for example, R. Taruskin [14] reflects on the general history of the genre; S. Ship [12] emphasizes the theoretical positions and includes the genre of fantasy to the groups of genres that imitate improvisation or are related to it, because they reproduce "the effects of the search and unexpected discovery of a musical idea, the free flight of fantasy, capriciousness and arbitrariness in the construction of a composition , invoice design, etc." [12, p. 341].

K. Shtrifanova [13] also resorts to typology and distinguishes two main types of fantasy: works based on borrowed (other) material and works that have their own original musical material. M. Odlonkina [10] characterizes fantasies of the 20th century and offers their genre and style typology; Thomas A. Labadorf [6] analyzes transcriptions of JS Bach's fantasy; Pei-Hsin Kao [4] reflects on the dialectic of fantasy-preludeness in the works of V. A. Mozart; Hsiao-Chi Fu [3] turns to fantasias for the oboe; H.-T. Lee [8] analyzes fantasies for double bass; Hsing-Fang Liu [9] resorts to genre characteristics for the clarinet.

3 Materials and Method

The study includes an overview of a certain range of fantasies written by composers of different national schools in the 20th century. Among the main methods of the proposed research is a systematic method that allows presenting fantasy in several dimensions: ontological (philosophical meaning), pragmatic (genre structure) and interpretive (play with an invariant, original work, etc.).

The analysis of the fantasy genre is based on the methodological principles of the work of Timothy Laurie [7], as well as on the principles of the existence of any genre in music, expressed in the article by the collective of authors [11]. The authors emphasize the connection between genre and performance, namely, recognition of its "*ontological nature*" (about intoned sound form); "*communicative nature*" (actually, the genre incorporates the function of "an intermediary in the organization of musical language (through the fixation of life content in sound structures through speech/communication)" [11, p. 220], and "*interpretive nature*", which gives the genre endless opportunities be updated.

4 Results and Discussion

4.1 Ontological Dimension of Fantasy

The very Greek word φαντασμα ("phantasm" – to shine, appear, show) is closely related to the concept of εϊδωλον ("eidolon" – image), which denoted the visual double of an object. It could be a statue, a portrait, a reflection; in Homer's Odyssey, these are the shadows of the dead in Hades. In Plato, "eidolon" is a visual carrier of illusion as opposed to ειδος ("eidos"), or ιδεα (a beautiful, perfect, essential form of an object). Although both concepts come from the same word εδον – "to see, see". In this way, fantasy is a special way of viewing reality, which sees it not so much as it is, but against the background of the infinite possibilities of what it could be (should be).

The ancient Greek philosopher Epicurus used the concept of εϊδωλα as a technical designation for the thin shells of atoms that emit from the surfaces of objects, allowing them to be seen when they enter the eye. This is somewhat reminiscent of "traveling doubles", which remain invisible in the process of their movement and generate a mental image or φαντασια in a person, which allows confirming or denying what we see.

Summarizing the above, we can state that a person sees the World in two ways – as a flickering of the hidden/unhidden, real-concrete/figurative-pretend. Therefore, fantasy plays the role of a moving border between an idea and an idol, appearance - truth - super-truth; fantasy for the ancient Greek philosopher is a measure of the ratio of real/possible/proper, and must be surrounded by truth, goodness and beauty – the well-known ancient triad, through which the thinker must contemplate the World. In this triad, beauty acts as a structuring principle, truth as a principle of correspondence between what is necessary and possible, and good as a purposeful intention that aspires to the best, the proper. Plato reproaches "naturalist" artists for the fact that they reproduce only the illusion of reality on their canvases. At the same time, he praises poets, because he believes that in their ecstatic litanies they are able to rediscover divine truth. However, from the point of view of a student of Socrates, the philosopher is superior to the poet, because he knows how to restrain the imagination with the reins of logical thinking (thanks to truth, goodness and beauty), and direct it to the general good.

In the Middle Ages, the fantastic is intertwined with the magical, the unusual, the amazing; its irrational component intensifies and comes to the fore. This is connected with the peculiarities of the Christian worldview, in which the almighty God, whose ways are completely incomprehensible and unknown, acts on the one hand, and the devil, who constantly tries to distort God's plan with the help of illusion and deception, on the other. Transfiguration, transformation, the transition of extremes into one another (beauty as grace and as a devilish temptation), the mixing of heterogeneous, where the very principle of contrast becomes the source of generation and the driving force of meanings – all this makes medieval fantasy redundant, sometimes grotesque, riotous; this fantasy constantly breaks the boundaries of common sense.

The Enlightenment set out to correct this state of affairs, trying to limit fantasy within the framework of logical, analytical, balanced, and structured. In the treatise "Poetic Art", Nicolas Bouillot offers the following instructions to aspiring poets:

Сюжет високий ви обрали чи жартливий –
Уму коритися повинні завжди співи,
Боримі з розумом не слід ворогувать.
Вона – невільниця і мусить послух мать.

(Did you choose a high plot or a humorous one –
Singing must always obey the mind,
Because rhyme should not be at odds with reason.
She is a slave and must obey her mother.)

The fantastic now appears as the imaginary, which takes place only as an "arma decora" (addition-decoration) in relation to the rationally-structured, and must be transparent to the analytical universal mind.

Since the sixteenth century, the "fantasy" genre has been associated with improvisation, and in general, the points of intersection of fantasy with other improvisational genres are very diverse. In polyphonic music, this is a genre of prelude, with which fantasy is connected by many expressive techniques: a free, unforced composition of the presentation, "looseness" of thematics. In secular Renaissance music, there are genres of madrigal, villanella, frottola, close-up fantasies with their desire to express subjective emotional experiences. Carl Philipp Emanuel Bach (1714-1788) in the work Versuch über die wahre Art das Klavier zu spielen defined a special type of musical genre known as "free fantasy". According to his definition, free fantasy is a work that contains bold modulations and is open to improvisational searches of the performer, as noted by Pei-Hsin Kao [13]. Thirty years later, Daniel Gottlob Türk (1750-1813) not only confirmed the definition of KFE Bach, but also added a definition for the so-called "strict fantasias" in his pedagogical work Klavierschule (1789). Thus, "free" fantasy contrasts with "strict" fantasy, as the former allows improvisational deviations from the author's text, the same author points out [13]. V. Beitticher [6, p. 1762] notes that in the 16th century under the concept of "fantasy" was understood both an improvisational tool and a compositional form itself, as well as a special kind of creative activity of composers, which is still relevant for subsequent eras. In particular, V. A. Mozart, as a representative of a new generation of composers, absorbed the elements of free fantasy as interpreted by K. F. E. Bach. Bach's free fantasy, Pei-Hsin Kao [13] points out, is noticeable not only in two different genres – Mozart's fantasias and preludes – but also in his free fantasias and even, to some extent, in his "strict" fantasias.

The flourishing of fantasy and other improvisational genres (such as prelude, impromptu, improvisation, reminiscence) also took place in the musical creativity of the 19th century - it was then that it was also relevant for the creativity of the 20th-21st centuries genre gene poll. Among the examples of the interaction of fantasy with other genres, we can note the works called "fantasy on the subject of..." This phenomenon resembles variations on a theme, but it has much greater freedom to transform thematic material, author's or borrowed (quoted), in all angles of musical expressiveness – melodic-intonational, harmonic, meter-rhythmic, textural, timbre, dynamic, tempo. Moreover, the degree of transformation of the theme itself or the creation of a powerful own musical material based on it is so high that a completely new genre and a new work is formed on the basis of the stated theme thanks to this "composer's interpretation" and at the same time "composer's improvisation".

4.2 Psychology of Fantasy in Musical Creativity

An interesting musical fact is that the fantasy genre was and remains quite popular in almost any instrumental repertoire, but this cannot be said about vocal music. Various explanations can be given for this phenomenon, but the main one seems to be the following.

Vocal music (both chamber-vocal and musical-stage, from the smallest miniature to the largest works) is distinguished by the synthesis of two types of art – "purely" musical and poetic (broader – the art of words). This is a specific and different type of interaction between words and music, verbal and musical, non-musical and musical worlds. The presence of a verbal text is a concretization of images and emotions, as well as individual events in both a direct-plot and a narrative, i.e., descriptive-plot form. In a certain way, it seems to "deny" the figurative and emotional freedom of "pure" music, which is due to its "non-specific" nature, the freedom of its interpretation in the performer's and listener's, as well as in the composer's coordinate system.

In music, the word can perform a different, although always concretizing, image-directing function. In the field of instrumental music (or, as it is sometimes said, "pure" music), as a rule, the word is present in the form of one or another program. In most cases, this is the name of the work, which depicts a certain non-musical image, which guides not only the imagination and perception of the listener and the performer, but also determines the construction of the interpretive version of the performer, the choice and use of those means of performance expression and their combination, which will help to embody what the composer indicated in the title image, give it certain characteristics.

Thus, the image declared by the composer, even in the form of a short program title in an instrumental piece, already sets before the performer and the listener the task of finding an answer not to the question "what?, who?," (because the name of the work answers this question), and the question "which one?," and the freedom of creativity of the performer and the listener, already aimed at a certain image, develop in a more or less outlined image-emotional direction.

In contrast to simple forms of programming in the form of a special title of a work, the presence of a verbal text in vocal music as an integral component of the entire artistic text of a musical work from the point of view of the freedom of creativity of the performer and the listener is the limiting condition that significantly affects the tasks and opportunities of the mentioned participants being a musical artifact associated with the word.

As it is known, every rule has an exception that proves it. A separate phenomenon in the system of vocal genres in this sense is vocalization, which has a vocal-voice part, but does not have a verbal text. Historically, this was due to the emergence of vocalization as an educational exercise, where individual sounds or syllables of a word were used. Gradually, with the development of professional composer creativity, vocalization, like other musical genres, becomes more and more individualized from the point of view of genre, style, and intonation; vocalizations appear, which have not at all an instructional, but highly artistic meaning, and where the absence of a verbal text is a special condition that gives freedom of creativity to the composer, performer and listener, emphasizes the significance and specificity (timbral-acoustic, artistic-cultural, psychological-communicative) vocal voice as a musical instrument, purely musical, not "encumbered" by a verbal function and additional, non-musical information that a verbal text entails. However, vocalization is not a vocal fantasy in the direct, genre sense of the term; perhaps, this can sometimes be discussed in the figurative sense of the word, talking about fantasy as a vocal work, where the freedom of creativity of all participants in the existence and perception of a musical work is not limited by the verbal text, but this condition is not sufficient for the emergence of fantasy, but in order to fantasy did not arise, the presence of a verbal text seems to be crucial.

In general, it is worth noting that romanticism exacerbated the contradiction between the volitional and rational components of fantasy. On the one hand, the volitional beginning is interpreted as a desire for the manifestation of life force, a spontaneous onslaught of the force of being, which breaks through a separate "Self" (subjectivation), which in turn is threatened by something unexpected and unpredictable. The basis of being is the irrational desire "the desire to be!" (A. Schopenhauer's "will"), which realizes itself through a variety of combinations and recombinations. On the other hand, the Absolute Mind sees in the variegation of the various a nonlinear hidden relationship of All-with-All, based on a secret single Source. Therefore, the romantic, this cosmoplanetary phenomenon, personifies not only the relative qualities but also the potentiality of the Absolute; he is able to feel the processes of actualization of the boundless depths of the Universe, the presence of eternity in the moments of existence, the inexhaustible energy of the vital pulse of the sacred One. Romantic imagination moves in the world of qualitative metamorphoses; it combines its dynamics with the essential processes and rhythms of general existence, represents the emotional resonance of the co-existence of man and the Universe.

Fantasy is interpreted as a means of maximum expansion of local consciousness and the formation of an all-encompassing mentality in a person, the germination of cosmic-scale spirituality in a limited being. By treading this path, a person experiences a certain transformation, which Blaise Pascal once described as follows: "Thanks to space, the universe holds me and absorbs me like a drop, thanks to thought (read – imagination, fantasy) I absorb it". Fantasy is a harmonious embodiment of unique manifestations of the general spirituality of the universe. Without touching the depths of universal sensuality, it is impossible to grasp the essence of fantasy, its all-penetrating spiritual energy, which is most fully and vividly revealed in a person.

W. Goethe experienced a very sharp fantasy, as a melting pot, where the macro- and microcosm merge and mix. In the last pages of his novel "The Suffering of Young Werther", the great writer, in the last moments of his hero's death, reunites him with cosmic infinity thanks to Werther's ability to comprehend the greatness and beauty of the constellation "Ursa Major". Dying, he (Werther) realized that this whole abyss of mysterious divine miracles does not surpass him at all, is not something that opposes the ideal of beauty, which is embedded in his soul – therefore, it is relative to him and related to the infinity of being.

In other words, the understanding of the phenomenon of "fantasy" can be approached solely from the awareness of the fact that the world structure is imbued with universal spirituality, which is harmoniously refracted in all phenomena and objects, but in different ways and at different levels. Summarizing the reflection on the psychological constants of fantasy, let us point out that the above caused the formation of a typical model of the fantasy genre in music, relevant for almost all styles: a mandatory introduction (of an improvisational nature) – parts based on the variational development of themes, the appearance of new themes, images , contrasts – the finale (virtuoso). So, let us move on to observations of how relevant this typical structure is for the creativity of the 20th century.

4.3 Fantasy of the 20th Century: Instrumental Variations

In the 20th century, fantasy appears as a rule in the form of creative or playful. Playfulness is something that should make it easier for a person to bear the tragedy of the seriousness of ordinary everyday life; it realizes itself in the art of cinema, the entertainment industry, virtual simulation, etc. Creative means the ability of a non-trivial approach to solving functional problems of the modern world. M. Odlonkina [10] notes that, in the 20th century, the genre of instrumental fantasy developed in several directions: 1) works that continue the romantic traditions of form creation (it was then that a certain "standard" was established); 2) created on the basis of genre synthesis; 3) are based on new compositional techniques. One can add the situation of genre mix (fantasy sonata, fantasy concert, etc.) and the type of fantasy on folk (folklore) themes (which is inherent in national cultures). In the subsequent review (which, of course, cannot contain all possible examples), we will turn to those paradigmatic moments that confirm the foundations of fantasy as a type of thinking and a genre that we have outlined.

The ethnological sense of fantasy in the 20th century is embodied in improvisational genres. So, in particular, along with the popularization of jazz, improvisation takes first place among the "fantasy" genres in musical art. For example, improvisation, manifested at various levels of musical poetics – melodism, harmony, texture, ways of constructing a composition, reinterpretation of musical styles of previous eras – permeates many of F. Poulenc's works. And the piano pieces with the same name became the brightest embodiment of the composer's commitment to improvisation. The composer created improvisations for 27 years – almost until the end of his life. The improvisations (the first ten pieces were written from 1932 to 1934, five more scattered over time and composed with long breaks: in 1941 and in 1958-1959) contain stylistic references to the work of Poulenc's favorite composers – as in the past times, as well as contemporaries. By the will of the author's imagination, creative portraits of composers of various eras and national schools seem to come to life in these plays.

The play of compositional styles itself, presented in improvisations, does not look chaotic at all, but is subject to certain patterns. For example, in the first and last improvisations, almost exact quotations are used, in others – either fragmentary borrowings or stylizations. The beginning of the cycle is associated with the names of Poulenc's contemporary composers (Rachmaninov, Prokofiev), the central pieces are with romantic composers (Schubert, Chopin, Mendelssohn, Rimsky-Korsakov), and at the end there is a return to his own time (Cosma).

It is interesting that when referring to the music of a certain composer, F. Poulenc not only uses quotations or obvious signs of style – harmony, texture, rhythms, but also reproduces characteristic musical forms. At the same time, the search effects inherent in improvisational forms are felt in the music – short and broken phrases, changes of movement, sharp chords.

Conducting a kind of dialogue with the musicians-predecessors and contemporaries, Poulenc practically creates a number of intertextual works. Moreover, this series, despite the large time gap in the creation of works, can be considered as a single artistic whole, as a musical cycle.

The fantasy genre itself is also popular in the 20th century. By type, it continues to belong to “non-normative” (K. Shtrifanova), improvisational, and genres that, according to S. Ship's concept, “presuppose the free actions of the artist with the text of a certain work, in particular its addition and rearrangement” [4, p. 342]. The most indicative of fantasy is the unregulated type of connection of elements (compositional structure and means of musical language). The main thing is the coexistence of “own” – “other”, “old” – “new”. The genre of fantasy has always used “the existing synthetic intonation dictionary of the time” [4, p. 148]. Its role lies in the ability to integrate and combine stylistic elements. A significant place in the fantasy genre is occupied by components that came from outside (genre, dance, song, declamation elements and especially – general forms of movement). Also, the genre of fantasy implies a multi-topical composition and is written mainly in free, contrasting-syllabic and mixed forms. The opposition “own” – “other”, as indicated by the researcher [4], formed within the framework of the genre throughout the history of its existence two main genre varieties: 1) fantasy using any foreign material and 2) fantasy based on original material.

4.4 The Communicative Meaning of the Genre

To illustrate the embodiment of the clarinet fantasy genre based on new original musical material, we have chosen “Italian Fantasy” for clarinet and piano by E. Bozza (1939) is one of the most famous and popular works among woodwind performers. In 1934, E. Bozza, after receiving the Grand Prix at the composers' competition in Rome, decided to stay in Italy and immerse himself in its cultural environment. Xin-Fang Liu [12], in a study devoted to works for the clarinet of E. Bozza (Liu, Hsing-Fang, 2015), notes that the first version of this composition was presented as a one-part work for bassoon with piano accompaniment called Récit, Sicilienne et Rondo. The piece was written in 1936 for the annual competition held at the Paris Conservatoire. As the title suggests, Récit, Sicilienne et Rondo consists of three sections, between each of which the piano accompaniment creates a continuous link. In 1939, E. Bozza adapted Récit, Sicilienne et Rondo for clarinet with only a few minor changes, and the work was called Fantaisie Italienne.

Despite the changed title, the content of E. Bozza's work remained unchanged. “Italian Fantasy” opens with a large-scale virtuoso cadenza, which gives the performer the opportunity to demonstrate not only the technical abilities of mastering the instrument, but also a high level of imaginative and artistic thinking. The composer employed an ascending arpeggio-like pattern followed by a rapid descending chromatic scale line in the clarinet part. As in many other works by E. Bozza for the clarinet, this ascending pattern develops with each repetition: the number of sounds increases and the passage involves a greater and greater range of the instrument. Bars 5 to 11 of the cadence contain repetitions of a single rhythmic pattern, creating the effect of Pan's flute playing. The bright cadenza is followed by the Sicilienne section (Siciliana; Allant, measure 23), the musical text of which is sustained by the composer in the appropriate style: the use of a typical 6/8 time signature, melodic patterns with a dotted rhythm that alternate with equal eighth durations. The piano part is followed by broken arpeggio chords, which serve to create the effect of arpeggios on the guitar or lute. The tonality is D major, while the composer constantly deviates into the Phrygian mode. The Sicilienne section is followed by the last, third section – Allegro – in simple two-part time and the key of B major (number 7). A fast scherzo full of virtuosity.

The main motive is based on the intonation of the ascending fourth. It should be noted that the keys chosen in the "Italian Fantasia" are quite awkward to play on the clarinet, with a lot of sharps. Throughout the work, there are constant deviations: *A* major natural, *A* major Phrygian, *F* sharp minor natural, *B* major natural, Phrygian and Lydian. Two measures to the number 9 – canon (begins in the piano part and continues in the clarinet). Number 11 demonstrates the use of a hemiola typical for E. Bozza – the alternation of duo and trio rhythms. In addition, the difficulties during the processing of the work consist in the atypical arrangement of sounds in the passages: there is almost no chromatic scale convenient for performance on the clarinet; however, the piece contains numerical intervals in a fast tempo that are uncomfortable in terms of applicature: chromatic thirds, fourths, and octaves (numbers 13 and 14). The piece ends on a strong accented note with an added fore-stroke, which is, according to Hsiao-Chi Fu [3], typical of the stylistic writing of E. Bozza.

Thus, E. Bozza's “Italian Fantasy” demonstrates a wide range of components of the composer's style: variable metro-rhythm, variable dynamics, hemiolas, dissonant harmonies, non-square phrasing and long cadence. Bozza's music is extremely complex and interesting for brass players. Regarding the genre nature of the work “Italian Fantasy”, the following should be noted:

1. The use of cadences refers to the improvisational nature of the fantasy genre.
2. Virtuosity and difficulty to perform, a large number of technical passages can also be considered as certain genre features.
3. At the same time, the work lacks fugueness and imitation of the melody, which indicates the departure of the composer's approach from the original interpretation of the fantasy genre.

A new understanding of the genre, and hence new meanings of fantasy, is presented in Fantasia op. 47 by A. Schoenberg for violin with accompaniment (1949). It can be said that this is a kind of introspective dialogue. It is dedicated to the violinist and the first performer of the piece A. Koldofski, who was a fairly well-known creative personality. We can see the dialogicity in the fact that the violin part was written first, and then the piano accompaniment, therefore there is a differentiation and a certain parallelism of two polyphonically subordinate instrumental parts, as two parallel worlds, which is reproduced in the contrast of intonations, rhythm, strokes, dynamics, etc. manner of sound production and strokes. The communicative meaning of the fantasy genre is revealed through the embodiment of the character of variability, coloristic techniques created by dynamic nuances, new techniques of sound creation, fine gradation of “rises and falls”, a large scale of emotionality. Despite the fact that there is no virtuosity of the soloist's part here, which is usually inherent in the fantasy genre, fantasy is manifested in a free structure, a free flow of thought (which is not limited by the rules of form), which was the goal of the composer.

In the Ukrainian music of the 20th century, we can also name works with an original theme, in which folklore material is used indirectly – these are “Slobozhan Fantasias No. 1, 2” for dulcimer by L. Donnyk, Concert Fantasy for dulcimer by V. Syrokhvatova, symphonic fantasy “Arkan” for dulcimer S. Kushniruk. For example, in L. Donnyk's dulcimer “Slobozhan Fantasias” for solo dulcimers, the intonation layer of national (regional) identity is most revealing. Passing on the tradition of mental improvisation, the composer introduces free recordings with “capricious” passages, recitation, melismatics, and triplet figures typical of mental laments; addresses the singing of the intonations of the diminished fourth, the augmented second, the tritone in harmonic minor with the IV+ degree, alternating harmonic and natural minor; uses an arpeggiated chord presentation, a variable metrorhythm characteristic of thoughts. Such “thoughtful recordings” give “Slobozhany Fantasias” a unique national flavor. The use of folk-scale harmony in fantasies, the search for “archaic folk sounds” in the form of non-third chords, and the use of extended tonality with an exit into atonality are also characteristic. The freedom in the introduction of linguistic elements was manifested in the fact that musical and linguistic components are embodied in fantasies in the form of more or less detailed sections, and small phrases and even motif formations. Most often, the composer uses polyphonic techniques in her fantasies.

Concert fantasy for cymbals and orchestra by V. Syrokhvatov presents a variety of the concert genre. The main themes of this work have a folk basis, the structure is typical for fantasy (two sections, where the first, slow, has a song basis, and the second – fast, dynamic – dance). The main principle of the competition between the soloist and the orchestra, the virtuosity of the soloist's part, the presence of a cadence before the coda, which demonstrates the beauty and richness of the instrument, the skill of the performer, is borrowed from the concert. If to talk about the cymbal part, it is characterized by the use of the technique of double notes, arpeggiated passages, improvisational fragments, which corresponds to the specifics of the instrument and folk performance tradition.

The symphonic fantasy “Arkan” for cymbals with the symphony orchestra of the Lviv composer S. Kushniruk, dedicated to the famous virtuoso cymbalist, People's Artist of Ukraine T. Baran, can be interpreted even more ambiguously in terms of genre. This is an example of a large-scale composition written on an original theme in the form of free variations. The part of the solo instrument is represented by various cymbal types of technique (interval technique, scale-like and arpeggiated passages, etc.) with the use of several cadential episodes, which brings this piece closer to the concert genre. The symphonization of the genre is manifested in its enrichment with the means of orchestral drama and the introduction of complex, symphonic techniques of development (complex motivic, textural organization) into the orchestra part.

It is also characteristic that it is possible to single out a peculiar single genre type of fantasy, which is based on the juxtaposition of two tempo-contrasting genre foundations: lyrical (slow) and dance (fast). This is manifested in such works as Fantasia e-moll by Ya. Stepovoy, the piano Nocturne-fantasia (or. 4, 1919) by V. Kosenko, “Quasi una fantasia” by V. Baley (1987), etc., where folklore the effects are not felt at all.

4.5 Interpretive Meaning of the Genre

Let us give examples when the interpretive meaning of the genre dominates. In particular, this happens in transcriptions, the original source of which was another instrument. One of these transcriptions is Bach's Chromatic Fantasia for clarinet. It is worth remembering that this piece by J. S. Bach occupies a special place in the piano repertoire of the late Baroque and is generally perceived as establishing the possibilities of well-tempered music. At the same time, the clarinet also developed in design and acquired new technical capabilities thanks to the invention of a new valve system and the transition from a 5-valve system to a 13-valve system, as well as the transition to the duodecim with the help of a control valve. This made it possible to perform chromatic passages on the clarinet. The chromatic fantasy (with the exception of the fugue) is well suited to the character and range of the modern clarinet. The original key of D minor, performed in E minor on a B-flat clarinet, fits comfortably into both the low and high registers of the clarinet (E minor octave – E third). Thanks to such a “beneficial” for the clarinet tonality of E minor, the performer is able to play scales and arpeggios in this and related tonalities without special applicative obstacles. This allows demonstrating the technical and virtuosic capabilities of the instrument, as well as ensuring the implementation of expressive means characteristic of fantasy.

The transcription of a piano piece for a monophonic instrument, which is the clarinet, involves a specific interpretation consisting of a limited, monolinear matrix. Therefore, the transcriber faces certain tasks. The first task is to deal with the limitations of the clarinet's range and to identify those moments in the musical text where octave shifts are best realized with minimal disruption of phrasing. The next task is to determine the technique of playing the clarinet, which will best convey the polyphonic nature of the fantasy on a monophonic instrument. The transcription of Bach's Chromatic Fantasia requires the clarinetist to master several modern performance techniques. Long phrases, which are easily performed on keyboard instruments, require a masterful mastery of executive breathing and the ability to competently distribute the potential of the air. In this case, the technique of permanent breathing is especially useful. Precise control of air distribution during breathing helps to provide the dynamic contrasts necessary for phrasing, and can also ensure that important elements of harmony and melody are emphasized through the use of accents and other types of articulation. Another transcriptional problem concerns chords, as it is necessary to decide how exactly to “lay out” and notate and, as a result, perform the chords in order to convey the meaning laid down by the composer in the musical vertical. Thomas Labadorf [9] points to three important transcriptions of the Chromatic Fantasy for clarinet. The first is Gustave Langen's, published in 1944, the second is Stanley Hastie's transcription made in 1972, which was originally intended for private performances and was later published in 2002. Langen's version contains a basic notation that requires the translator to be familiar with the period's style and performance practice. He decided to emphasize the meter of the piece by highlighting groups of notes according to the beat, emphasizing in the tempo indication that the piece is performed “in a free style”. Hastie's notation emphasizes groupings based on musical ideas, often alternating rays and blurs over metric units and bar lines, and sometimes omitting bar lines altogether to express a fluid movement to points of structural articulation. Finally, the third version of the transcription belongs to Thomas Labadorf. He made a transcription of the Chromatic Fantasy for unaccompanied clarinet in 2009. Since it accumulates solutions to all the transcription tasks mentioned above, it is this version that has gained the largest number of supporters among clarinetists.

Fantasy as a genre that demonstrates the meeting of two styles, worlds, and mentalities is essential for the works of the 20th century. This is expressed in the types of “fantasies on the subject”. Examples of such composer interpretations of the theme of the opera “Carmen” by J. Bizet are interesting (for example, Fantasia for violin with orchestra by P. Sarasate, F. Waxman and E. Hubai, “Carmen-fantasia” for cello and piano by J. Holman, “Carmen- fantasies” for solo double bass S. Sanka (1927-2000), Da Xun Zhang (1981) and F. Protto (1991). The last example is the most interesting, because it was created for a friend, the virtuoso performer Francois Rabbath (Francois Rabbath) and contains some hints of his performance capabilities. H.-T. Lee [8] points out that the material for the fantasy was chosen quite randomly (although some sections are oriented towards the traditional selection of thematics – the intermission to Act 4, the Escamillo couplets, the gypsy dance from Act II). The selection of Michaela's Aria from Act III, which turns into a tender nocturne in F. Protto's Fantasia, is quite original. As a result, 5 chapters of “Carmen Fantasy” (1. “Prelude” Cadenza, G-dur – 2. “Aragonaise” Allegretto, ¾, G-dur – 3. “Nocturne – Micaela's Aria” Andante, 12/8, d- moll – 4. “Toreador Song” Andante, ₵, a moll – A dur – 5. “Bohemian Dance” Allegro moderato, 6/8(3/4) A-dur-a moll) make up a piece that significantly expands the range of interpretations operas by J. Bizet.

In particular, the innovation is the involvement of the timbre of the oscillating double bass as the main one (for the first time in instrumental fantasies). The instrument, which is traditionally more often associated with gloomy and tragic, or, on the contrary, emphasized comic image spheres, actively expands the limits of its use in the music of the 20th century, which was embodied in the work of F. Protto. It is significant that, building a compositional dramaturgy of fantasy, the artist does not limit himself to exploiting the low timbre of the double bass and does not abandon the depiction of female images (No. 3 “Nocturne – Michaela's Aria”), but avoids direct references to the image of the title character of the opera (Carmen) and the theme of passion. Unlike all previous interpretations of this opera in the genres of suites and fantasias (without fail including Habanera's thematics), in F. Proto the intonations of the main heroine's part appear only as allusions in the orchestra's part. F. Proto also opens new horizons for the way of reinterpreting the images present in his “Carmen Fantasy”. First of all, this concerns the image of the bullfighter Escamillo (No. 4 “Song of the Bullfighter”).

An active, courageous character in the interpretation of F. Proto acquires the features of melancholy – a new figurative side that is rarely associated with the timbre of the double bass, but after the work of F. Proto – yes.

In Ukrainian music, the genre of "fantasies on a theme" is also typical and indicative. In particular, we can name Fantasy on Hutsul themes, Fantasy on two Ukrainian folk themes for cymbals by D. Popichuk.

Fantasy by D. Popichuk is a typical example of the genre model of Ukrainian "fantasy on themes". They are written for cymbals with a piano, but the piano is thought orchestrally, which is manifested in the density of the texture and register diversity. The main principle of the development of musical material is the principle of variation. Distinguishes both examples of cadence arrangement in the first slow section: two cadences are possible at the beginning and before the transition to the fast section. K. Shtrifanova singles out four stylistic layers in Ukrainian fantasy: borrowed material (mainly folklore themes), author's material, instrumental formulas in the style of Duma and "academic" passages [13, p.153].

5 Conclusion

Thus, the review of selected fantasies in the work of the 20th century' composers led to the following conclusions. Several concepts are associated with the term "fantasy" in music science and pedagogy. First, it is a musical form with certain characteristics, which has structural, linguistic and dramaturgical features of improvisation and freedom (ontological meaning). Secondly, it is a musical genre that has as a key indicator the freedom of presentation and development of the main musical material (theme, thematic complex, etc.); this genre invariant in the process of its historical development and in the conditions of the genre-style evolution of musical art acquired additional features in various spheres of instrumental music. Thirdly, under fantasy in a broad sense, fantasy is understood as the principle of freedom of music making at different levels of a musical work – figurative-intonational, dramatic, linguistic, genre (genre-compositional sense). Finally, the author's name "fantasy" used by the composer is important for directing the attention of both the performer and the listener to the principle of creative freedom, or a certain "play", which becomes the main idea in the work (communicative and interpretive sense).

From the point of view of the transformation of the genre invariant in the 20th century, special attention should be paid to the fairly common phenomenon of combining the fantasy genre with other genres, which is often noted by the author himself - sonata-fantasia, waltz-fantasia, quasi fantasia, etc. This testifies in favor of a fairly fruitful genre synthesis, and is also proof of the work of fantasy as a principle of a special "world perception" and "world creation" in itself, and one that relies on the established linguistic and dramaturgical norms of another genre.

The synthesis of fantasy and concert performance as a stable feature deserves special attention. Concertality as a general and main feature of the genre is manifested in almost all fantasies written for any instruments in the 20th century, in the virtuosity of the solo part, in the presence of cadences, in the principle of competition between the strumming and accompanying instruments (instrument-orchestra), as well as in the scale of the work.

So, let us summarize: fantasy, even during any transformation processes, reveals itself as a glimpse of the timeless, a synthesis of the limitless and limited, and represents the fundamental basis of the Universe, is the main driver of human creative energy, the source of inspiration and thirst for the unknown, which determines its relevance for the following generations of composers.

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THE PSYCHOLOGICAL BASIS OF MYSTICAL SYMBOLS AND THE PROBLEM OF THEIR THEATRICAL EMBODIMENT: "THE BLUE ROSE" BY LESYA UKRAINKA

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Abstract: The article deals with the need to interpret Lesya Ukrainka's dictionary of symbols in the context of mysticism, using a psychoanalytic explanation of mystics. According to Freud's theory, the life drive is equal to the death drive, and every life situation is determined by the dominance of one or the other. The actualization of the theme of death in creativity is the sublimation of death, the search for mystical penetration into the world of the dead. Belief in the afterlife of the dead originated in primitive culture, it was a way to overcome fear of them. But the mystical attraction to the world of the dead did not disappear in the course of cultural development on the contrary, it became an integral part of it, a through-and-through theme of literature. The article also talks about the difficulties with the theatrical interpretation of the mystical symbols of Lesya Ukrainka's dramatic works, and examines the problem of matching the director's concepts with the style and meaning of the classical dramatic text. The directors do not try to create in their productions the mystical atmosphere inherent in most of Lesya Ukrainka's dramas, they do not delve into the meaning of the author's mystical symbols. The play "Love" of the Lviv Theater named after Lesya Ukrainka, is analyzed as an example of an unsuccessful replacement of the symbolist aesthetics of the work "The Blue Rose" with an allegorical and didactic one.

Keywords: Allegory, Lesya Ukrainka, Mysticism, Psychoanalysis, Symbol.

1 Introduction

Lesya Ukrainka's dictionary of symbols, observed throughout her dramaturgy, rich in shades of meaning, vividly authorial, has always attracted the attention of researchers, starting with her contemporaries. The neoclassicist M. Dry-Khmara noted that the poetess "felt herself the chosen one of some higher will, was convinced that a special mission was assigned to her". The researcher considered "her mysterious conversations with Fantasies, Geniuses, Muses, etc. beings" as evidence of this [3, p. 84]. Researchers noted the symbolic significance of individual scenes, scenography (A. Gozenpud, Yu. Boyko), images-characters (N. Kuzyakina). Modern scholars increasingly connect the symbolism of Lesya Ukrainka with the poetics of Symbolist drama (M. Moklytsia [8], S. Romanov [10], etc.).

At the same time, the mystical function of many symbols does not always come into view; in general, symbols are not considered in the context of the author's mystical worldview, since the mystical in Lesya Ukrainka is traditionally inscribed in the concept of romantic, sublime, ideal, that is, generally poetic.

Looking closely at the 'vocabulary' of her dramaturgical symbols, one cannot fail to notice that the vast majority of them are grouped on the border of the real and mystical worlds, and the mystical quite often acquires a distinct shade of the other world, the world of the dead. The fact that the theme of death is pervasive in the work of Lesya Ukrainka is as if obvious, but for some reason it does not become the object of a separate study.

2 Materials and Methods

At the end of the 19th century, mystical sentiments intensified due to the spread of decadence and symbolism. Communication with the souls of the dead has become a kind of fashion. Lesya Ukrainka is not enthusiastic about this fashion, but she has had a tendency towards the mystical since childhood and it was aggravated due to her illness. The theme of death is organic to her work, receiving a deep and diverse embodiment in numerous images-symbols. In Lesya Ukrainka's dramaturgy, the tragedy of lovers very often occurs without apparent good circumstances, due to an excessive desire to achieve an ideal. The drive of death and the drive of life interact especially actively in stories about love, starting with the first drama "The Blue Rose". This mystical symbol is considered as a kind of key to the symbolist poetics and mystical worldview of Lesya Ukrainka.

Mystical worldview is also a mental feature, a character trait, an innate tendency or an acquired unique experience. Therefore, it is worth considering mystical manifestations in creativity from a psychological point of view, even through the prism of Freud's theories. Although this founder of psychoanalysis considered himself an anti-mystic (according to him, the mystic was his student K.G. Jung), there are important explanations of mysticism in his writings. In addition, the universal theory of drives, developed by Freud, is appropriate to apply in any study of the creative process. In particular, this is appropriate in relation to Lesya Ukrainka, who has repeatedly described the mystical nature of her creative process.

3 Results and Discussion

Sigmund Freud became interested in the question of death after the outbreak of the First World War. In his 1915 work, *Zeitgemäßes über Krieg und Tod*, Freud described the tendency of many people not to think or talk about death. Along with the death of loved ones, a person loses a part of his own self. Since it is difficult to survive this loss, a person divided the lost object into body and soul, made the soul immortal, thus giving birth to the world after death. "In such a case, it was quite logical to extend life into the past, to invent a previous existence, the resettlement of souls and their rebirth, and all this in order to take away from death its meaning – the destruction of life" [6]. Even earlier, in the work *Totem and Taboo*, Freud gave a broad justification for the belief in the afterlife and the all-powerful dead as a way to overcome the fear of death.

Psychoanalysis claimed that the psyche is governed by the pleasure principle. Any drive includes this need. Freud explained that this principle is based on the removal of all tension and the avoidance of dissatisfaction. The psyche operates according to the principle of economy, that is, strong excitement generates dissatisfaction, and relaxation brings pleasure. However, the psyche cannot have only pleasure, because there is a principle of reality, people often face dissatisfaction due to mental tension or the inability to satisfy their urges.

Taking into account the mental processes that make up the counterbalance of the life drive – repetition of traumatic experiences, masochism, self-destruction, destruction, etc. -– Freud questioned the existence of only the life drive, substantiated the existence of the death drive in man as well. In the work "Beyond the Pleasure Principle" ("Jenseits des Lustprinzips", 1921), Freud substantiated the existence of the death drive. If the goal of life is to get satisfaction, that is, the complete discharge of the psyche, then it should be recognized that the only way to achieve absolute peace is death. "What we have recognized as the dominant tendency of mental life, and perhaps of all nervous activity, namely, the desire to reduce, to keep at rest, to stop the inner irritating tension (in the words of Barbara Lowe, the "principle of nirvana"), which finds its expression in the principle of pleasure, is one of our strongest grounds for confidence in the existence of the urge to die" [10]. As long as the drive for life dominates, man avoids the ultimate goal, i.e., death.

The urge to die is intensified by a serious illness, which is accompanied by pain and great suffering, because the only way to avoid it is to face death, which will bring release from suffering. Such motifs often appear in fiction, as the theme of death has been developed by many authors. But Lesya Ukrainka fought against the urge to die for a long time thanks to her powerful libido, which she appeared able to place in many areas of her mental life. But from a certain time, when a series of heavy losses began in her life, the attraction to death and the fear of it began to acquire an increasingly mystical character. Already at a young age, she developed an unshakable faith in the immortality of the soul, that is, she became a conscious mystic, but she had a mystical inclination almost from childhood.

Traditionally, the concept of “mystical” is understood as “a domain of experience of and reflection on the sacred that involves affective and cognitive states that are not empirical, or are not only empirical” [10, p. 156]. The more vulnerable Lesya Ukrainka's psyche became, the more intuitive the creative process became, the clearer the grasping of mystical meanings and visions became. She admits this in a letter to her mother dated January 2, 1912, and admits that she is not in control of her own strength when she experiences how “...some invincible despotic dream rolls over” that “tortures at night, just drinks blood” [14, p. 286], making it “burn” and “hurt” every time. Often such an idea becomes a kind of fate for Lesya Ukrainka, which does not leave her until it is fully embodied in an artistic work.

Lesya Ukrainka often interprets the creative process as a kind of revelation, clairvoyance, joining the afterlife. Such glimpses into the interworld and access to the suprapersonal are the essence of Lesya Ukrainka's poetic gift, and her mystical experience should be considered the primary basis of artistic creativity. The visionary gift of Lesya Ukrainka is evidenced by many texts. Sometimes she records this experience in letters, outlines visionary images in poetic works, in almost all dramas images of visionaries and prophetesses emerge, which become projections of the author's own feelings and experiences. Individual texts of Lesya Ukrainka can be confidently called fixations of a certain mystical and fortune-telling experience. Thus, the poem “Greetings” (1888) can be considered a landmark in Lesya Ukrainka's creative biography, which reflects the mystical ritual-initiative experience of meeting otherworldly guests-messengers capable of acquiring demonic or divine features. Often, in the author's poems, they are the embodiment of poetic, creative nature, something like a male muse.

The author confesses about her visionary experience in the poem “The Angel of Vengeance” (1899). During such meetings, the lyrical heroine is bound by a bitter feeling of not being able to touch the higher spheres and their inaccessibility. Two small poems united by the common title “Songs from the Cemetery” (1905) are imbued with mystical dimensions, in which the oxymoronic-paradoxical combination of images of the cemetery, silence, sleep with images of a living heroine, feelings of happiness and tender feelings further ‘thickens’ the mysticism and unreality of the depicted. The chronotope of such poems is often localized on the border of life and death, between sleep and awakening.

One of the components of the mystical in Lesya Ukrainka's work is the motif of dreams, which is systematically repeated in the context of the paradigm of images of shadow, death, grave, coffin, night, marsh, silence. The mystical tradition of color symbolism is quite widespread in Lesya Ukrainka's poetic works, which was most demonstrably manifested in the antinomic juxtaposition of light and darkness, fire and shadows. The dominant black color as a symbol of destructive forces, death, darkness, emptiness, departure from earthly joys, sorrow, mystery contrasts with sacred white.

The mystical as an organic component of the individual style of Lesya Ukrainka is not an invisible world invented by the author's imagination, but rather its real presence in the life of the poetess, which was reflected by her in her poetic and dramatic works. The intuitive vision of the invisible, the secret, the connection with the mystical and otherworldly often arose from the soul of the poetess as a result of powerful emotional upheavals. In fact, in all of Lesya Ukrainka's works, we can trace the idea that not only connections, subtext, but also actions or events can be mystical: meetings with the divine, otherworldly, personal experiences, ecstasies and insights. So, a cursory review of the mystical component of Lesya Ukrainka's creativity testifies to the psychological nature of mystical symbols and requires a deeper immersion in the creative process.

If we consider the mystical origins of cross-images-symbols from a psychoanalytic perspective, each such symbol must be singled out. The image of a blue rose from the drama of the same name, the first symbolist drama [8], the first work of Lesya Ukrainka, requires special attention, in which the theme of death became dominant and connected with the theme of life, that is, its most active manifestation – love.

The image of a blue rose in the work of Lesya Ukrainka, in addition to deep and multi-level symbolism, is also an element of intertextuality, and from the point of view of the modern approach to understanding art, it can be considered hypertextual. This is exactly the case when from the title, having quite accessible information about floral symbols and colors, one can guess what the text will be about. The rose is a symbol that originates from the Middle Ages and during the further development of culture grows additional shades of meaning, which to some extent makes it universal. In the classical sense, it means feminine beauty, love, eternity and impermanence, life and death, integrity and passion. Such a wide range of values is determined by the manner of the image: color, appearance (withered or fresh), the number of petals, the combination of a delicate flower with a thorny stem, etc. The blue rose, due to the combination of a traditional floral image and a rather rare color for it (until the time of Lesya Ukrainka, blue roses did not exist in nature), becomes a symbol of high and pure feelings and ideal, but unfulfilled love, a symbol of a romantic worldview (the work of Novalis and later artists-modernists).

In the text of the drama, Lesya Ukrainka mentions the blue rose for the first time in the first act during the conversation between Sania, Milevskyi, Lyuba and Orest: “This was the love of the time of the “blue rose”, this is not the love of our times and not of our character” [13, p. 55]. We get an even more detailed explanation of the etymology of the symbol, again through the mediation of Orest, in the handwritten version: “The blue rose was a poetic symbol of pure, high love, in knightly novels it is often said about this flower that grows somewhere in the “mystical forest” among secret symbolic plants. That blue rose could only be accessed by a knight “without fear or rebuke”, who never had an impure thought about his lady of the heart, never cast [corrected: did not glance] a lustful glance at her, never dreamed of marriage, but only wore in his heart the image of a single lady, on his hand her color, on his shield her motto, for her honor he shed his blood without pity, for the highest reward he had her smile, a word, [or] a flower from her hands. Such was the knight of the “blue rose” (IL. F. 2. Od. Coll. 773. Ark. 23) [13, p. 386]. Lesya Ukrainka also points to the blue rose as an element of the courtly culture of the Middle Ages, closely related to the idealized image of the lady of the heart.

The story of Dante's high (ideal, platonic) love for Beatrice, Petrarch for Laura, Shelley for Mary appears in the characters' conversations. The image of a heavenly blue flower is a conceptual symbol of Dante's “Divine Comedy”. “...explain to these people what love is, apart from ordinary love and flirting!”, – Lyubov turns to Orest during the already mentioned conversation with Milevskyi and Sania, and then adds: “Love can be a wonderful poem that people later reread in memories, without pain, without regret. Ah, what I'm talking about with you is just profanation!” [13, p. 55]. Orest is the only one who willingly responds to Lyuba's mystical urges, but tends to think that: “There are blue roses in our time, but these are abnormal creatures of a sick culture, the product of violence against nature...” [13, p. 55]. Through a series of episodes, thanks to the suffering, Lyuba clearly realized: in their lifetime, lovers are unable to live up to the ideal and grasp the greatness of the blue flower of love (this is the phrase that occurs most often in the text). The only way to achieve the ideal is to die together like Romeo and Juliet.

In the circle of floral symbols, the red rose represents the beauty of love between a man and a woman and earthly happiness. But for Lyuba, the blue color of the rose is the most important, because namely this rose symbolizes the sublimity and purity of feelings in an ideal world. According to L. Sinyavska, “...taking into account the symbolism of the color of the play “The Blue Rose”, we can talk about color as a component of the “dramatic action, picture” of the play. Namely the color contributes to revealing the subtext of the play, aggravating the conflict. In addition, the color also conveys the state of mind of the characters, their feelings. If for Orest love is a red color, then for Lyubov it is blue, so the colors in the text of the play are equivalent to feelings, experiences, memories, desires" [11, p. 228].

It is also indicative that Lesya Ukrainka uses the image of a blue rose not only in a dramatic work, but also later, in prose poetry "Your leaves always smell of withered roses...": "And let the white and pink, red and blue roses wither". It can be read that the feelings of the lyrical heroine are beyond time and space, despite the fact that they have a specific addressee. The thoughts and moods expressed in the work are consistent with the ideas of the main character of "Blue Rose" about ideal love.

The life drive and the death drive are always fighting for the dominant role; everything related to love, the libido, increases the will to live, everything related to destruction is 'in the service' of the drive of death. The life of each person is quite dynamic, it includes various opposites: love-hate, desire-apathy, happiness-suffering, etc. Each of these pairs contains opposite components that serve different drives, serving life and death. The presence of destructive tendencies in life, destruction, or what Freud calls masochism, indicates the dominance of the death drive. "All dissatisfaction must coincide with a certain increase, and all satisfaction – with a certain decrease in the mental irritating tension (Reizspannung), and then the principle of nirvana (as well as the principle of satisfaction, which is allegedly identical to it) would be completely at the service of death drives, the goal which is the transfer of changeable life to the stability of an inorganic state, and its function should be to prevent the encroachment of life drives, libido, which try to disrupt the course of life to which [they] strive" [4].

Freud argued that life is a kind of pulling of the blanket between the drive of life and the drive of death. And the question is asked: "in what ways and by what means can the libido carry out this taming (Bndigung) of the death drive?", in order to come to the conclusion: there are such mental processes in which the life drive and the death drive are combined: for example, erogenous masochism serves life, and moral death. A person who suffers turns anger and destruction against his own Self.

In the drama "The Blue Rose" we see a vividly embodied process of a duel and the joining of two drives of equal size. Death becomes the apogee of love and the continuation of life after death. The mystical becomes part of reality.

The story of the unsuccessful production of "The Blue Rose", well known to researchers of Lesya Ukrainka's work, is interpreted mainly in terms of the drama's "unstagedness", sometimes explained by the unwillingness of the then theater school to stage a modern psychological drama. Paradoxically, the difficulty of putting this drama on stage remains to this day. A striking example is the play "Love" on the stage of the Lviv Academic Drama Theater named after Lesya Ukrainka, directed by Artem Vusyk.

The most difficult task for every director who takes on the production of such a play as "The Blue Rose" by Lesia Ukrainka is the choice of theatrical aesthetics and the search for an adequate form for the realization of the idea. The techniques of psychological theater simplify this play to the level of melodrama, the means of symbolic theater require a high level of abstraction and the search for appropriate modern theatrical techniques, which are primarily based on deep immersion in the text. Such immersion does not necessarily mean direct illustration or orientation to "text-based culture".

Romeo Castellucci, for example, taking Dante's "Divine Comedy" to the stage, looked for associations with the "linguistic text" (Hans-Thies Lehmann's term) and embodied them on stage as multi-layered metaphors. Robert Wilson has long been actively working with classical texts ("King Lear", "Shakespeare's Sonnets", "The Winter's Tale" by V. Shakespeare, "Peer Gynt" by H. Ibsen, "Pushkin's Tales" by O. Pushkin, and many others): a component of his style there is work with the symbolism of colors, sounds, and light. It is not by chance that the performances of these classics of the post-dramatic theater are mentioned, since the aesthetics of this direction was chosen by the director Artem Vusyk for the play "Love". In addition, the influence of Robert Wilson's stylistic manner in working with light is noticeable in the performance.

Postdramatic theater theoretician Hans-Thies Lehmann wrote in the work "Postdramatic Theater": "For an audience brought up in the tradition of text-based theatre, the 'dethroning' of linguistic signs and the de-psychologization that goes with it are especially hard to accept" [7, p. 95]. Also, he noted: "Hence, for postdramatic theatre, it holds true that the written and/or verbal text transferred onto theatre, as well as the 'text' of the staging understood in the widest temporality, etc. are all cast into a new light through a changed conception of the performance text" [7, p. 85].

The problem of staging "The Blue Rose" in the play "Love" was the lack of a coherent concept: the director refused the symbolism of Lesya Ukrainka's text – instead, he was unable to realize his vision due to a number of reasons. First of all, this concerns the dominance of allegory as the main artistic technique: reality does not become conditional, as in a symbol, but is visualized, as in an allegory, the performance demonstrates "playing out satirical lessons in masks" [9, p. 117] and requires the researcher-spectator to search for "rationally added meanings" [9, p. 31], which are presented in the performance as comments by the actors to the text of the drama. Such a simplification nullifies the meaning of the drama "The Blue Rose", but instead it does not generate something equally artistically valuable.

The performance "Love" can be characterized as a post-dramatic production based on the techniques of physical, documentary, and visionary theater. Trying to include all these means is one of the problems of this performance, in particular, in the attempt to embody symbols. The director shows a certain mistrust of language, embodies the "crisis of language" (here – of Lesya Ukrainka's text): he takes the words from the actors who play the characters, and gives them to other actors who read the text from a sheet of paper.

The main characters of the play mostly do not speak, perform as if memorized monotonous movements, reminding partly of marionette dolls, partly of propagandist agitation theaters of the beginning of the 20th century (sharp hyperbolized movements with elements of gymnastic exercises and the dominance of red color). The main genre feature of the play "Love" is its comedic orientation: conscious director/actor ironic distance, hyperbolicity, grotesqueness, parody. The director enters into a dialogue with Lesya Ukrainka's text: the characters in the drama (each for himself) defined the "genre" of their life/love as tragedy, comedy, ballet, poem. Artem Vusyk chooses comedy in the traditions of postmodern theater.

Red and black are the main colors of the first part of the performance, they are sometimes replaced by blue, and at the end – purple. The main characters – Lyubov and Orest – are dressed in red and black clothes, which in style resemble school uniforms and visualize (rather than imply, as a symbol) their puppet-likeness and immaturity. So, in addition to red and black as an existence between love and death, a certain unnaturalness of the characters – ersatz love – is added to the perception and interpretation of the characters. The director of the play "Love" builds dual oppositions Love/Orest, Sanya/Milevskyi, Olympiada/doctor, etc.: he visualizes this difference with colors, movement features, placement on the stage. However, if this principle were fully implemented, even despite the problem of working with symbols, the performance would at least have claims to the integrity of the idea. Yes, Milevskyi and Gruicheva are dressed in ordinary modern clothes (in contrast to Lyubov and Orest), but the color of their shirts is blue, which in the context of the active involvement of the language of colors should not be a coincidence, but, unfortunately, it is.

Red and black as a background cease to dominate when Lyubov and Orest talk about love for the first time – then blue appears (clouds, moon, and smoke). The yellow color accompanies the appearance of the doctor on the scene: yellow houses in the Russian Empire are hospitals for the insane. When the internal struggle for/against love begins for Love and Orest in the plot of the play, the colors red and blue begin to mix (the background of the stage action) and turn into purple, which dominates until the end of the play, it wins over both red and blue. Interpretations of purple are quite ambiguous in different traditions, but this color in the play embodies the absorption of red (Orest's love) by blue (Luybov's love). Thus, each character's attempt to realize own individual dream has destroyed both self and the other.

Violet is rare in nature, to some extent artificial and intellectual: it wins in the lives of the characters. Here we can mention Robert Wilson's propensity for blue-violet colors in his productions, which work to create a mystical and symbolic atmosphere. In the play "Pushkin's Tales" at the Theater of Nations, Bob Wilson chose for the character of Alexander Pushkin, dressed in a classic recognizable tailcoat, and also purple socks, which gave him strangeness, otherness, a bit of madness. Violet appears in Artem Vusyk's play exactly when Lyubov takes over the story of madness from her mother (according to the text of Lesya Ukrainka), but does not demonstrate it at all in the play. On the contrary, Lyubov's behavior is becoming more deliberate: the heroine's way to Orest for the last meeting is presented by the director as a walk along a forest road with a cigarette, on heels.

Another directorial attempt to work with symbols is the embodiment of vertical top/bottom. Lyubov often climbs out of a hole in the stage: this is how she appears at the last conversation with Orest (who is bound by mother with black tape), namely from this hole in the stage she throws out all kinds of red junk, until she finds poison there, which she drinks. In the finale, the director puts the words of the conversation between Orest and Lyubov into the mouths of children who are not visible, instead only the image of a purple heartbeat diagram is shown.

Lyubov jumps down, into the abyss, into Freudian death/peace and finally gives birth to another life after death against the background of a blue piece of cracked wall, but even there she does not find that peace, as evidenced by the words she sings (the song "Pulse" by the band "Archsve"): "Yea help, in this junk / I'm drowning, drownin' / How long till I sell / My mothers?"). The song completes all plot lines, reducing them to the image of a bound and freed body as an allegory of children's dependence on their parents – family, psychological, social.

Director Artem Vusyk deliberately avoids the atmosphere of mysticism in the performance "Love" by involving "Verfremdungseffekt" (V-Effekts) of B. Brecht's epic theater. V-Effekts destroys symbolism and mysticism, expresses the game without the illusion of plausibility, intellectualizes and rationalizes the drama. B. Brecht wrote: "Die Voraussetzung für die Hervorbringung des V-Effekts ist, daß der Schauspieler das, was er zu zeigen hat, mit dem deutlichen Gestus des Zeigens versieht. Die Vorstellung von einer vierten Wand, die fiktiv die Bühne gegen das Publikum abschließt, wodurch die Illusion entsteht, der BUhnenvorgang finde in der Wirklichkeit, ohne Publikum statt, muß natürlich fallengelassen werden. Prinzipiell ist es für die Schauspieler unter diesen Umständen möglich, sich direkt an das Publikum zu wenden" [2, p. 341] ("The main advantage of the epic theater with its bewildering effect, the only purpose of which is to reflect the world that is to be changed, is its naturalness, its earthly character and its rejection of any mysticism, which has long been characteristic of ordinary theater").

The performance embodies the techniques of the "strange effect": the authors' comments about the characters (components of documentary theater); separation of the actors into those who move on the stage and those who voice the characters, which destroys the illusion of plausibility; grotesque, hyperbolized and satirical manner of acting of the actors; modern music and songs (zongs), change of the symbolist drama genre to comedy, parable character, etc. In one of the scenes, the actors wear animal masks, which gives the plot an even more allegorical character and emphasizes the meanings.

4 Conclusion

The ritual-initial experience of the protagonists of Lesya Ukrainka's drama in the play "Love" directed by Artem Vusyk is replaced by an image of life as a ritual: a set of certain predictable actions programmed by human nature, leading to suffering/creative death/marriage/losses. This is how one more feature of the allegory is highlighted – instructive and didactic: you will live your life according to a dry book program – the absence of everything real, alive and unpredictable awaits you, only spontaneous (non-book) experience gives you the possibility of happiness. This idea of the director embodies not the real/mystical opposition (as in Lesya Ukrainka), but the real/literary one.

That is why the only "sincere" phrases in the performance, which are opposed to the "artificial" language of literary classics, are the words of the actors who talk (between actions) about their own understanding of love. However, in this struggle, contrary to the efforts of the director and actors, the exquisite artistic imperfection of Lesya Ukrainka's artistic text will still win. Despite his certain immaturity and contradictions, it "wins" precisely because of the power and truth of real painful creative searches that resulted in the images-symbols of the drama.

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SPEECH CULTURE OF THE AUTHORS OF UKRAINIAN PUBLIC CINEMA IN THE ASPECT OF ITS INFLUENTIAL EFFECTIVENESS

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Abstract: The article is devoted to the problem of determining the influential effectiveness of cases of violation of the norms of the culture of speech of journalists who are the authors of Ukrainian non-fiction films. The essence of the central concepts of the study of "publicist film" and "culture of speech" is objectified; the specifics of the culture of speech of the authors of the Ukrainian journalistic cinema are detailed with the fixation of cases of non-compliance with the norms; their effectiveness was experimentally determined by means of a questionnaire survey and it was found that orthoepic and accentuation flaws are the most inappropriate in speech.

Keywords: Criteria of speech culture, Influential effectiveness, Journalistic film, Norm, Speech culture.

1 Introduction

Speech culture represents one of the components of personality culture, which is "based on objectively existing connections between language (in our understanding – also speech) and cognitive processes that contribute to the development of style, taste, and erudition" [1]. Today, in the world scientific environment, the phenomenon of speech culture is central in writings of Ya Kachru, J. Topler, X. Samigova, P. Isotalus, R. Wilkins, etc., which prove and significantly deepen the statement of the English anthropologist E. Tylor, according to which culture covers rather wide sphere of human life, and language is probably, its most important part [7]. A similar vector of the development of scientific thought is also supported by Ukrainian linguists, including I. Ogienko, O. Potebnia, as well as F. Bacevich, N. Babich, A. Koval, L. Matsko, V. Rusanivskyi, and others.

The trend of modern times is the study of the culture of professional speech with the identification of problem areas and the formulation of recommendations for their elimination. Much attention has already been paid to the definition of the components of the speech culture of teachers and scientific and pedagogical workers, which also made it possible to establish the types of linguistic personalities of representatives of this profession according to the outlined criteria [5] and to explain their influence on the formation of the level of speech culture of pupils and students [8]. In the linguistic repositories, we have works that highlight the specifics of the speech culture of civil servants (L. Pashko, O. Okis, I. Plotnytska), employees of law enforcement agencies and structures (Yu. Vanchyk, S. Glinyanchuk), judicial institutions (N. Stratulat, O. Martina, N. Tretyak, M. Gordiychuk, E. Boyeva, I. Shvetsova), medical institutions (M. Lisovyi), etc. Given the fact that "markers of speech culture are the most active in public discourse" [16], interest in the problems of fundamentalization of the speech culture of mass media representatives, as well as other media, is intensifying (I. Zalinska, S. Yermolenko, M. Lysynyuk, O. Serbenska). In this regard, special attention is paid to the orthologous issues of television and radio journalism, where the journalist "acts simultaneously in several guises – a collector, editor, analyst, designer, interpreter, commentator, reviewer of information and a direct executor of the role, its voiceover" [18], and, therefore, should be a standard from the point of view of speaking skill.

While the mainstay of the speech culture of journalists who write notes and essays, work as presenters of news blocks or various television talk shows, has already been identified and quite carefully investigated [19], the corresponding aspect of the speech of journalists who are authors of journalistic (documentary) films still needs thorough scientific studies. This opinion is held, in particular, by P. Aufderheide and M. Woods, assuring that traditional journalistic media are declining, and documentary cinema as a medium that people trust is becoming more important to study [3]. This, in the end, indicates the relevance of the proposed article, which is due to the need to eliminate the lacunar segment existing in the linguistic paradigm by establishing heterogeneous facts about the speech culture of the authors of Ukrainian journalistic cinema, since the relevant material for observations in the specified aspect has not yet been involved, despite the fact that "the film as medium, radio, television, phonographic music, the Internet combine telecommunications with informatics and become the main means of the "communication revolution" of the 20th century" [19]. To no small extent, the relevance is enhanced by an attempt to measure the influential effectiveness of the indicators of the culture of speech, because the authors of the proposed scientific research are also doing this for the first time.

The goal of the study is to determine the influential effectiveness of the components of the speech culture of journalists who are the authors of Ukrainian non-fiction films.

The goal necessitates solving the following tasks:

1) To objectify the essence of the concepts of "publicist film" and "culture of speech";
2) To detail the specifics of the culture of speech with the fixation of cases of non-compliance with the norms in the speech of the authors of Ukrainian non-fiction films;
3) Experimentally determine their effectiveness.

2 Materials and Methods

The source base for the study is a video library with Ukrainian-language journalistic (documentary) films by A. Galimov ("Ukraine. Return of its stories" (2017), "Treasures of the nation" (2019), "Secrets of great Ukrainians" (2021)); A. Romanidi ("Treasures of Mazepa" (2015)); G. Kovalenko ("The Secret Code of Faith. Religion and Woman" (2020), "The Secret Code of Faith. The Mystery of Sacred Texts" (2020), "The Secret Code of Faith. Christians or Pagans?" (2021)). The duration of the studied materials is 294 min.

The factual material contains more than 1300 journalistic remarks. The facts base also includes 1,200 evaluative reactions obtained in the course of an experimental survey of 120 respondents. A number of general scientific and special (linguistic) methods are involved in the effective processing of factual material. From the first group, inductive and descriptive methods were used, as well as analysis, synthesis, observation, which generally served to illuminate the theoretical provisions of scientific intelligence, their logic and detail, systematization of the collected factual material and its qualification; the method of quantitative calculations, which became relevant in obtaining data on the total volume and dynamics of an array of fixed speech errors, and also ensured the processing of the results of an experimental survey. Among the methods of the second group, there are the following: the contextual-interpretive method as a kind of functional paradigm method and elements of discourse analysis developed in discourse studies provided not only the identification of certain speech flaws, but also an explanation of the mechanism of their influential activity in the context of RD; the method of questioning, often used in sociolinguistic experimental studios, has formed a holistic view of the influential effectiveness of the studied phenomena.

3 Results and Discussion

3.1 The concept of "Journalistic Film"

In world practice, films are usually divided into feature films and documentaries [9]. The content of these concepts is also exposed on the definitive axes of the linguistic terms "fiction film text" and "documentary film text", which are still marked by the highest level of scientific exposure in studies of heterogeneous products of film discourse with a linguistic genesis.

While the views of scientists on the concept of "feature film", and with it the "feature film text", to a certain extent coincide, there are still discussions around the concepts with the specific marker "documentary", since one group of scientists (D. Bazin, J. Grierson) emphasizes its absolutely relevant use, and the other (D. Eitzen, D. Carmichael) insists on detailing using the word "journalistic". In particular, in support of the second position, the researchers give such arguments that prove the publicity of the documentary:

1) Artificial construction of reality;
2) The presence of creative interpretations;
3) The identity of the means of presenting information with the means of feature films [2].

We, in turn, also believe that within the framework of linguistic science, using the term "publicistic film" is more correct, given the already proven fact that modern documentary film tends to journalistic style with its language content [3].

3.2 The Phenomenon of Speech Culture

The concept of journalistic film is related to the phenomenon of speech culture, because this product of film discourse is a kind of platform for the formation, improvement, and affirmation of the broadcasting culture of both the addressee and his addressees, and namely in films of this genre the problems of the communicative culture of a certain nation are reflected and difficulties of linguistic codification are revealed, which actually unites the language of film documentaries and the language of mass media [19].

Speech culture, as I. Kardash claims, is "observance by speakers of the established language norms of oral and written forms of the literary language and the purposeful masterful use of expressive means of language depending on the style, genre, type of speech and the corresponding linguistic methodical science about it" [10]. This definition has a comprehensive character, because it accumulates different views on the phenomenon of speech culture, which is why it is relevant for our research.

Speech culture usually manifests itself in such aspects as normativity, adequacy, aesthetics, and multifunctionality [12], however, according to M. Yatsymirska, the first aspect is of primary importance and consists in observing both imperative (obligatory) and dispositive (alternative, possible) norms in oral and written speech [19]. Normativeness is directly related to correctness and to no small extent leaves its mark on the following criteria of speech culture:

1) Accuracy (clarity of thinking, knowledge of the subject of speech and word meanings);
2) Logicality (connection of speech with objectively existing reality, consistency and regularity of presentation of information);
3) Meaningfulness (deep understanding of the topic and the main idea of the statement, complete disclosure of the opinion);
4) Appropriateness (taking into account the context of communication and communicative goals and objectives);
5) Richness (significant amount of active vocabulary, variety of used forms of language units);
6) Expressiveness (use of an array of expressive means of speech, clarity of pronunciation, relevant emotional tonality of what is pronounced);
7) Purity (absence of unnecessary words, parasitic words, reduced or taboo vocabulary) [12].

Namely according to the above-mentioned criteria, the level of speech culture of an average speaker and specialist, including a journalist as the author of a journalistic film, is established, because "the speech of TV journalists is perceived and evaluated by part of the audience of viewers/listeners as exemplary, which imposes a special responsibility on the author regarding his choice of adequate language means of expressing a certain content" [6].

3.3 Specificity of the Speech Culture of Authors of Ukrainian Journalistic Cinema

Speech culture, as already mentioned, is primarily related to the establishment of norms, namely phonetic and accentuation (pronunciation and emphasis); orthographic (correct spelling of words and phrases); lexical (distinguishing the meanings and semantic nuances of words, patterns of lexical conjugation); grammatical (choice of correct forms); stylistic (expediency and appropriateness of using linguistic means in a specific verbal distribution) [19]. In this regard, we should record cases of non-compliance with the norms in the speech in the authors of Ukrainian journalistic cinema in order to outline the vector of improvement of the linguistic personality of journalists of the corresponding profile.

Ortho-epic and accentuation norms, as a review of the actual material shows, are violated in 10% of the cases of the general speech activity of the authors of Ukrainian journalistic cinema and refer mainly to deviations from the following rules:

1) Alternation з / із / зі (*with*): *На початку своєї політичної діяльності вважав можливою співпрацю із Москвою, але політика Петра Першого в Україні в період Північної війни спонукала Мазепу до розриву з Росією (At the beginning of his political activity, he considered cooperation with Moscow possible, but the policy of Peter the Great in Ukraine during the Northern War prompted Mazepa to break with Russia)* (the correct option is *з Москвою* (*with Moscow*));
2) Alternation у / в *(in): Вперше за півтисячі рок**ів в**чені можуть наблизитись до таємниці, заховано під покровом часу та суворих законів ісламу (For the first time in half a thousand years, scientists can get closer to the secret, hidden under the cover of time and strict laws of Islam)* (the correct option is *...років учені* (*years, scientists)...*);
3) The pronunciation of foreign words that need to be spelled out: *За 21 рік свого гетьманування Мазепа став фундатором 12 новозбудованих та 20 реконструйованих храмів, на ці проекти він витратив понад півтора мільйона золотих – сумму, що більш ніж у 10 разів перевищувала річний бюджет тодішньої України (During the 21 years of his hetmanship, Mazepa became the founder of 12 newly built and 20 reconstructed churches, he spent more than one and a half million golden coins on these projects - an amount that exceeded the annual budget of Ukraine by more than 10 times)* (correct option – *проєкти (projects))*
4) Accentuation of adjectives: *Як результат почав зростати внутрішній в**а**ловий продукт* (*As a result, the gross domestic product began to grow)* (the correct option is *валов**и**й* (*gross*)).

Lexical norms are violated in 14% of the studied cases and represent the following phenomena:

1) Pleonasm: *Я вперше прийшов до храму 25 років тому назад, коли Бог був під забороною (I first came to the*

temple 25 years ago, when God was under the prohibition) (the correct option is *25 років тому (25 years ago*));

2) Tautology: *Князь князював, і мало хто звертав увагу на ці стіни* (*The prince reigned, and few paid attention to these walls*) (the correct options *are князь правив, князь керував* (*the prince ruled, the prince managed, etc.)*);
3) Foreignization: *Ми живемо в 21 столітті, довкола технології та гаджети, зростання популярності блогерів, активація культури вейпінгу та емо, але нікуди не діваються забобони (We live in the 21st century, surrounded by technology and gadgets, the growing popularity of bloggers, the activation of the vaping and emo culture, but superstitions are not going anywhere* (correspondents of the selected words: гаджет – device, блогер – presenter/author, вейпінг – smoking electronic cigarettes, емо – a subculture of expressing emotions));
4) Incorrect word usage: *На мою електронну пошту прийшло повідомлення від етнографа Оксани Бажевської (I received a message from the ethnographer Oksana Bazhevska on my e-mail*) (the correct option is *повідомлення* (*a message*)).

Grammatical norms in the speech of the authors of Ukrainian documentaries are violated most often (47% of cases), but they are not always a gross violation of the rules of Ukrainian morphology and syntax, although the following deviations occur:

1) Non-normative matching of words in phrases: *Більшість легенд про схови коштовностей золота і срібла здебільше пов'язані з іменами козацьких гетьманів* (*Most legends about hoards of gold and silver jewels are mostly connected with the names of Cossack hetmans*) (the correct option is *більшість …пов'язана* (*most ...connected*));
2) Non-normative use of inflections in masculine proper nouns of the II declension: *Із Санкт-Петербургу до Троїцького монастиря, що біля Чигирина, імператриця посилає комісію, але комісії нічого взнати не вдалося (From St. Petersburg to the Trinity Monastery near Chigyrin, the empress sent a commission, but the commission appeared unable to find out anything*) (the correct option is St. Petersburg);
3) Non-normative use of genitive forms of unchangeable nouns: *Він стояв на високому Ай-Петрі* (*He stood on high Ai-Petra*) (the correct option is *на високій Ай-Петрі* (*on high Ai-Petra*), because this is the name of the mountain);
4) Incorrect use of prefixes: *Я тут, щоб пригадати давно підзабуті істини* (*I am here to recall long-forgotten truths*) (the correct option is *призабуті* (*forgotten*));
5) Incorrect use of suffixes: *То був провокуючий збіг обставин, і провокація сталася прямо на парковці біля квартирного будинку нашої героїні* (*It was a provocative coincidence, and the provocation happened right in the parking lot near our heroine's apartment building*) (the correct variants of the highlighted words are *провокаційний та паркування (provocative and parking*));
6) Improper use of greeting formulas: *Доброго дня, Аврааме!(Good day, Abraham!*) (the correct option is *Добрий день! (Good afternoon!)*);
7) Incorrect use of verb forms of the past tense, in particular, the use of long-past tense forms: *На реконструкцію храму Мазепа пожертвував 50000 золотих дукатів, і ще 5000 золотих дукатів було витрачено на позолоту верхів собору, кількість яких за проектом реконструкції, схваленої Мазепою, збільшилися із 13 до 19 (Mazepa donated 50,000 gold ducats for the reconstruction of the temple, and another 5,000 gold ducats were spent on gilding the tops of the cathedral, the number of which, according to the project of reconstruction approved by Mazepa, increased from 13 to 19*) (the correct option is *5000 золотих дукатів витрачено* (*5,000 gold ducats spent)*).

Stylistic norms are also violated by the authors of Ukrainian journalistic cinema. Their share is 29% of cases, mostly related to violations of the following rules:

1) Inappropriate use of outdated words: *Султан був засліплений чарами Роксолани вже в першу ніч їхнього знайомства, коли вона була простою вірницею* (the Sultan was blinded by the charms of Roklomana already on the first night of their acquaintance, when she was a simple confidant (a *вірниця* (confidant) is an outdated word that means "trusted female person" [4]), although in this context refers it is about person's performance of the functions of a mistress
2) Inappropriate use of verbal markers of conversational style: *Тобто цей товар відправлявся на експорт за тисячі кілометрів у часи, коли не було іншого транспорту, окрім кораблів і коней, уявіть розвиток торгівлі, а відтак і суспільства в цьому місті* (*That is, this product was sent for export thousands of kilometers away in times when there was no other transport except ships and horses; imagine the development of trade, and, therefore, society in this city*) (the correct option is *крім* (*except*));
3) Inappropriate use of profanity: *Із військом у поході в останні роки свого життя багато часу проводив у Києві, зрозуміло, що й пошук скарбів тупо показує маршрут нашого гетьмана разом із Карлом XII* (*He spent a lot of time in Kyiv with the army on a campaign in the last years of life; it is clear that the search for treasures stupidly shows the route of our hetman together with Charles XII*) (the correct option - *пошук скарбів показує маршрут* (*the search for treasures shows the route*));
4) Cacophony: *Тим більше, що переправа була завбачливо знищена за наказом Петра Першого, і навряд чи росіяни навідалися б до неї ще раз, щоб щабельок щезнув назавжди* (*All the more so, the crossing was premeditatedly destroyed by order of Peter the Great, and it is unlikely that the Russians would visit it again, so that the step would disappear forever*).

If to consider the ratio of cases of observance and violation of norms of speech culture by the authors of the journalistic films we have studied, we will notice that this number is approximately the same for each journalist:

1) A. Galimov – 90% of cases of compliance with norms against 10% of deviations;
2) A. Romanidi – 87% against 13%;
3) G. Kovalenko – 88% against 12%.

We believe that the presence of deviations from the norms in the speech of the above-mentioned authors of Ukrainian documentary films is caused not so much by ignorance of the rules of the Ukrainian language, but rather by the fact that "the functional nature of all linguistic categories used in journalistic texts, including reportage speech, is distorted by a special kind of focus on the real world outside the text" [17]. Also, we do not neglect the possible pragmatic goals of journalists, which completely "justify' their stylistic mistakes.

If we take into account the so-called weak levels of speech activity of the authors of the journalistic films we studied, the corresponding quantitative calculations differ to a certain extent (see Figure 1), although they testify that the weakest level is grammatical.

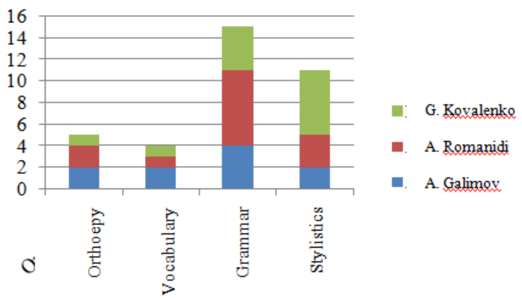

Figure 1 – The ratio of the number of violated norms (in %) in the speech of the authors of nonfiction films

The given diagram also shows the fact that in the speech of A. Galimov, the smallest number of speech errors concerns orthoepic and lexical norms, in the speech of A. Romanidi and G. Kovalenko – only lexical ones.

3.4 Effectiveness of Speech Culture Violations

The terms "influence" and "effectiveness" in the "Practical Dictionary of Synonyms of the Ukrainian Language" belong to the same synonymous series, but the essence of the phrase "influential effectiveness" is identical to the concept of "communicative effectiveness", because any communication "always involves some influence on other people, changing their behavior and activities" [13]. Therefore, the influential effectiveness within the framework of the linguistic study will be understood as the level of ability of a language/speech phenomenon to attract attention, to be remembered, to activate the idea of something/someone, to form a positive attitude towards someone/something.

A considerable number of research techniques have been developed to measure communicative, and with it, influential effectiveness. In particular, V. Rizun proves that reliable data on the level of communicative effectiveness of texts, primarily advertising (which lie in the plane of journalistic style), can be obtained with the help of laboratory studies of the physiological reactions of people to messages, as well as through surveys (questionnaires and all types of interviews), observations and experiments [14]. However, the Ukrainian researcher Yu. Shmyga, with the aim of "finding out the general emotional and evaluative attitude" [15], used the questionnaire survey method, proving its validity in solving the relevant issues. We, in turn, emphasize the relevance of the questionnaire method and the determination of the index of the influential effectiveness of cases of violations of the norms of speech culture among the authors of Ukrainian journalistic cinema.

For this purpose, we developed a questionnaire for 120 respondents, whose survey mechanism consisted in obtaining answers to 10 closed-ended questions: "Estimate how appropriate the violation of the language norm is in the given text fragment". Next, fragments of relevant speech segments were given, as well as a rating scale from 1 to 5, where 1 means 'absolutely inappropriate', and 5 – 'absolutely appropriate'.

A total of 60 students of the philological and mechanical-mathematical faculties of the Mykolaiv National University named after V. O. Sukhomlynskyi, as well as students of the Institute of Humanities (specialty "Applied Linguistics") and the Institute of Computer and Engineering-Technological Sciences of Admiral Makarov National Shipbuilding University in the total number of 60 people were invited to take part in the survey. It should be noted that the selection of the respondents' environment was carried out according to the principle used by T. Kovalevska during the compilation of the "Associative Dictionary of Ukrainian Advertising Lexicon" (2001), according to which, "the student audience is sometimes considered cosmopolitan, which supposedly reduces the weight of scientific interpretations, ...but it is necessary to take into account social activity, mobility, non-involvement, freshness of perception" [11].

We are fully aware that the number of students involved in the survey is minimal, which does not provide comprehensive data, but outlines the general trends of the influence of the studied phenomena, and, ultimately, indicates the level of their effectiveness. We would like to add that among the students of humanitarian specialties (79 people), 92% of women and 8% of men took part in the survey. In the student audience, where technical specialties are mastered (41 people), 72% of the informants were male and 28% were female. Such a range of respondents, in our opinion, determines the perspective of further study of the outlined issues, in particular, it emphasizes the need to conduct research to determine the specifics of the perception of language errors by men and women, as well as representatives of humanitarian and non-humanitarian professions.

In this way, we obtained the following results:

1) Humanities students gave lower marks compared to the answers of technical students;
2) Humanities students for the most part consider violations of stylistic norms appropriate to a certain extent, do not consider lexical and grammatical violations appropriate, and point out spelling errors as completely inappropriate;
3) Technical students call stylistic and lexical violations absolutely appropriate, grammatical violations less appropriate, orthographic violations – least appropriate.

4 Conclusion

The course of scientific reflection of the concept of "speech culture" is marked by the gradual expansion of its functional boundaries, and is also characterized by a certain stratification of the views of the scientific community on the problems of distinguishing its components and systematizing criteria, in connection with which the proposed investigation provides general information obtained by synthesizing existing in Data Linguistics.

The speech culture of the authors of Ukrainian journalistic cinema today is already at a fairly high level, which indicates the fundamental mastery of the rules of the Ukrainian language by the relevant specialists. However, there are still speech errors that are mostly manifested at the grammatical level and relate to the non-normative agreement of words in word combinations, the non-normative use of inflections in masculine proper names of the II declension, the non-normative use of genitive forms of unchangeable nouns, the incorrect use of prefixes and suffixes, congratulatory formulas, verb forms of the past tense, in particular the use of forms of the long past tense, which is not typical for modern language.

An experimental survey aimed at measuring the effectiveness of such speech violations shows that grammatical errors in the speech of the authors of nonfiction films are more inappropriate for the perception of people with a humanitarian education and less inappropriate for people with a technical education. This testifies to the average level of influential effectiveness of such errors. However, both groups of interviewees state that spelling and accentuation errors are inappropriate, i.e., those with the lowest level of influential effectiveness.

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FEATURES OF PUBLIC COMMUNICATION: RHETORICAL SKILL AND LANGUAGE MANIPULATION

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Abstract: The article analyzes the system and reveals the features of the public communication of the President of Ukraine, focuses on the means that determine his rhetorical skills and justified language manipulation. In the context of a stepwise sequence based on the confession of five stages (invention, disposition, elocution, memorial, action), Volodymyr Zelenskyi's speeches at international meetings are characterized, attention is focused on language units that ensure the growth of the perlocutionary effect and give the expression an emotional, evaluative and expressive color. It is noted that a quick transition to the essence of the speech, the presentation of clear arguments, the observance of the gradual presentation of information, the use of effective forms of communication and means of cognitive impact on the audience became the key to achieving the goal. It is noted that the chosen communicative behavior, the presentation of information in the plane of moral principles, the combination of shades of imperativeness and touchingness fully correspond to the conditions of communication. The article describes the main communication strategies and tactics that the head of the Ukrainian state adheres to at press conferences and during interviews with Ukrainian and foreign journalists. Among the priorities, correctness, mostly calm tone, the ability to move from one manner of communication to another are highlighted. Volodymyr Zelenskyi's daily appeals to Ukrainians are analyzed in detail, considered in the aspect of information and language design. The emphasis on patriotism, high morale, cohesion and resilience of the Armed Forces of Ukraine and the Ukrainian people as a whole, their inviolability in an effort to defeat the enemy and preserve the sovereignty and integrity of the state are determined as a trend.

Keywords: Action, Disposition, Elocution, Invention, Linguistic means of manipulation, Memory, Public communication, Rhetoric, Stylistic figures.

1 Introduction

Modern society puts serious demands to the participants in the public communication process. Skillful word handling is an important condition not only for constructive communication with others, but also allows the speaker to solve a number of communicative and pragmatic tasks: to arouse interest, positive or negative emotions, to persuade the interlocutor to his side, etc. In addition, an experienced speaker must have the art of persuasion, the ability to think quickly, manage own communicative activity, control it, observe the necessary intonations, etc.

The construction of an expressive, emotionally imaginative, logically ordered public speech also depends on the skillful use of linguistic means, the choice of which is the key to a reasoned and effective presentation of an opinion. These canons are relevant for all types of public speaking, thematically related to different areas – legal, financial, economic, political, scientific, educational, etc., although, of course, they show originality in each of them. Now most attention is focused on the speeches of the President of Ukraine, which arouse interest not only among Ukrainians, but also among the world community. Of course, the informational and content features of the speeches of the head of state are in the foreground, but no less important is the emphasis on the manner of pronunciation, the system of expressive means, the purpose of which is not only to objectively, truthfully, and exhaustively provide information, but also to influence the sensual sphere of recipients.

2 Materials and Methods

The problems of modern multi-genre and diverse in style and thematic range of public communication have been repeatedly the object of scientific research. General issues of communicative linguistics were described in detail by F. S. Batcevich [1]. A number of works are devoted to the study of scientific sources considered in the context of the issues raised. In particular, I. V. Kholyavko focused on the issues of speech interaction of scientists in the process of their pragmatic and cognitive activity [4]. T. V. Yakhontova characterized the genre modifications and innovations of the English-language secondary information scientific communication [15]. E. Petrishina chose the linguodidactic foundations for the formation of students' public communication skills as the object of study [8]. In the modern scientific paradigm, we meet a significant part of the developments in which political discourse is analyzed in different ways. The monograph by S. Romanyuk "Ukraiński dyskurs polityczny w latach 2010-2014. Analysis of lingwistyczna" [12] is interesting in this plane. The authors reveals the specifics of political speeches, determines the degree of their compliance with the laws of rhetoric, political ethics, culture of speech, and at the same time reveals many cases related to the violation of these postulates. In this case, the arsenal of formal means includes language units with emotional and expressive coloring and hidden subtext, which serves as a tool for manipulation and psychological impact on recipients. Interesting and promising studies include articles on the features of public communication of politicians.

In particular, A. Gundarenko emphasized ceremonial speeches and their idiomatic features [3], A. V. Lytvyn focused on the rhetorical skill of the Presidents who have been in this post since Ukraine gained the status of an independent state [6]. An equally important object of study is language manipulations, which are often used by participants in a communicative act. In particular, V. V. Rizun, N. F. Nepiyvoda, and V. M. Korneev focused on the general theoretical aspects of speech impact and analyzed specific techniques for its implementation [11]. The features of the formation of a manipulative strategy and the means of its expression in political discourse were described by N. V. Derenchuk [2], M. A. Zaitseva [16], and others. A. G. Ruda raised questions of language in the context of linguistics, politics, and manipulative strategies [13; 14]. An integral and multidimensional model for describing public communication ensures its consideration in the psycholinguistic dimension [7].

The algorithms proposed by scientists are relevant, important, and able to serve as the basis for the study of speeches of various topics. At the same time, a significant part of the developments is of a generalizing nature or is devoted to a narrow problem. In addition, we can state with confidence that the existing publications do not cover absolutely all the stylistic and genre varieties of public speaking. Modern society and the events taking place in our state encourage us to deepen some aspects. Among them, the leading place is occupied by the issues of military operations in Ukraine, on which media workers, politicians, military experts, etc. focus their attention. Since the full-scale invasion of Russian troops, Volodymyr Zelenskyi has been addressing the leaders and ordinary citizens of European states, as well as the Ukrainian people, every day, but his speeches have not yet been analyzed in terms of rhetorical skill, linguistic representation, communicative-pragmatic originality, etc., which expresses relevance of the set problem.

The purpose and task of the research is to systematically analyze and reveal the peculiarities of the public communication of the President of Ukraine, to focus on the means that determine his rhetorical skill and justified language manipulation; in the context of a step-by-step sequence based on five stages (inventions, dispositions, elocutions, memories, actions), characterize Volodymyr Zelenskyi's speeches at international meetings, occasionally focus attention on language units that ensure the growth of the perlocutionary effect, give the statement an emotional evaluative and expressive coloring. The task set to describe the main communicative strategies and tactics followed by the Ukrainian head of state at press conferences and during interviews with Ukrainian and foreign journalists, to find out the specifics of Volodymyr Zelenskyi's daily appeals to Ukrainians, to analyze them in terms of information and language design.

3 Results and Discussion

The priorities of modern rhetoric have changed somewhat compared to previous periods. While earlier attention was mainly focused on the competence of the speaker, his possession and free operation of information, the communication between the speaker and the audience was perceived as one-way, sometimes even antagonistic, and the goal of the speech was seen as persuasion, now the emphasis has shifted somewhat. In particular, now, in addition to the stated aspects, attention is paid to the emotional and expressive features of public communication, the establishment of interaction between the speaker and listeners, which creates the effect of two-way cooperation and live communication, is counted among a number of important tasks. Namely in this context, it is appropriate to consider Volodymyr Zelenskyi's appeal to politicians and ordinary citizens of Europe and the USA, as well as to Ukrainians. Despite a number of common parametric features, the speeches of the President of Ukraine have some differences due to the addressee of the speech. Delivering speeches at international meetings, the head of state usually adheres to the concept of a logical, well-argued, accurate, unambiguous and clear presentation of information in compliance with stylistic norms, mainly the canons of diplomatic communication. Instead, interviews with Ukrainian and foreign journalists, speeches at press conferences, and sometimes daily concluding addresses to the Ukrainian people, which are characterized by brevity and at the same time completeness of the presentation, are more reminiscent of casual communication.

The analysis of speeches addressed to the politicians of different states makes it possible to state about thorough preparation for them, which we consider quite natural. After all, as A. V. Lytvyn convinces, "state communications always occupy an important place both in the country's internal policy and in foreign economic processes, since most of the internal information announced by statesmen or politicians often becomes the property of the international community" [6, p. 110–111]. Of course, the purpose of such speeches is to inform and sway as many Europeans and Americans as possible to their side, to encourage them to actively help Ukraine in the fight against the Russian aggressor. In his address to the Ukrainians on May 25, 2022, Volodymyr Zelenskyy noted that he has high hopes for this form of communication, pays attention to "*international platforms, appeals to parliamentarians, to parliaments, to the peoples of other countries, communication with the expert community, with journalists, with students*". (https://www.president.gov.ua, May 25, 2022). The President states with a well-argued argument: "*We must do everything possible to make the world a stable habit of taking Ukraine into* account. *So that the interests of Ukrainians do not overlap with the interests of those who are in a hurry to meet the dictator again*" (https://www.president.gov.ua, May 25, 2022). The allusion to statesmen who question the independence and integrity of Ukraine provides expressiveness to the presented fragment of the speech. Ironically, the head of state mentions Mr. Kissinger and also alludes to other political leaders who have long telephone conversations with the head of the Kremlin. Although their surnames are not mentioned, the politics of E. Macron and O. Scholz clearly stand out in this hidden context. Negative emotional load is also implemented by the used secondary nomination *dictator*.

Participating in various international meetings, Volodymyr Zelenskyi usually builds his speech in accordance with the canons of rhetoric [5, p. 42-46]. As it is known, the prowess of public speaking largely depends on the first stage – the invention, which provides for the study of its concept, ideas, intentions, concept. The military intervention of the Russian Federation, the lack of a sufficient number of weapons to defend territories, as well as the temporary limitation of disclosing the necessary information pose difficult tasks for the speaker, prompting him to predict what exactly he will talk about, what forms and means of providing information are appropriate and justified and will provide an opportunity to make speech interesting, accessible, motivational for listeners. The compositional correctness, the sequence of presentation and the clear argumentation of the voiced theses testify to the observance of the requirements for the disposition. Guiding the norms of elocution – the third stage of preparing a speech – the speaker must take care of the successful verbal formulation of thoughts, the selection of linguistic means that will ensure an accurate and distinct presentation of information, its emotional and evaluative load and will help to activate the attention of recipients. To achieve this goal, Volodymyr Zelenskyi directs the use of stylistic figures and tropes, which we will analyze further. Due to the lack of information, we do not resort to a detailed description of the memorial as the fourth stage of preparing a speech, which involves, first of all, the use of methods for memorizing the content of a speech. At the same time, given the confidence of the President of Ukraine, his free handling of the material, we can say that this stage did not go unnoticed by the speaker. Compliance with the canons of speech technique, intonation-emotional expressiveness of a speech, overcoming unrest, skillful operation of non-verbal means and behavior during a speech, establishing contacts with listeners and managing their attention is evidence of the action as the fifth stage of speech preparation.

Volodymyr Zelenskyi's speeches to parliamentarians of different states are built in compliance with the main laws of rhetoric: 1) a stepwise sequence, providing for the order of the stages mentioned in front (inventions, dispositions, elocutions, memorials, actions); 2) conceptual, according to which important issues are identified; 3) modeling the audience, aimed at achieving effective contact with the audience and a psychologically comfortable atmosphere of communication; 4) strategic, on the basis of which the programming of influence on the audience takes place to achieve the goals and main tasks of speech; 5) tactical, which leads to the formulation of convincing arguments, bringing the facts necessary to prove the truth of the arguments expressed, and involves achieving an effective emotional impact on listeners, etc.; 6) speech, the focus on which allows to expressively and intonationally correctly pronounce a speech, choose the right pace, reasonably use figurative and syntactic means (metaphors, comparisons, epithets, rhetorical questions, appeals), etc.; 7) the law of the border, the essence of which is the pronunciation of the most important information at the beginning and end of speech; 8) effective communication aimed at managing one's emotions and behavior, observing the norms of speech etiquette, expressing gratitude, etc. [5, p. 46-48].

Volodymyr Zelenskyi's address to the international audience is always bright, emotionally charged, and sets the tone for the entire meeting, evidenced by thunderous applause before and after the speech. Forming the main theses of the speech, the head of state uses simple sentences, tries to convey the criticality of the situation in which Ukraine is now, constantly insists on the introduction of tough sanctions against Russia, expresses dissatisfaction with the fact that the countries of the European Union are not doing enough to isolate it. In such speeches, the words *terrorism, aggressor country, missile and bomb attacks, war, Bucha, Irpin*, etc. are repeatedly used, aimed at conveying all the horrors of military operations. We consider the urge of European leaders to provide assistance to Ukraine, which is often presented in the form of an immediate demand for fulfillment, to be a peculiar departure from the canons of diplomatic speech. Volodymyr Zelenskyi uses various methods to achieve his goal – in particular, he resorts to hidden means of emotional and cognitive influence on the audience. We consider such communicative behavior completely justifiable and appropriate, because it is aimed at ensuring a decent defense of the state. In this regard, it is worth mentioning one of the speeches in which the President suggested that, perhaps, he will be seen alive for the last time. The statement influenced foreign parliamentarians, and as a result, Europe expanded sanctions against the aggressor country.

Volodymyr Zelenskyi's addresses to foreign politicians are characterized by a clear structure, thoughtful and fact-based argumentation, brevity, a carefully selected arsenal of linguistic means, which is subordinated to the goal of convincing the truth of what was said and encouraging the international community to take concrete and immediate action. Such speeches often have a tinge of imperativeness, although they are not without touchingness. The specifics of the first speeches since the beginning of Russian aggression are distinguished by the emphasis on the large number of bombings and destruction and the acute problem of weapons, which are not enough to protect Ukraine. Let us briefly dwell on the speech of the head of state delivered in the Parliament of Canada on March 15, 2022. According to the structural canons, it contains an introduction, main and final parts. Starting his speech, the Ukrainian President addressed the speakers, the Prime Minister, on the occasion calling him by name (dear Justine), members of the government and parliament, guests. A special effect of trust, rapprochement with the audience and tuning it to favor, goodwill and trust has an appellative *dear friends*, because, as it is known, namely from close people understanding, support and help are often expected. Further, the President briefly described his emotional state and impression of what was happening during the twenty days of the war: "*Before starting, I want you to understand my feelings, the feelings of Ukrainians. As much as possible. Feeling during those 20 days, 20 days of full-scale invasion of the Russian Federation after eight years of war in Donbas*" (https://www.president.gov.ua, March 15, 2022).

Among the language tools aimed at achieving the effectiveness of the speech are connecting constructions, repetition of words and phrases that emphasize the importance of the spoken information, the speaker's desire to convey it to each listener and capture it in his memory. According to A. G. Ruda, "repetition in speech activity emphasizes the emotional aspect of what was said, increases the effectiveness of the speaker's intentions, performs an appellative function, and allows keeping the attention of listeners. Achieving an influential effect occurs due to redundancy – repetition enhances the illocution of the expressive" [14, p. 138]. Continuing to use the tactic of appealing to human feelings, the President encourages all those present, including Canadian Prime Minister Justin Trudeau, whom he personally addresses, to reproduce in their minds the terrible pictures of the war: "*Just imagine ... Imagine that at four in the morning each of them you hear explosions. Terrible explosions. Justine, imagine what you hear. And your children will hear. Rocket strikes are heard at the Ottawa airport. Dozens of other places throughout your beautiful country, the territory of Canada. Cruise missiles. Even before dawn. And your children hug you and ask what happened, father. And you are already receiving the first reports about what objects in your country have been destroyed by missiles from the Russian Federation. And you know how many and where people have already died. Imagine that you are looking for words to explain this to the children. Explain that a large-scale war has begun. The war, which you know that it is to destroy your state. About which you know that it is for the conquest of your people*" (https://www.president.gov.ua, March 15, 2022). The repetition of the imperative mood verb *imagine* (*imagination*) creates the effect of involving listeners not only in the passive perception of information, but also in the obligatory fulfillment of what the speaker asks for. Stimulators of the feeling of direct relation to the events depicted are specific means of verbalization, in particular, the connection *each of you* is used as a subject, the repetition of personal pronouns *you* and *yours*. The stringing of the verb *heard* in various personal forms of the present serves as a means of gradation and ensures the growth of the perlocutionary said effect. Anxiety markers include linguistic means such as *explosions, missile strikes, cruise missiles, objects destroyed by missiles, a large-scale war,* contrasting with the evaluative adjective epithet used in the phrase *your beautiful country*. The listener will subconsciously project all this onto himself, which is facilitated by the description of events allegedly taking place not in Ukraine, but in Canada. The formation of associative links is based on the use of lexemes denoting locations close to the recipient: *Ottawa airport*, *dozens of places throughout Canada*, etc.: "*They approach Edmonton – imagine – and hit with artillery. Just on residential areas, just on people. They burn down schools, blow up kindergartens. As in our cities, in our cities – in Sumy, as in our Akhtyrka. They blockade Vancouver and besiege the hundreds of thousands of people left in that city. Like in our Mariupol*" (https://www.president.gov.ua, March 15, 2022). An outstanding pragmatic effect is realized by comparison *just like in our country, in our cities – in Sumy, as in our Akhtyrka, as in our Mariupol*. The following part of the speech is built on the contrast between "yours" and "ours": "*Our Freedom Square in Kharkiv and your Churchill Square in Edmonton. Imagine Russian missiles hitting her heart. Our Babi Yar – a burial place for the victims of the Holocaust... The Russians did not hesitate to bombard even this land. What about the National Holocaust Monument in Ottawa? Will it withstand the impact of three or five missiles? So it was with us. Air bombs? A minute ago there were people alive. There was a family there, just come there. They were alive. And now...*" (https://www.president.gov.ua, March 15, 2022). Accepted rhetorical questions and unfinished sentences subconsciously encourage listeners to think.

A striking means of justified manipulation is the appeal to regrets, which is embodied in the image of children whose father finds it difficult to find words to explain the consequences of Russian aggression. Even more terrifying is the information about the murdered children: "*Imagine what it means every day to hear a report about the dead people. Yes, you are the president or the head of the government, but you just hear about it, about the dead children. And there are more and more deaths. 97 children killed this morning*" (https://www.president.gov.ua, March 15, 2022). The message about 97 killed children, repeated several times during the speech, has an outstanding pragmatic effect.

Further, the level of categorization grows. Noting that Canada sincerely and effectively supports Ukraine, Volodymyr Zelenskyi calls for an end to the bombing. Violating the canons of public speaking in front of foreign parliamentarians, the President of Ukraine switches to presenting information in the form of a dialogue: he asks questions and models the answer, in his words, of "our partners": "*How many more missiles should fall on our cities? And in response you hear that someone does not want to do this ... But they are very worried! But then give us planes, we say to our partners. They answer: just about ... Soon. Be patient a little. But everyone is very, very worried. They just don't want to. And someone is looking for reasons. The main thing is the result. They talk about escalation. But how much more? They say that Ukraine is not NATO now. Even though the door is open. But who is this door for and where does it lead, if they answer us that they will not take us. War always shows all that people are capable of. Who is strong. And who is weak. Who is wise. And who does not see the obvious. Who is honest and who is a hypocrite*" (https://www.president.gov.ua, March 15, 2022). The above passage, emphasizing the impossibility of finding a common language, contains mockingly ironic content, which is facilitated by a number of linguistic means, in particular, rhetorical questions, antonyms *strong - weak*, *honest – hypocrite*; the lexeme *worried* is used with an ironic-sarcastic meaning, the phrase "*door is open*" is quotation marks, etc.

After the information presented in the field of moral and ethical principles, the President of Ukraine thanks Canada for the assistance already rendered, for the sanctions imposed against Russia, and against this background emphasizes that the war continues, so there is little done: "*This means that more needs to be done. Much! For peace. In order to stop Russia, we all need to do more. <…> …I beg you: don't stop. Don't stop in helping Ukraine. In leadership and in trying to bring peace back to our peaceful land. I believe, I know that you can do it*" (https://www.president.gov.ua, March 15, 2022). Concluding his speech, Volodymyr Zelenskyi, in addition to gratitude, expresses confidence that "*together – and only together – we will defeat all enemies*" (https://www.president.gov.ua, March 15, 2022).

The President of Ukraine chooses a slightly different tone when speaking in the Slovenian parliament. If previous speeches were mainly devoted to the problem of armaments, now the emphasis is on mutually beneficial cooperation, demonstrating what our state is useful for European countries. In addition, Russia is presented as an enemy that potentially threatens the entire world. According to tradition, Volodymyr Zelenskyi began his speech by addressing the Speaker of the Parliament, the President, the Prime Minister, those present and the entire people of Slovenia, which testified to the respectful attitude towards persons of various ranks. The usual phrase for speeches of this type is as follows: "*It is an honor for me to address you in such a special format*" (https://www.president.gov.ua, July 08, 2022), as well as thanks to all the states of the European Union, is intended as a sign of respect, which contribute to active communication between Ukraine and Europe. In order to set things in the right order and remind about the war as the most acute problem of today, the head of state announced his stay near the front line, which implements his strategy of unity with the people. An indication of his participation in the work of the twenty-fourth parliament from the twenty-seven countries of the European Union plays a very pragmatic role. In this way, the President hints that the Ukrainians are supported by a large part of the states that broke diplomatic and economic relations with the aggressor country: "*And I want to congratulate you on this obvious evidence that Russia has lost its influence in the European Union. The fact remains: most of the countries of the European Union cannot be ruled by Russia. And this is a new political reality in Europe, which we achieved together - every country that came forward to defend our common freedom*" (https://www.president.gov.ua, July 08, 2022). Having used the rhetorical strategy of identification and the tactic of professing the same principles that appeal to the emotions and feelings of the audience, Volodymyr Zelenskyi emphasized unity and solidarity in the fight against terrorism, for which he used the pronouns *we*, *all*, *our*, the adverb *together*, the adjective *common*. In general, the pronoun *we* is one of the frequently used lexemes in speech. As a result of collective work, the President submitted information on granting Ukraine the status of a candidate for joining the European Union, thanked Slovenia for its support.

Further, the positive mood of the speech is neutralized by information about Russia's crimes that it commits in the world. Thus, the emphasis is deliberately placed not on Ukraine, where the acute phase of the war is now going on and people are dying, but on other states. This presentation of information is subject to the goal of influencing the recipient. After all, as it is known, a person is very anxious about something that poses a danger directly to him. In favor of the thesis put forward, the speaker presented a number of arguments aimed at convincing that all of Europe, the countries of Africa and Asia are suffering from Moscow's actions. To substantiate his reasoning, Volodymyr Zelenskyi used such linguistic means as interrogative and motivating sentences, various stylistic figures, etc.: "*But let's look at their actions. Who are they hitting? Russia hit the Europeans precisely with the gas crisis – and for the second year it has been specifically trying to ensure that European gas storage facilities remain unfilled before winter. Russia has driven gas prices in Europe to historic highs by deliberately limiting supplies in defiance of market rules. What did it lead to? catastrophic inflation. If there were no such prices for energy resources, there would be no such painful consequences for most people in Europe*" (https://www.president.gov.ua, July 08, 2022). Served by the tactics of pressure, the head of Ukraine, in addition to the gas crisis and inflation, recalled the threat of migration and hunger, provoked by the blocking of Ukrainian ports.

In the next part of the speech, against the background of Russia's anti-European actions, the advantages of cooperation with Ukraine are revealed. In particular, he notes the accession of Ukraine to the single European energy system and a significant surplus of electricity, which allows it to be exported at much lower prices than now and to abandon Russian gas. Used in the phrase *Thanks to our electricity, all European neighbors of Ukraine can get new energy stability, which means lower energy prices in Europe* (https://www.president.gov.ua, July 08, 2022), connection *energy stability* subconsciously evokes associations with friendships. In addition, quite reasonably, the President used other weighty arguments. To what makes Ukraine profitable for other states, he ranked the opportunity to use large Ukrainian gas storages, and also remembered Ukrainian agricultural production, proof of the high level of development of which is the harvest of grain and oilseeds, the current one, measured even during a full-scale war by dozens of million. tons. Volodymyr Zelenskyi noted that "*without our wheat and sunflower oil, there is a shortage in many countries, which means prices are rising. I emphasize once again: Russia deliberately blocked our exports in order to exacerbate the price crisis, to make it catastrophic, in particular, for Europeans*" (https://www.president.gov.ua, July 08, 2022). Information about defense cooperation is also aimed at achieving an outstanding pragmatic effect, because the Ukrainian military, having high morale, demonstrates unheard-of skill in battles. "*Can anyone now imagine a Europe reliably protected from aggression without Ukrainian heroes*? – Volodymyr Zelenskyi asks Slovenian parliamentarians a rhetorical question and adds: *In order to get through to you, they need to get through us, which means that everyone in Europe is interested in Ukraine winning and being able to be part of common security formats with Europeans*" (https://www.president.gov.ua, July 08, 2022).

We consider the final part of the speech (conclusion) to be well thought out. At the end of his speech, the President quotes the Slovenian writer Rudi Kershevan, and by this he evidenced the respect for the audience and their cultural heritage. The repetition of the word *Europe* and the adjective formed on its basis, forming the name of the *European Union*, also has a significant effect: "*Since February 24, Europe has focused precisely on what is of value, and this has given in a few months progress that has not been seen for decades. Europe is united like never before. Europe is more subjective than ever. Future that will bring stability like never before is waiting Europe. But all this is only possible together with Ukraine*" (https://www.president.gov.ua, July 08, 2022).

Volodymyr Zelenskyi also demonstrates his polemical skills and oratorical skills during press conferences and interviews with Ukrainian and foreign journalists. One should note his correctness, mostly calm tone, ability to move from one manner of communication to another. Although, of course, we can partly trace the temperamental traits of the head of state. A. V. Lytvyn, examining the public communications of the Presidents of Ukraine, including the current one, quite reasonably asserts: "V. Zelensky has considerable experience in stage performances and is well able to feel the audience and, accordingly, speak in public. Years of mastery of acting helps him emotionally deliver speeches and successfully improvise. The choleric type of temperament contributes to his quick reactions, the ability to switch and navigate the situation…" [6, p. 116]. In this context, it is worth mentioning the rather expressive commentary on the shelling in Odessa, when the President called those involved in the death of people and the destruction of residential buildings *stinking scum*: "*8 people died. 18–20 wounded. 3 month old child died. What's going on? Stinking scum! What else to call them? There are no other words. Just scum*" (https://www.youtube.com/watch?v=TzW45MkvVf8). The noun *scum* along with the subordinate evaluative adjective *stinking*, although they vulgarize speech, however, clearly convey the expression of Volodymyr Zelenskyi, reinforce the negative attitude towards the aggressors. In addition, the analyzed language units perform another pragmatic role – they serve as a means of bringing the speaker closer to the people.

Next, we will dwell in more detail on the analysis of some of the daily appeals of Volodymyr Zelenskyi to Ukrainians. Symbolically, we begin with the first speech on February 24, 2022, the day of the full-scale Russian invasion. Despite the fact that the President tried to control himself, it is quite natural to feel a sense of anger and indignation in his voice. Briefly reviewing the situation at the front, commenting on the achievements and losses in all areas, Volodymyr Zelenskyi noted: "*No one will be able to convince or force us, Ukrainians, to give up our freedom, our independence, our sovereignty*" (https://www.president.gov.ua, February 24, 2022). The threefold repetition of the pronoun *our* with the nouns *freedom, independence, sovereignty* serves as an eloquent means of forcing the effect of confidence in victory, and also helps to consolidate this information in the minds of people as a stereotype. The chosen tactic is aimed at adding optimism to the listeners, because, as it is known, informing only about negative events contributes to a person's nervousness, inspires despondency, causes despondency. Some of the theses of the head of state are based on contrast, in particular, such a functional load falls on the antonymic pair war-peace: *We emphasize that Ukraine did not choose the path of war. But Ukraine offers to return to the path of peace* (https://www.pres ident.gov.ua, February 24, 2022). We draw attention to the syntactic means traditionally considered within the framework of the speech law of rhetoric. The appeal included several question sentences that act as a psychological impact on the recipient and at the same time a conditioned reflex associated with the search for an answer. However, the listener does not have to make an effort, in a moment he receives ready-made information, presented not only as an explanation, but also as an incentive to action. Although it is intrusive and tends to be categorical, it contains an etiquette emollient, please, giving a hint of a friendly request. For example: *What should Ukrainians do? Help national defense. Join the ranks of the Armed Forces of Ukraine and territorial defense units. Any citizen with combat experience would be useful now. It depends on you and all of us whether the enemy will be able to advance further into the territory of our independent state. Please help the volunteer community and the medical system, for example, by donating blood* (https://www.pr esident.gov.ua, February 24, 2022). The stringing of imperative mood verbs, modeling simple and short sentences, gives textual dynamism. The head of state chose a strategy to reassure the Ukrainians, saying that during the day he talked with the leaders of Great Britain, Turkey, France, Germany, the United States, Sweden, Romania, Poland, Austria, etc. and on occasion addressed them publicly: "*If you, respected European leaders, respected world leaders, leaders of the free world, do not help us powerfully today, tomorrow the war will knock on your door*" (https://www.president.gov.ua, February 24, 2022). As part of the appeals, Volodymyr Zelenskyi repeated the lexeme *leaders* three times. Using the connection of the *leaders of the free world*, he noted that he considers the independence, sovereignty, and integrity of any state a priority, and also expects integrity in strengthening sanctions and immediate support for the Armed Forces of Ukraine.

On the whole, each address of the President testifies to the free use of linguistic means that allow one to calculate the most important things of the day and provide information of an emotionally expressive coloring. Speaking to the Ukrainian people on May 25, 2022, Volodymyr Zelenskyi commented on the statements made at the World Economic Forum in Davos: "*The world was not ready for Ukrainian courage. To the courage of all our people who are not inferior to Russia and continue to defend our state. <…> Despite the thousands of Russian missiles that hit Ukraine. Despite tens of thousands of killed Ukrainians. Despite Bucha and Mariupol. Despite the destroyed cities. And, despite the "filtration camps" built by the Russian state, in which they kill, torture, rape and humiliate, as if on a conveyor belt. Russia has done all this in Europe. But still, in Davos, for example, Mr. Kissinger emerges from the deep past and says that supposedly it is necessary to give Russia a piece of Ukraine. So that there would be no alienation of Russia from Europe*" (https://www.president.gov.ua, May 25, 2022). In an effort to focus on the defense and preservation of the integrity of the state and to win over civilized states, the President uses several tactics of speech influence. The nouns *peace* and *courage* used in the first sentence perform not only an informational function, but also the role of a metonymic means of opposing the behavioral model of weak-nerved, indecisive people inclined to fence themselves off from the problems of Ukraine and the Ukrainian people, who, since the beginning of the war, have been putting up desperate resistance, not having enough weapons and yielding to the enemy. In order to draw attention to the consequences of the war and the brutality of the Russian army, Volodymyr Zelensky used a few simple sentences with a single command – a pretext *despite*. We consider it quite justified to build information on the basis of contrast: on the one hand, the President notes rocket attacks, as a result of which thousands of civilians were killed, organized by enemies of the so-called filtration camps, recalls the cities in which the Russians committed unheard of atrocities, and on the other hand, in the absence of a proper reaction of the world, even advice to cede some territories in favor of the aggressor. The antithesis is not so loose, but the is also clearly presented in the context of the use of two geographical concepts Russia and Europe, which serve as secondary nominations, respectively, of cruelty, humiliation, impunity, omnipotence and democracy, freedom, and the rule of law. The dynamism of the speech is given by the gradationally used verbs *kill, torture, rape and humiliate*. The described linguistic means enhance the emotional and evaluative load of what was said, give it a special expression.

Volodymyr Zelenskyi's speeches sometimes are too laconic, somewhat unusual for a politician of this rank and resemble casual friendly communication. For example, when Russian propaganda tirelessly talked about the fact that the country was left without a leader, he recorded a video in the background of the President's Office, which undoubtedly calmed Ukrainians and gave them confidence.

Characterizing the delivered addresses in general, we will add that in them Volodymyr Zelenskyi briefly informs not only about military operations, but also touches on security, the economy, and the social sphere, congratulates international partners on public and personal holidays, and demonstrates awareness of all issues. All speeches are in the state language, although occasionally we come across information delivered in other languages, which acts as an influence on the recipients. In an address dated February 24, 2022, switching to Russian, the President addresses his message to the people of the Russian Federation, urging them to oppose the current government, which is dragging them into war and economic failure (https://www.president.gov.ua, February 24, 2022). Speaking to Slovenian parliamentarians on July 8, Volodymyr Zelenskyi thanked for their attention in Slovenian (https://www.presid ent.gov.ua, July 08, 2022). The main theses were delivered in English during an address to the US Congress (https://www.pre sident.gov.ua, March 16, 2022).

We cannot ignore the appearance and clothes of the Ukrainian President. A short neat beard, a green army T-shirt, which violates the established view of the image of a statesman, hint at the fact that the head of state is in agreement with his people, together with them is making every effort to defend the country and bring victory closer.

4 Conclusion

Thus, the specificity of the public communication of the President of Ukraine represents the optimal choice of speech tactics and strategies, the successful implementation of which indicates a sufficient level of his rhetorical skill. The speeches of Volodymyr Zelenskyi at international meetings are built in accordance with the norms of a stepped sequence. A quick transition to the essence of the presentation, bringing clear arguments, observing the gradual presentation of information, the use of effective forms of communication and means of cognitive influence on the audience became the key to success in achieving the goal and made it possible to enlist the support of other states. The chosen communicative behavior, the presentation of information in the plane of moral principles, the combination of shades of imperativeness and touchingness fully correspond to the conditions of communication. Carefully selected linguistic means ensure the growth of the perlocutionary effect of expression, contribute to its emotional-evaluative and expressive coloring and implement a justified manipulative effect. At press conferences and during interviews with Ukrainian and foreign journalists, the head of state demonstrates correctness, the ability to switch from one manner of communication to another, speaks calmly, mostly without unnecessary nervousness. The exception is some emotional reports of rocket attacks that kill civilians. Such comments use linguistic units that clearly convey the expression of Volodymyr Zelenskyi, reinforce his negative attitude towards the aggressors and at the same time serve as a means of bringing the speaker closer to the listener. The daily addresses of the President to the Ukrainians are devoted to informing about the current situation on the battlefield. The tendency of these short speeches determines the emphasis on patriotism, high morale, cohesion and resilience of the Armed Forces of Ukraine and the Ukrainian people as a whole, their inviolability in an effort to defeat the enemy and preserve sovereignty and integrity.

The prospect of scientific research is a detailed analysis of texts of other styles that differ in genre characteristics, their study in the aspect of compliance / non-compliance with the laws of rhetoric, the implementation of communicative-pragmatic tasks, language design, etc.

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Primary Paper Section: A

Secondary Paper Section: AI, AJ

MODERN PRACTICES AND EXPERIENCE OF USING INNOVATIVE TECHNOLOGIES IN ELEMENTARY SCHOOL

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Abstract: Modernization of the education system is associated with the introduction of innovative technologies into the educational environment. The word “innovation” means updating, changing, introducing something new, that is, an innovation that improves the progress and results of the educational process. The article reveals the essence and features of the implementation of innovative technologies in elementary school lessons. The main innovative forms of work with elementary school students in lessons are analyzed. In the process of learning, students develop ideas and concepts about the integrity of the world; natural and social environment as a human environment.

Keywords: Innovative learning, Junior high school student, Pedagogical technologies, Primary school teacher.

1 Introduction

Innovative technologies quickly entered all areas of our lives. What do we mean by innovative technologies today? These are modern technologies that bring novelty, innovation and changes for the better in the educational process [6].

The education system is being reformed in Ukraine. The tool for the formation of new education is innovative activity, which consists in introducing qualitatively new elements into the educational process.

The modern stage of modernization of the education system is characterized by increased attention to the individual, directing the efforts of teachers to the development of the creative potential of participants in the educational process. Increasing the level of the teacher's professional skills is the main task at all stages of school development. A modern school today needs a teacher who could update and improve the content of his activities. It is possible to cope with this task only if there is a reasonable combination of traditional and innovative forms and methods of education.

The category of “technology” is considered by modern representatives of pedagogical science in a didactic way (V. Bespalko, I. Volkov, S. Goncharenko, B. Lykhachov, A. Nisimchuk, A. Pehota, S. Podmazin, O. Savchenko, G. Selevko, etc.) and educational (I. Beh, V. Rybak, N. Shurkova, etc.) aspects.

A number of works that reveal the specifics and requirements for its use are devoted to the problem of introducing innovative technologies into the educational process of primary school. These studies are devoted to the issues of using innovative technologies in work with younger schoolchildren (G. Kobernyk), innovative mechanisms for the activation of pedagogical and scientific processes (I. Halytsia), the theory and practice of innovative activities in the general secondary school (L. Danylenko), didactic issues of organization of group educational activities of junior high school students (V. Vykhrush, I. Vitkovska), arouse considerable interest.

The goal of the article is to reveal the importance of introducing innovative technologies into the educational process of schoolchildren, which contributes to the formation of key competences of students, increases their intelligence, strengthens their faith in their own abilities, stimulates activity and creativity.

2 Materials and Methods

Traditionally, modern education is considered as the acquisition by students of certain knowledge, abilities, and skills, which is determined by State standards and programs. Today, there is an urgent need to analyze those factors that negatively affect the improvement of the quality of education and the formation of a viable and competitive personality. After all, the modern world is complex, so the knowledge they possess is not enough for students. They must be taught to use this knowledge in practice.

In a modern school, a student must possess certain qualities:

- Flexibly adapt to changing life situations;
- To think independently and critically;
- To be able to see a problem, find ways to rationally solve it;
- To be aware of where and how the acquired knowledge can be used in the surrounding reality;
- To be able to generate new ideas, think creatively;
- Competently work with information (be able to collect the necessary facts, analyze them, put forward hypotheses for solving problems, make the necessary generalizations, comparisons, give reasoned conclusions, use them to solve new problems);
- To be communicative, contact in different social groups, be able to work in a team, easily prevent and be able to get out of any conflict situations;
- To be able to work independently on the development of personal morality, intelligence, and cultural level.

A student can master these qualities only thanks to a modern and creative teacher who acts as a competent consultant and assistant. The professional skills of a modern teacher should be aimed not only at controlling the knowledge and skills of schoolchildren, but also at diagnosing their activity and development.

This can be achieved with the help of educational technologies. Therefore, an important and urgent problem of the modern teacher is the correct choice of educational technologies. Thanks to effectively selected pedagogical technologies, correctly selected methods and techniques, it is possible to form the key competences of students, necessary for their further implementation in society.

The choice of modern pedagogical technologies is always a choice of strategy, priorities, system of interaction, teaching tactics and the style of work of the teacher with the student.

3 Results and Discussion

Pedagogical technology is defined in the literature as “a set of means and methods of reproducing theoretically grounded learning and upbringing processes, which make it possible to successfully implement the set educational goals” [13, p.359]. Pedagogical technology is a well-thought-out model of joint educational and pedagogical activities for designing, organizing and conducting the educational process with the provision of comfortable conditions for students and teachers.

One of the ways to reform modern education is the right choice of pedagogical technologies aimed at comprehensive personal development of younger schoolchildren, taking into account their physiological properties.

Updating the content and methods of teaching in a modern school requires the introduction of the latest pedagogical technologies, the search for new ideas, new ways, prompts to pay attention to the use of innovative technologies in the practice of teaching junior high school students.

Innovation in education is “the introduction of new things into the goals, content, forms and methods of education and upbringing; in the organization of the joint activity of the teacher and the student, pupil” [9, p. 637].

Innovative learning is an educational activity aimed at the development of the individual, his creative abilities, thinking and oriented towards dynamic changes in the surrounding world and personal initiative.

The process of formation of abilities and skills will be more effective if to organize training in cooperation, which is based on joint activity and mutual understanding of the teacher and students. This kind of training with the use of innovative technologies contributes to the formation of key competences of students, increases the child's intelligence, strengthens his belief in his own abilities, stimulates activity and creativity.

The idea of implementing innovations in the work of primary schools involves the development of high-quality and successful education, which will provide decent conditions for the independent achievement of goals, the disclosure of the creative abilities of each student.

We found out that almost all teachers systematically use innovative technologies in their activities. Most often, they use ICT, game technologies, project technologies, LEGO technology, Bloom's cube, six thinking hats, storytelling technology, and rotation models “Daily 5”, “Daily 3” are used a little less (Figure 1).

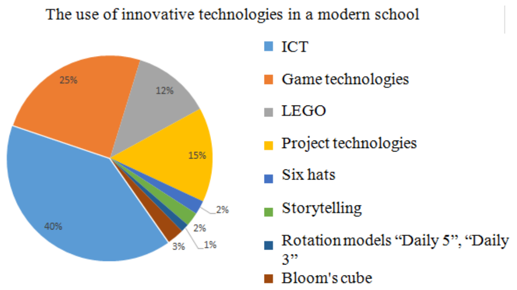

Figure 1 – The use of innovative technologies in modern school: percentage distribution

After analyzing the diagram, it should be noted that teachers most often use in their activities exactly those technologies that are universal in all lessons and ensure the principles of individualization, accessibility, connection with life, emotionality and consciousness, and activity in lessons. Innovations make it possible to integrate different educational fields during one lesson, thus comprehensively develop students, creating situations inseparable from life. This contributes to the development of students' critical thinking. These technologies make it possible to involve all students in intellectual activities, despite the large number of classes, which, according to teachers, is a big problem.

A survey conducted with primary school teachers showed that technologies such as Bloom's cube and storytelling should be used in Ukrainian language and reading lessons, “Daily 5” and “Daily 3” rotational models – in mathematics and Ukrainian language lessons, project technologies – in lessons I explore the world, six thinking hats and LEGO – in math lessons.

In order to develop effective and efficient training, we introduced innovative technologies and conducted experimental work with students of the 4th grades of Ivano-Frankivsk Lyceum No. 26.

We will describe the innovative technologies that are the broadest and universal in working with younger schoolchildren, these are Smart Kids or Smart Kids. *Smart Kids* is an all-Ukrainian commercial project that not only teaches, but also helps and motivates students and teachers.

Since 2016, the school has become an active participant in the all-Ukrainian experiment “Smart People”. Its goal is formation of a modern educational environment of an elementary school using electronic educational resources. During lessons, students perform interesting tasks in a game form on an animation device, and easily consolidate the studied material. This is how learning occurs using “smart” technology “Smart Kids”, which involves the use of an interactive whiteboard, a projector, a teacher's computer and student laptops – 2 in 1 transformers [2].

Smart Kids is learning through play. The author of the technology is the Kyiv animation publishing house “Rozumniki”, which has published more than 16,000 interactive tasks in the Ukrainian language and mathematics for primary school students.

The “Edugames” program is downloaded to the electronic device (mobile phone, laptop, tablet) from the website: https://edugames.rozumniki.ua/ [4]. The symbol of the game is a white owl – it is the logo and label of this publishing house, installed from the Internet. It can also work offline. All tasks are arranged by topic, topics are combined into parts – booklets. There are 10–15 topics in one book, and the educational material is distributed from 1 to 4 classes.

“Smart Kids” technology is approved by the Ministry of Education of Ukraine and corresponds to the current education program. This is an alternative and unique method that is suitable for teaching textbooks by different authors [4]. Working with this technology greatly facilitates teacher preparation for mathematics and Ukrainian language lessons. Advantages of this technology are as follows:

- A huge saving of time for the teacher, student, and parents (the teacher does not need to look for video lessons, games, develop diagrams, schemes, additional tasks, because “Rozumnyki” represent ready-made theoretical and practical materials);
- Availability of material, suitable for the age group of 6-10 years;
- During the pandemic, it is used as distance learning;
- Sound accompaniment by a child's voice, which interests children;
- Bright and informative interface;
- Math tasks are given not only in Ukrainian, but also in Russian and English;
- The digital teacher's journal gives an opportunity to see the work and scope of the tasks performed by each student;
- It is possible to use the downloaded program without the Internet (in offline mode);
- The use of pedagogical games at any stage of the lesson;
- Instead of points, children receive an owlet.

We see the relevance of this technology in improving the quality of students' education in the conditions of a modern new Ukrainian school, in the creation of an innovative digital space, culture. The ability to correctly and successfully work with computer devices, to be media literate represents the task of every competent teacher and successful student in today's conditions.

Important question still exists: What problems does the teacher face in his pedagogical work? Today we work with generation A. These are digital children who are not interested in reading paper books, they have involuntary attention and it is not so easy to interest such children. There is only one way out – to completely replace old methods and technologies with more modern ones. Students will learn when they are interested [7].

During stationary lessons, Smart Kids allows organizing different types of lessons: travel lessons, KVK lessons, cooking lessons, lessons – quests. Work in large and small groups, work in pairs according to interests is practiced. This form of organization helps to activate the cognitive activity of younger schoolchildren.

This is how problem situations are created: – Help launch a rocket into space!, – or: – Let's go in search of ancient treasures. Namely through dialogue children learn to overcome difficulties by solving creative tasks, and most importantly, students learn independently, without coercion.

A big plus of this technology is learning at child' own pace. Theoretical material is selected for each topic. It is marked with a book on the device panel. Explanations are voiced by virtual heroes – the boy Smart and the girl Smart. Each student can listen to the new material again. In order not to disturb other students, we must work with headphones.

As it is known, any work deserves a reward. Here, a surprise awaits the students. The level of their knowledge is assessed by a conditional mark – an owl that has fully hatched from an egg. A whole owl means error-free work. If the child makes 1-2 mistakes, the little owl's head is covered with a shell. If there are more than 2 mistakes, only the eyes of the bird are visible. I would like to note that assessment is not by points, children like it very much. This gives them the right to painlessly respond to their mistakes. The result can be improved if to complete the level again. A large part of the class always wants to achieve more and is eager to do the task again.

After the completion of all the work, the teacher gives an assessment in points in accordance with the current Assessment Criteria. Be sure to add recommendations, wishes, suggestions and the score itself only in a private, confidential form.

At the ascertainment stage of our research, we conducted testing and questionnaires with students of the experimental class (4-A) and the control class (4-B). But we got the following results (Figure 2 and Figure 3).

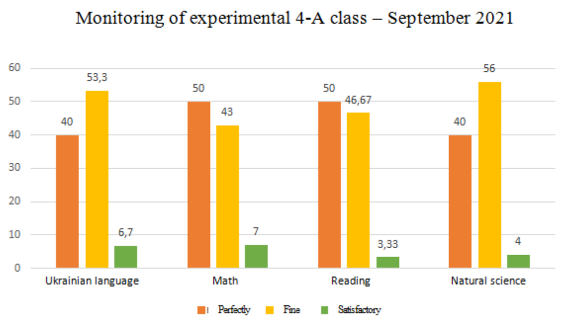

Figure 2 – The results of ascertainment stage of research, 4-A class, Smart Kids technology

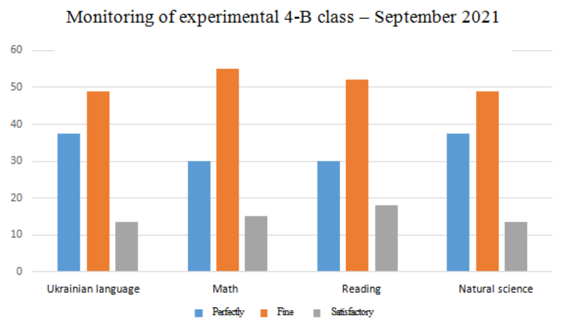

Figure 3 – The results of ascertainment stage of research, 4-B class, Smart Kids technology

In the conditions of the pandemic, Smart Kids is a technology that is ideally suited to distance learning. On Zoom, Skype Meet platforms? With the help of the "projection on the screen" function of Google Meet, it was possible to hold online conferences, online consultations, create live communication and perform educational material in frontal form.

Game content meets the requirements of a modern Ukrainian school. In particular, "Eidetics" technology is of interest. Eidetic is a new pedagogical technology, using which children of primary school age develop figurative thinking, imagination and interest in learning. The author of the "Eidetics School" in Ukraine is Ihor Matyugin, Doctor of Pedagogical Sciences, Professor of the Russian Encyclopedia Academy.

The implementation of this methodology in Ukraine is carried out by Yevhen Antoshchuk - honorary doctor of pedagogical sciences of the Academy of Russian Encyclopedias, founder of "Ukrainian school of eidetics", author of books and articles on eidetics, developer of know-how and computer games, representative of the method in Ukraine (since 1990), instructor-methodologist. He notes that the ability of an adult to "descend" to the level of a child, that is, to see 'in bright colors', to be able to fantasize, is the secret of eidetics [1].

The essence of this technology is that students learn to memorize images (items) without serrations. Associations are taken as a basis, students imagine, fantasize about the subject, clearly see it in front of them.

Goals include development of memorization speed and vivid representation of any images, expansion of perception of information (visual, auditory, kinesthetic, tactile, olfactory, taste) [1].

Before using technology in lessons, we suggest that students remember some rules of eidetic:

1. We perceive and fantasize only positively.
2. We do not teach, but try to turn selected subjects and numbers into images.
3. We make a cartoon, that is, we logically combine the images we remember with each other in our imagination.

In reading lessons, in order to develop imaginative thinking, develop memory, and attention, we play the game "Coach and Student" with the students. Children choose roles as they wish. The timer is turned on for 1 minute and at the command "start" the student names the objects that are found in the zoo. At this time, the trainer records the answers in the notebook with certain signs (dots, sticks). At the teacher's command "stop", the trainer silently counts the number of dots and sticks and announces the result aloud.

In order to name more objects, the student must imagine them. The action can be offered not only in the zoo, but also in the stadium, in the forest, circus, etc.

In the lessons of mathematics, the Ukrainian language of natural science, neuroscience exercises are conducted with the children during the moments of rest. Purpose is development and harmonization of the two hemispheres of the brain.

Students are invited to draw with two hands at the same time. For example: circle and oval, letters B, T, numbers 1 and 4, sun and cloud.

Cicero's method of Eidetic technology is often used for public speaking. His secret is not to memorize anything, but only to imagine information and "embellish" it, invent fabulous events. This method is named after the Roman thinker - Mark Cicero, who became famous for not using any notes during his speeches.

The essence here is that one has to remember items of information mentally in a well-known room, for example, his own. While walking along it, he should place objects in the order in which it is necessary to remember [12].

In the Ukrainian language lesson, students need to remember vocabulary words in the 4th grade: umbrella, girlfriend, deer, doll, sugar. This is how one can remember these words by creating a cartoon story in imagination.

The first thing people remember in their room is the door. Visually we draw a bright umbrella on the door. Then they remember: a bedside table with a mirror; Let us attach an imaginary photo of a friend to the mirror. In the corner, on the table, there is a TV, which broadcasts a program about deer. There is also a wardrobe in the room. A large doll with long hair is sitting on it. It looks out the window, the frame of which is as white as sugar. Thus, when the child mentally remembers own room with all the things in it, he will definitely name the objects attached to the things.

Then we check the memorized words: umbrella, girlfriend, deer, doll, sugar. Also, the Kahoot online service to create quizzes is used.

In conducting a pedagogical experiment at the formative stage of the research, innovative technologies were used: “Smart Kids” and “Eidetics” in lessons: Ukrainian language, mathematics, reading, natural science. The following results were obtained (Figure 4 and Figure 5):

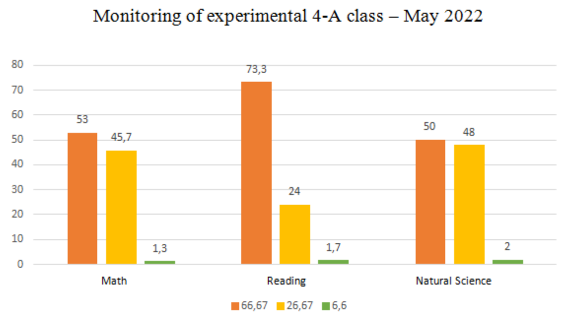

Figure 4 – The results of ascertainment stage of research, 4-A class, “Eidetics” technology

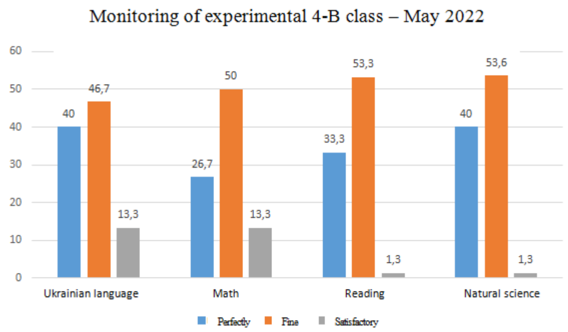

Figure 5 – The results of ascertainment stage of research, 4-B class, “Eidetics” technology

Monitoring studies at school No. 26 prove that students who are part of the all-Ukrainian experiment “Smart Kids” and are engaged in eidetics have more thorough knowledge and are prize-winners and winners of the I and II stages of subject Olympiads, competitions, online Olympiads on platforms “To the lesson” and “Vseosvita”.

During the period of attestation tests, it was seen that the quality of students' writing of final test papers on educational subjects also improved. Pupils are active participants and prize-winners of interactive international contests “Kangaroo”, “Kolosok”. Out of 29 students in the class, 24 students successfully passed the entrance exams and entered the Lyceum named after R. Huryk (19 students), to Ukrainian Gymnasium No. 1 (5 students).

4 Conclusion

A modern teacher must possess and effectively work with ICT technologies, be informationally literate. The use of various types of innovative exercises in lessons provides an opportunity to expand, enrich with various information, and various types of activities arouse the interest of students and encourage them to work.

The process of forming abilities and skills becomes much more effective if to organize cooperative learning, which is based on joint activity and mutual understanding between the teacher and students. This kind of training using interactive technologies contributes to the formation of key competences of school students, increases the children intelligence, strengthens their belief in own abilities, stimulates activity and creativity.

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Primary Paper Section: A

Secondary Paper Section: AM

LEXICAL AND PAREMIA OBJECTIVATION OF THE CONCEPT OF WEALTH IN THE UKRAINIAN LANGUAGE

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Abstract: The article is devoted to outlining the peculiarities of objectification of the concept of БАГАТСВО (WEALTH) in paremias, witnessed in the "Halytsko-ruski narodni prypovidky" ("Galicia-Ruthenian Folk Tales") by Ivan Franko, in the context of the study of Ukrainian paremia units on the basis of linguo-cognitive approach. First, the lexical means of implementing the concept of WEALTH in lexicographic sources representing the functioning of the Ukrainian language in the period from the 11th to the beginning of the 21st century were analyzed using the method of dictionary definitions. Then, taking into account the established continuum of explicit concepts as core in the paremia, as well as relying on the method of conceptual analysis, the components of the concept of WEALTH within the corpus of Ukrainian paremiological units recorded by Ivan Franko were studied with the components of "wealth", "wealthy", "a wealthy man". It was found that in Ukrainian paremias the concept of WEALTH is mostly objectified in the following frames: WEALTH AS A PERSONIFICATION OF PERSONALITY; WEALTH AS IGNORANCE OF POVERTY; WEALTH FROM EVIL; WEALTH IS MONEY. The principles of objectification of the collective consciousness related to the concept of WEALTH are traced with the help of one or another frame, the parameters of each frame are identified, the factors influencing the existence of a certain type of collective consciousness and its implementation in paremia units are outlined.

Keywords: Cognitive model, Concept of WEALTH, Conceptual metaphor, Conceptual metonymy, Conceptualization, Frame, Paremia, Paremia unit.

1 Introduction

Today, the problems of the relationship between linguistic thinking and the social environment of the individual, the reflection in the deep layers of the conceptual sphere of the uniqueness of ethnocultural features of society are becoming especially relevant. The solution of these problems is connected with a detailed study of the structure of the collective language consciousness, in which universal notions coexist with the national, ethnospecific ones. Among the linguistic expressions of such a collective consciousness, paremias claim the leading place, which are considered a means of preserving and transmitting human experience, people's culture, traditions, customs, and established characteristics [16, p. 68].

The inconsistency of the interpretation of the place of paremias in linguistics causes increasingly more attention to their study - beginning with the traditional, according to which paremias are included in the phraseological system of the language on the basis of common features of stability, integrity, reproducibility, expressiveness with phraseology, to the polar opposite one, emphasizing their proximity to sentences, communicative and syntactic structure, which is characteristic of syntactic units, the diversity of the study of paremias, which, in turn, determines a different set of characteristics and functions, as well as unequal role in the system of units of speech and speaking activity. Recently, given the ability of paremias to most clearly reflect the national and cultural specifics of the categorization of the world, as well as their ability to identify and describe the typical realities of society, they are increasingly seen as a means of objectifying certain concepts.

The concept of WEALTH is the central universal concept of human culture, the expression of the linguistic consciousness of representatives of different linguistic cultures and social communities. In Slavic linguistics, there is a number of works devoted to the analyzed concept, both on the material of the Ukrainian language and other languages. Ukrainian linguistic studies are represented by the works of such scientists as I. Paten, T. Moroz, H. Cheremysina, I. Golubovska, and others. I. Paten, in particular, conducted a comparative analysis of binary concepts of "wealth – poverty" in Slavic phraseology (on the material of Ukrainian, Russian, and Polish languages), resulting in the finding that the concepts of "wealth – poverty" are closely related to the presence / absence of money, these concepts are perceived differently in different language cultures: the Slavs usually condemn wealth, for them it (wealth) is not an indicator of success, so most paremias have a negative connotation. The author also noted that Slavic culture is permeated by the pathos of spirituality, which clearly differentiates between material and spiritual wealth [21]. Polish paremia units with antonymous components which denote the social sphere of human life were studied by T. Moroz, who singled out thematic subgroups "Wealthy vs poor", "Wealth vs poverty", "Lord vs peasant" and analyzed the paremias in these subgroups, namely the subject of characterization of the social status of man, as well as the relationship between wealthy and poor [20]. The linguistic and cultural concept of WEALTH in the context of its objectification by innovative units in the American language picture of the world (based on the journalistic discourse of the United States) became the object of the study by H. Cheremysina [5]. I. Holubovska [11] devoted her studies to the analysis of the concepts of wealth and poverty in national pictures of the world, including the Ukrainian one, with the distinction of the national peculiarities of a certain ethnic community, which were formed under the influence of historical and social factors.

In Polish linguistics, K. Sobolewska and B. Rodziewicz raise this issue among others. For example, K. Sobolewska considers the concept of wealth in her work "Bieda i bogactwo w życiu dawnych Mazurów i Warmiaków". This study is based on the dialect material collected with the help of the field method by Warsaw dialectologists. It describes cultural phenomena (stereotypes), two of which (the state of wealth determines every aspect of life; a wealthy man is always someone else) are devoted to the outlined problem [26]. B. Rodziewicz highlights the problem of wealth as an axiomatic unit in the linguistic consciousness of Poles, Russians, and Germans in the socio-cultural dimension [24].

Russian linguists G. Izhbayeva and A. Mirzagalieva consider the concept of "wealth" in the paremic units of the Russian language [15], and E. Gracheva – in a comparative aspect on the material of Russian and English proverbs and sayings [8].

The relevance of the proposed study is due to the need for further study of the paremia system of the Ukrainian language, which is implemented on the basis of cognitive models that contribute to a more complete and adequate disclosure of the semantics of paremia units with the conceptual meaning of wealth. In addition, the study of the scientific problem within a certain period of time allows clarifying the peculiarities of the implementation of a certain amount of knowledge and ideas about the reality of the cognitive model, parameterize the external outlines of the model and trace the possibilities of internal structuring, determine the potential of the development of a quantum of knowledge and the indicative vector of this development.

The purpose of the article is to outline the peculiarities of objectification of the concept of WEALTH in Ukrainian paremia units. Ivan Franko's "Galicia-Ruthenian Folk Tales", the material of which has not yet been the subject of a comprehensive study in this aspect, served as a source base.

2 Materials and Methods

The view of paremia as a cognitive model is determined by its very nature (prelogical expression of logical relations) and functioning. Cognitive linguistics connects the problems of the study of forms representing knowledge and the very structure of knowledge enclosed in human consciousness into a single node. Proverbial mini-texts as typical and reproducible utterances are part of the general system of information processing in the space of language as a cognitive system.

Given the chosen perspective of the study of paremias, the most adequate means of organizing the selected factual material, in our opinion, is the frame. This systematizing unit makes it possible to identify the mechanisms of conceptualization of the phenomena of the surrounding reality related to the concept of *wealth* within the paremia body, to establish the internal hierarchy of the concept and accordingly build a frame model of it.

Researching the problem of frame organization, linguists are not unanimous in understanding the concept of frame. It is qualified as a set of standardized actual and potential knowledge about phenomena that have a complex multicomponent structure [23, p. 82-83], or as a cognitive model that represents knowledge and assessments related to specific, often recurring situations [29, p. 259; 31, p. 211], or as a unit of knowledge organized around a concept that contains information about what is essential, typical, and possible for that concept within a particular culture [6, p. 17; 17, p. 140]. In view of this, in the proposed work, the frame, following its final understanding by Charles Fillmore, is identified with cognitive structures, knowledge of which is associated with concepts represented by words [7, p. 314].

Frames as a hierarchically organized data structure can be correlated with paremia in two ways. Firstly, paremia is a manifestation of the presence of a frame, and most often this frame or its component is presented in a linguistic form by means of a proverb. Secondly, the frame is the reference space to which one or more components of the paremia are referred as a presupposition (i.e., the necessary additional knowledge) [28]. Without the presumption, the meaning of the statement remains unclear.

The study of paremias using a frame model of knowledge representation involves identifying: a) typical structures of knowledge reflected in paremias; b) typical frames involved in the formation of the presupposition of statements with a general referent: "frame as a tool that allows attracting part of the so-called extralingual information" [7].

Speaking about the role of the frame in the formation of the presupposition, it should be emphasized that the language unit receives reference not directly, but always through the frame inclusion, which is an intermediary between the meaning of the language unit and its symbolic function. Another important concept related to the frame is normativeness. The frame is a priori set as the norm (behavioral, cognitive). In this sense, it turns out that paremia can set the norm, and can include this norm in the presupposition, thus forming its pragmatic potential.

The frames will be studied on the basis of the theory of cognitive metaphor. Metaphor in modern cognitive linguistics is defined as "mental operation as a way of knowing, categorizing, conceptualizing, evaluating, and explaining the world" [1, p. 11; 25]. The essence of the cognitive theory of metaphor, developed by American scientists G. Lakoff and M. Johnson in the monograph "Metaphors we live by", lies in the fact that "…at the heart of metaphorical processes, there are procedures for processing knowledge structures – frames and scenarios. The knowledge realized in frames and scenarios is a generalized experience of human interaction with the world around us – both with the world of objects and society" [18, p. 157] (Lakoff says that "according to the theory of conceptual metaphor, metaphorization is based on the process of interaction of two structures of knowledge (frames and scenarios) of two conceptual domains – sphere-source (source domain) and sphere-target (target domain)" [18].

Following Y. Stepanov, we consider the concept as an operational semantic unit of thinking, a quantum of structured knowledge. On the one hand, it includes what is the meaning of the concept, on the other hand – what makes the concept a cultural phenomenon: etymology, associative series, evaluations and connotations (additional semantic or stylistic nuances that overlap with the basic meaning of the word and serve to express emotionally expressive coloring. It is obvious that the layer of vocabulary meanings, which are fixed by the analyzed lexemes, has the greatest cognitive significance and priority from the functional and cognitive point of view, which determines in our case the separation of wealth as a basic level of categorization.

3 Results and Discussion

3.1 The Semantic Scope of the Wealth Lexeme in the Ukrainian Language

The semantic space of the *wealth* lexeme in the ancient Ukrainian language is formed around the conceptual core formed by the meanings of the lexemes *wealth* and *wealthy*, which reflect the our ancestors' understanding of the outlined concept. The semantic realm of 'wealth' has nuclear, perinuclear, and peripheral zones. It represents the notion of wealth in the context of awareness of its ethnocultural specifics at different stages of the Ukrainian language functioning.

The origins of the semantic space are clarified in some way by the etymology of the root of "bogat" of Proto-Slavic origin "the one who has a large allotment". This word, in turn, is formed from *bog "destiny, property, wealth" [4, p. 109]. The original meaning of wealth" – "bogat" – is associated with Indo-European vocabulary with the meaning of "divide, receive a share, endow" [4, p. 29]. The above-mentioned lexeme is found in most Slavic languages (Compare: Ukrainian *бaгáтий*, Old Slavic *богатъ*, Bulgarian *богáт*, Serbo-Croatian *бо̀гат*, Slovenian *bogàt*, Czech *bohatý*, Polish *bogaty*, Upper Sorbian *bohaty*, Lower Sorbian *bogaty*). Later, as we will see, the root "bogat" loses its original meaning and is more realized in the structure of the original meanings of the word *bog "destiny, property, wealth".

The nuclear zone of the analyzed semantic sphere is formed by the direct meanings of the lexemes *wealth, wealthy*. According to most researchers, the core of the concept of "багатство" ("wealth") is verbalized not only by the lexeme of the same name, but also by the adjective "багатий" ("wealthy") in its basic meanings, while other meanings belong to the perinuclear zone.

The meaning of the word "багатство" ("wealth") in the materials for the dictionary of the ancient Russian language by I. Sreznevsky is interpreted on the basis of Greek and Latin equivalents: πλούτος "wealth"; "abundance"; "happiness"; divitiae "wealth' [27, p. 126] (The authors of some etymological dictionaries believe that the analyzed lexeme structurally corresponds to the Latin "fortunatus" meaning "rich" (from "fortuna", "wealth, happiness, destiny")). The dictionary presents three phonetic variants of the word "wealth": богатьство, богатество та богатьствиѥ. Giving such a number, I. Sreznevsky in the dictionary article Ostannie Slovo ("The Last Word") explains what gives us the reason to speculate about the expansion of the semantics of the word with the help of the mentioned equivalents, while adding another Greek one χρηματα, which means "property, good, wealth"; "money". In support of this, the author cites an excerpt from the 11th century cultural property of the Ostromir Gospels (1073): Не оудобь имѫщиимъ богатьствиѥ въ Царствиѥ Божиѥ вънити (Лук. 18:24). (How hardly shall they have riches enter into the kingdom of God! (Luke 18:24)).

Let us note that, according to the Greek lexicon of Strong, the very mentioned word χρηματα is contained in the Greek text of the quoted Gospel, which is translated in the memo with the lexeme of богатьствиѥ (wealth) [9]. If we compare modern Ukrainian translations of the Bible by I. Ohienko, or I. Khomenko, or R. Turkonyak, none of them accurately reproduces the Greek text: Як побачив Ісус, що той засумував, то промовив: Як тяжко багатим увійти в Царство Боже!.. (When Jesus saw that he was sad, he said: How hard it is for the rich to enter the Kingdom of God!..) Instead, the translations made in the nineteenth century are closer to the original: Побачивши ж його Ісус, що вельми сумний став, рече: Як тяжко багацтва маючи увійти в царство Боже! (When Jesus saw him, he was very sad, and said, “How hard it is for a rich man to enter the Kingdom of God!”). The Greek words πλούτος, χρηματα translated into Ukrainian, as we have tried to prove, should be translated with different lexemes, respectively багатий and багатство (wealthy and wealth) [9]. The sources of the illustrated material of Sreznevsky's dictionary allow speaking about the functioning of the following meanings of the lexeme багатство (wealth) in the Ukrainian language of the 11th-14th centuries: 1. Material values, money. 2. High moral qualities. The development of the latter meaning is connected first of all with the active spread of Christianity, with the translations of Christian literature into the Old Slavonic language.

In the dictionary of the Old Ukrainian language of the 14th-15th centuries, this word is absent, which is probably due to the fact that it was built on the basis of secular cultural properties written in the Ukrainian language of that time. Cultural properties of the cult character weren’t under study [13, p. 10-11]. This middle-of-the-road approach does not contribute to the complete coverage of the vocabulary of the Ukrainian language of this period.

The time period of 16th - the first half of the 17th century significantly expanded the semantic palette of meanings of this word:

1. Large property, valuables, money;
2. Abundance of everything, luxury;
3. The set of material values;
4. Large number, diversity;
5. Indirect: something very important, valuable, significant [3, p. 134-135].

The semantic structure of the word *багатство* (*wealth*), on the one hand, maintains a connection with the original meaning of the word (“great property”), and on the other hand expands its semantic space. Of particular interest is the metaphorical construction вѣчноє богатство (eternal wealth) meani ng “paradise”, “eternal kingdom” (ibid, p.135), in which we observe the separation of the sacred spectrum of this concept, which harmonizes with the Christian understanding of wealth.

According to linguists, “the vocabulary of the 18th - late 19th century in Ukrainian lexicography is represented mainly by translated dictionaries, the explanatory aspect of which is presented only sporadically, which makes it difficult to fix lexical and semantic features of words” [19, p. 113-114]. That is why we will study this period on the basis of the sources of illustrative material from the Little Russian-German dictionary of Ye. Zhelekhivskyi and S. Nedilskyi, the Russian-Ukrainian dictionary of Umanets and Spilka, the dictionary of the Ukrainian language, edited by B. Hrinchenko. Malorussian-German Dictionary translates the analyzed lexeme with such words as der Reichtum “wealth, luxury, richness” and die Wohlhabenheit “wealth” [32, p. 35]. The Russian-Ukrainian dictionary of M. Umanets and A. Spilka gives the following equivalents of Russian бога́тство (wealth): 1. бага́тство, скарб (wealth, treasure). 2. ро́зкіш, пи́шність (luxury, splendor) [30]. Instead, the dictionary of the Ukrainian language, edited by B. Hrinchenko, fixes this word as a monofamily vocation [12, p. 17]. The lack of meanings of the whole semantic spectrum of the analyzed lexeme is rather evidence of insufficient elaboration of artistic, religious, chronicle sources of this period and/or professionalism of linguists, the level of Ukrainian linguistics in general.

In lexicographical sources of the second half of the 20th - first quarter of the 21st century, the studied lexeme continues to function with primary and secondary meanings that are characteristic of the Ukrainian language since the 16th century [3, p. 83].

The meaning of the word багатий (rich) in Sreznevskyi's dictionary is interpreted (as well as багатство (wealth) with the help of Greek and Latin equivalents: πλούτος “wealth”; “abundance”; “happiness”, dives “rich, wealthy, well-off” (Srezn., 127-128). It is typical to use the analyzed lexeme in the sense of adjective and noun. Interestingly, the same functioning is typical for all subsequent periods of the Ukrainian language. In the 11th-15th centuries, there were no changes in the semantic structure of the word, while in the 16th-17th centuries the emergence of additional semantic shades of meaning took place, along with traditional, initiated in previous periods:

1. “The one who has great values, property, money”, “wealthy”;
2. “The one who has something in abundance”;
3. “Big, sufficient”;
4. “Lush, luxurious, very beautiful”;
5. “Valuable, dear”;
6. “Spiritually higher” [3, p. 136-137].

As we have noted, the 18th -19th centuries are still insufficiently represented in Ukrainian lexicography, so the data on this period are selective and do not give a complete picture. The semantics of the lexeme багатий (wealthy) is no exception: in the MaloRussian-German dictionary, it corresponds to the words reich “wealthy” and reinlich (Zhelekh., p. 35). The latter word in German is polysemantic. Only in one of the meanings (“багатий, розкішний” which means “rich, luxurious”) can it be the semantic equivalent of the Ukrainian variant. Its other meanings – “рясний” as well as “поживний, ситний” (abundant as well as nutritious, nourishing) do not correlate with the idea of wealth. The Russian-Ukrainian dictionary of M. Umanets and A. Spilka records the following meanings of the Russian word богатый: “грошови́тий, (ду́же) – багатю́щий, (не ду́же) – багате́нький, замо́жний”. Here we see an attempt to represent values using descriptive constructions. We come across a similar practice in the Dictionary of the Ukrainian Language, ed. by B. Hrinchenko (Compare: “1. Who has wealth” // rich in what; rich in words”. 2.”Valuable”) [12, p. 17]. In the lexicographical sources of the second half of the 20th - first quarter of the 21st century, the semantic scope of the mentioned lexeme is preserved, objectifying the meanings of previous periods. However, the meaning of “духовні цінності” (spiritual values) is not found [3, p. 78], although we consider the phrase Багатий вечір (*Wealthy evening* (word for word translation), which means Christmas Eve, when many different dishes are served). The considered semantic space of lexemes багатство, багатий (wealth, wealthy) is the basis for the conceptual analysis of paremia units, which objectifies the outlined concept based on frame modeling.

3.2 Frame Representation of the Concept «Багатство» (Wealth): Paremia Segment

The concept of wealth is verified in the analyzed lexicographic source in the following frames: WEALTH AS A PERSONIFICATION OF PERSONALITY; WEALTH AS AN ANTITHESIS OF POVERTY; WEALTH IS MONEY; WEALTH FROM EVIL. Let us analyze the slot filling of selected frames in the system of conceptual metaphors.

FRAMEWORK WEALTH AS PERSONIFICATION OF PERSONALITY objectifies the psychological characteristics of a rich person, his character traits, which are characterized by certain ambivalence, due to the complexity and multifaceted nature of this mental unit, as they contain many linguistic and cognitive properties of binary type. Character traits as basic components of the macroconcept “character” determine the qualitative specificity of character and are able to reflect its dynamic characteristics, being largely the result of socialization of the individual under the influence of environmental conditions, customs, traditions, and others.

Being manifested as typical and distinctive features of a person, character traits can serve as a basis for reflecting the conceptual understanding of багатство (wealth) in the paremic segment of the naive picture of the world of Ukrainians in the diachronic dimension. There is an asymmetry in the expression of positive / negative traits of a rich person (which is generally typical for this type of units), the verbalizers of which are cognate lexemes багатий, багач, багацький (wealthy, wealthy man, well-off) and other descriptive constructions. Isolated cases of positive characterization are based on conceptual metaphors, the source of which is the somatic sphere-donor (голова (head): О, то головач! (What a big-head!)). However, in this case, there is no original conceptual sphere, which contributes to the expansion of the semantic space of the donor sphere: it is not only wise, but also rich, proud person. As we can see, here the concept of pride is interpreted in a positive sense, although the negative attitude towards this trait is dominant. This in particularly vividly demonstrated by the paremia Отто рогата душа! (What a stubborn soul!). The source of the expansion of conceptual metaphorization is the oxymoronic spheres-donors: the devil (secondary name рогатий (horned)), the soul, which already explicates "a proud, stubborn, disobedient person". Religious, or rather Christian meanings are conveyed by the paremia Гордий карк пригне Господь до землі with the meaning "to humble a proud man". The next proverb Стоїш високо – не будь гордим, стоїш низько – не журися (You stand high – do not be proud, you stand low – do not get upset) nominates the rules of life wisdom. The last two proverbs are based on orientational metaphors, which structure different conceptual spheres according to basic (non-metaphorical) linear orientations in space, based on sensory experience. Such metaphors give the concept a spatial orientation with oppositions to "top – bottom", "inside – outside", "front – back", and so on. In our case, the mentioned orientation metaphors conceptualize the idea of "top – bottom" (Lord - earth; High - low). In general, any progress or positive development is perceived as an upward movement, while decline and destruction are associated with a downward movement. The last of these proverbs does not reflect the idea of being below as a certain negation, but only conveys the quasi-antinomy of relationships.

The idea of greed, avarice of a rich man, reflected in the proverbs Хто богатий, той не любить дати (He who is rich does not like to give); Хто богато має, той ще жадає (He who is wealthy is insatiable); Богач би око виймив за кавалок хліб (A wealthy man would take your eye out for a piece of bread); Богач два рази єдно їв би (A wealthy man would eat the same thing twice); Богач крає дрібно (A wealthy man cuts thin slices); Богач сі трясе над грейцаром (A wealthy man fusess over every penny), it is based on substituting the meanings of predicate words and phrases (не любить, ще жадає, око виймив, єдно два рази їв би, крає дрібно, трясе над грейцаром). In turn, these units represent such domains as hatred, greed, unhappiness, insatiability, avarice, trembling hands. Such metaphorical orientations are by no means arbitrary – they are based on our physical and cultural experience.

The peculiarity of the considered frame is its single conceptual characteristic based on the metaphorization of the zoomorphic donor sphere: Як би не був свиноватий, то би не був багатий. (If he weren't piggish, he wouldn't be wealthy.) Negative characterization of the rich is objectified with the help of such areas of donors as boastfulness, laziness, thievery (Compare: Богатого з хвастливим не розпізнаєш (You can't tell apart a rich man and a boastful one); Без лайдацтва нема богацтва (Without laziness there is no wealth); Хто не злодійкуватий, то не буде багатий (He who is not a thief will not be rich)). A peculiar result of the negation of the rich man is the semantic content of paremias Тіло в злоті, а душа в мерзоті… в болоті (The body's in gold while the soul's in the swamp) (orientation metaphor body - soul) or Богача хіба земльи свјита нагодує (The soil is what will feed a rich man). The slot content of this frame illustrates a scenario in which wealth is usually obtained not in a very honest way, but by human wrongdoing, avarice and greed, meanness, inhumanity, and so on.

The frame WEALTH AS AN ANTITHESIS OF POVERTY is represented by proverbs, the format of which involves the opposition of these concepts within a single paremic unit. That is, two situations are objectified and compared. These differences (obviously, it is more correct to say), in many cases are based on rich ignoring the poor, on avoiding company with him, meetings (Богатий бідного й знати не хоче… не пізнає (The rich do not want to know the poor)). He is not interested in material deprivation, needs, his family: Богач не відає, що бідний обідає (The rich man does not know that the poor man eats); Богач не знає, що бідному дольигає (The rich man does not know what bothers the poor man); Богач ся дивує, чим ся вбогий годує (The rich man watches as the poor man feeds); Богач ся дивує, чим убогий діти годує (The rich man wonders what the poor man feeds his children with). Своєрідністю семантичного наповнення відзначається паремія The peculiarity of the semantic content is present in the paremia Куди журови до паски! (It won't do to be sad at Easter!) In it, the source of the goal and the donor sphere are expressed in abstract terms: sorrow and Easter. These conceptual metaphors express, on the one hand, the Christian interpretation of this proverb, which consists in joy, the glorification of Christ's Resurrection against the background of sorrow (where there is sorrow, there is no God). Then, apparently, there is desacralization of these meanings. Joy and sorrow begin to objectify the rich and the poor, respectively (the poor are saddened by their material needs, the rich rejoice in sufficient or large fortunes).

Rich people are very often lucky, and even unfavorable circumstances often turn out well for them, while the poor cannot take advantage of the most useful ones. When a rich man does something stupid or behaves badly, he is forgiven in front of people (Богачеві вітер гроші несе, а бідному половою очі засипає (The wind brings money to the rich, and scatters the eyes of the poor with chaff); Богатого і серп голит, а вбогого і бритва не хоче (The sickle shaves the rich, but the razor won't shave the poor); Богачеві можна й чорта з'їсти, а бідному засі (A rich man is allowed to do anything while a poor man is not); Богатому все ввіде (A rich man can get away with anything)).

Rich person has respect, everyone clings to him, and no one to the poor. Even after death, he is honored better than a poor man (В богатого приятелів много, а в бідного ні одного (The rich have many friends, but the poor have none); Умер богатий: ходім ховати! Умер убогий: шкода дороги (The rich man died: let's go bury! The poor one died: sorry for the time spent on the way)).

The frame WEALTH IS MONEY in the studied paremy fund finds its expression in proverbs, a component of which is the concept of the same name (the sphere of the source of the goal), which functions in the sense of 'a wealthy man': Коли гроші говорять, то всі мусять губи постулювати (When money speaks, everyone must shut their mouths); Грошом усюди місце дают (Money is given place everywhere); Де бринькачі [гроші], там і слухачі (Where there is money, there are listeners); Тепер за гроші й до неба зайдеш (Now for the money you will go to heaven); Тепер все за гроші, лише рідна мама ні (Now all is for money, except for the mother); Хто має гроші, той все хороший (He who has money is always good); Де гроші говорьит, там ти розуме мовчи (Where money speaks, keep silent, brain). The given examples testify to the use of somatic and anthroponymic spheres-donors. They make it possible to construct such a scenario: the rich is revered everywhere, sometimes despite his intellectual poverty. He enjoys to be accepted in serious societies, he, with few exceptions, can buy everything (even paradise). This scenario is somewhat dissonant about wealth (money), when it comes to their projection on the cognitive and analytical abilities of man, due to which the intelligence of the individual is formed (Compare: Ліпший розум, як готові гроші (It's better to have brains rather than ready money); Розуму за гроші не купиш (You can't buy brains for money); Хто має гроші, той має розум (He who has money has brains); Без розуму гроші розтратиш (You will waste money without brains)). Money is also associated with misery, but this view does not prevail in the paremic discourse under study. (Великі гроші – готова біда (Big money is a ready misfortune); Гроші біду робјит (Money makes trouble)).

The frame WEALTH FROM EVIL demonstrates the mythological paremic segment of the naive picture of the world of Ukrainians. Demonology as a component of mythology occupies an important place in the worldview of Ukrainians. According to V. Halaychuk's observations, there is every reason to believe that this mythological level, based mainly on the belief in the afterlife and the so-called "cult of ancestors", was more significant than ideas about higher deities also in pre-Christian times [10, p. 88]. One of the central characters of demonological discourse is the devil (demon), whose idea still exists today, objectifying the generalized concept of "evil force", gathering under the umbrella of almost all other demonic beings. Paremia unit Богатий, як чорт лабатий …рогатий (Rich as the devil) refers us to Ukrainian legends, according to which, according to I. Franko, the devil is considered the lord and ruler of earthly riches, one of the most common negative characters of ancient Ukrainian mythology and demonology of the Christian era [22, p. 12].

A kind of continuation of this idea may be paremia Богач – певно хованцьи має (A rich man must have a goblin), after all, according to the ancient beliefs of Ukrainians, goblin is an evil spirit, brought up from a chicken egg, which gives wealth to those who write down their souls to him. The rich man instead gives his soul to the devil. The goblin is also called the house devil. This indicates that the ideas of the devil belong to the most archaic layers of Slavic demonology.

There are also plots among Ukrainians where the devil resembles the West Slavic enriching spirit known as the snake. Belief in the impure origin of wealth is reflected in the next paremia Богатому дідько доносить… додає (The devil keeps the rich man). According to mythology, after the rich man's death, the devil takes away his good. Devils also allegedly protect hidden treasures from people: Богач гроші складає, а дідько мошонку шиє… чорт калитку. (The rich man saves up the money, while the devil takes it away). There are close good relations between the rich and the wicked, according to which Богатому й чорт діти колише. (The devil even rocks the rich man's children in the cradle). Such relationships are not typical of other groups (Богатому чорт діти колише, а бідному і нянька не хоче (The devil even rocks the rich man's children in the cradle while even a nanny refuses to do that for the poor man's kids)).

4 Conclusion

Lexicographic research is considered to be the basis for explication of the concept, because in its process the defining meaningful indicators of the concept are revealed in the minds of native speakers of the conceptual sphere, thanks to which the concept receives vocabulary objectification in each token, representing the corresponding levels of abstraction.

Semantic space of a lexeme багатство (wealth) is formed around the conceptual core formed by the meanings of lexemes багатство (wealth), багатий (wealthy). As the material shows, the nuclear zone of the concept of WEALTH consists of the meanings of the eponymous lexeme "Big property, values, money", "Set of material values", as well as the lexeme багатий (wealthy) ("Who has great values, property, money", "Who has plenty of something"). The perinuclear zone of this concept is represented by the meanings "large numbers, diversity" (figurative: "Something very important, valuable, significant"), characteristic of both tokens. In the peripheral zone, we find the meaning of "spiritually higher", which is not typical for all periods of functioning of the Ukrainian language.

A comprehensive frame description of the paremias of the Ukrainian language, attested in Ivan Franko's "Halytsko-ruski narodni prypovidky", showed that the most frequent frames were: WEALTH AS PERSONIFICATION OF PERSONALITY; WEALTH IS MONEY; WEALTH FROM EVIL. The frame generally generates an internal form of paremia, acting as a metalanguage tool for the direct facts of speech and speaking. In most paremias, verbal activity is described through a correlation with another frame, known and acceptable within the same cultural model, based on customs and traditions. However, there are a small number of proverbs and sayings that postulate the frame itself, actually introducing it through paremia.

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MEDIA MANIPULATION AS A TOOL OF INFORMATION WARFARE: TYPOLOGY SIGNS, LANGUAGE MARKERS, FACT CHECKING METHODS

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Abstract: The article analyzes the manipulations that exist in the Ukrainian media space due to Russian propaganda in the conditions of the information war. Harmful information material was collected through a comprehensive survey of social networks. Its dissemination aims to create panic among the Ukrainian population, discrediting the authorities, the military, and the army, threatening the loss of the country's independence and democracy, etc. Based on the study of manipulative communication technologies used by the Russian mass media in wartime, it was revealed that effective methods are the use of mediators, information blockade, rewriting of history, the technique of shifting accents, sensationalism, and psychological shock. A common method of manipulation in the Russian Federation is the creation of virtual reality through myths and the construction of various images, stamps, and simulacra. Typical signs of hostile media manipulations are singled out: appeal to emotions; questionable sources of origin of the information or their absence; misrepresentation of facts; expressive hyperbolization or surrealism, and others. Evidence of manipulative news is the low language culture of this kind of message: the absence of elementary spelling rules, violations of linguistic and stylistic norms, the use of Russianisms or other lexical inaccuracies, and factual and logical errors. Effective fact-checking methods are proposed for detecting and refuting various types of disinformation.

Keywords: Fact-checking, Fake, Information war, Linguistic communicative markers, Media manipulation, Russian propaganda.

1 Introduction

The 21st century is the era of innovative technologies, scientific progress of society and, of course, it represents the driving force behind the development of information communication between people. We live in the era of "instant messaging", when the exchange of any data between communicators takes only a few seconds. Such changes have significantly affected the field of mass media, because now news is produced and distributed at a tremendous speed. This enables media workers to quickly create and distribute information, providing relevant news to a specific group of people or the population of the entire country. The mega-fast pace of dissemination of various messages has led to the fact that it is not always possible to quickly reveal their reliability and accuracy, since it is extremely difficult to control this process. Humanity began to use such advantages of technological progress for a negative purpose – waging an information war. The mass media began to actively use this term since 1991, connecting it with the operation "Desert Storm" (a military operation led by the United States against Iraq in connection with its occupation of the neighboring state of Kuwait). According to the scientist and information policy expert H. Pocheptsov, despite the fact that information does not shoot or explode, it cannot be safe, because in the virtual space, information weapons bring destruction and irreparable consequences [15].

In general, information warfare is the presentation of information to the public with the aim of further forming in it the necessary thoughts, attitudes, and a comprehensive system of views regarding certain issues, events, or people for the benefit of the organizer of a specific information or propaganda campaign. The main goal of conducting an information war is to manipulate the masses, that is, to introduce by the enemy into the consciousness of the victim country the necessary ideas and views, to disorient and misinform the mass audience, on the one hand, to intimidate one's own people with the image of the enemy, on the other hand, to create fear and insecurity in the opponent due to own power. It is clear that when the enemy does not succeed in doing what he wants, then he starts "fighting" on the information front with false "throwbacks" – all kinds of manipulative messages and fakes.

Today, in the conditions of a full-scale Russian-Ukrainian war, all the goals of the aggressor are aimed not only at causing real losses to the adversary on the battlefield, but also at disrupting the exchange of reliable information and influencing the state mechanisms for making important decisions. The main goal of Russian propaganda is to put Ukrainians in a state of panic, to make the population of the country scared and disoriented, to think about fleeing or surrendering, to spend time on sending fake messages instead of real help to the army and country. In the conditions of martial law, it is important to be able to detect and refute media manipulations, to look for typical linguistic and expressive markers of fake news, as well as to know the basics of fact-checking, because to be armed on the information front is to see fake news "in the face", to be able to identify their typological signs, to know the main anti-disinformation rules. We see the relevance of our research in this. The importance of scientific search is also confirmed by the fact that, in connection with current events, there is an urgent need to analyze the Ukrainian information space for the presence of manipulations and false news produced by the Russian mass media.

2 Materials and Methods

Various manipulations in mass media, as an effective tool of information warfare, sporadically became the object of analysis by media experts, scientists, and practicing journalists. H. Pocheptsov [15], N. Horban [5], I. Kulyas [8] write about the peculiarities of conducting modern information wars, as well as compliance with professional standards, calling Russia's war with Ukraine until 2022 "hybrid" or "undeclared". Since 2014, O. Goyman [4], N. Nikolayenko, Yu. Vasylevich, O. Komarchuk [12]; S. Parkhomenko [13] have been studying the specifics of mass consciousness manipulation through the Russian mass media in the conditions of the Russian-Ukrainian war; A fake as a method of manipulation in mass media, its varieties and features of detection and refutation are considered in scientific investigations by S. Zozulya [19], M. Kits [7], I. Mudra [11], M. Prokopenko [16], I. Puciat [17], O. Saprykin [18]. R. Gerasimenko [3], V. Eismunt [1], and O. Minchenko [9] note the ability to distinguish lies from the truth in the information space and the importance of knowledge of the basics of fact-checking. V. Portnikov defines mass media as another type of Armed Forces [14].

Following the full-scale invasion of Russia on February 24, 2022, advice from the Ministry of Digital Transformation and from the State Emergency Service on how to combat Russian manipulative propaganda on the Internet, as well as 10 tips on how not to fall victim to disinformation in wartime appeared. The Center for Combating Disinformation at the National Security and Defense Council of Ukraine constantly gives sound advice on how to detect false information and not spread it. During the wartime in Ukraine, negative manipulative content, which the Russian side throws into the Ukrainian space, are detected and refuted by such media sites and anti-fake projects as "StopFake", "Brehunetz" ("Liar"), "NotaYenota", "Media Detector" and "Institute of Mass Information". With the beginning of the war, a podcast with the specific name "Russian fake, go to..." was launched on the "Detector Media" website. The creators of this information resource not only prepare selections of ready-made refutations of fakes, but also talk about how to independently learn to distinguish between manipulation, fraud, and disinformation. However, until now, there are no separate scientific studies that would consider in detail media manipulation as a tool of enemy propaganda, which appeared in the information space with the beginning of the Russian-Ukrainian war on February 24, 2022.

The purpose and task of the research is to analyze manipulations in the Ukrainian media space as a tool of information warfare and the result of Russian propaganda; indicate the typical signs of fake news of the aggressor country, to investigate linguistic and communicative markers of false enemy messages, and to offer the most effective fact-checking methods in the fight against disinformation.

3 Results and Discussion

Today, social networks, as well as so-called garbage sites, which spread false content supported by fake photos, "testimonies" of pseudo-eyewitnesses, and falsified videos, have become the main platform for conducting an information war. The extraordinary popularity of social networks has made it possible not only to spread disinformation instantly, but also to have direct access to the accounts of the political and military leadership of the enemy country. Some of the modern wars started with information wars. For example, the reason for the bombing of Baghdad by the United States of America was the information spread by the world media that the regime of Saddam Hussein (representative of the Iraqi leadership, dictator and president of Iraq from 1979 to 2003) allegedly has weapons of mass destruction. As a result of the spread of such misinformation, the war in Iraq began, during which the weapon that scared all of humanity was never found.

The main types of information warfare usually include the following: collection and processing of strategic information, dissemination of propaganda or fakes for the purpose of demoralizing the population of the country or the military, undermining the quality of information resources of the enemy, and preventing the possibility of the enemy collecting and processing information. In modern conditions, mass media can serve, on the one hand, as a tool of information warfare, on the other hand, as a non-governmental organization for the protection of the information space. In the first case, the media implement the goals of state information security through anti-propaganda and educational activities. The experience of Ukraine, which is under military information pressure from an external aggressor, is an example of the use of mass media as a kind of "information shield".

Otherwise, the mass media implement a strategy of aggressive propaganda to achieve the political goals of the government. As V. Khristenko points out, "propaganda differs from ordinary information primarily in that it contains means and mechanisms for manipulating the consciousness of a person or a group of people, and the manipulation, in turn, is carried out hidden from the consciousness of a person, which greatly complicates the critical evaluation of information" [6, p. 165]. It is known that media manipulation is one of the types of psychological influence, which was previously carried out mainly through the press (books, magazines, newspapers) and radio or cinema; today, television, the Internet (primarily social networks, chats, communities, groups) and billboards are the actual field of dissemination of manipulative messages. The purpose of spreading manipulations is to awaken intentions in the object of influence that radically change his mood, desires, behavior, and views.

Information security and Russian propaganda researcher Ben Nimo singled out four main components of disinformation: denial of truth and facts; distortion and twisting of facts; distraction and blame; intimidation, causing panic and anxiety. It is precisely according to this model that the information dumps and manipulative statements of the Russian Federation work. Since the annexation of Crimea and the occupation of eastern Ukraine in 2014, the Russian side has been actively using information weapons involving manipulative hybrid technologies, as well as techniques of media aggression against Ukraine. The mass media, as the second Armed Forces, systematically serve to carry out informational attacks on the domestic media space. The aggressor state uses the means of communication to undermine the vital interests of the Ukrainian state and the social and psychological stability of Ukrainian society. Based on the analysis of manipulative communication technologies used by the Russian mass media in wartime conditions, it was established that effective methods are the use of mediators (real or pseudo-authorities of informal leaders, politicians, representatives of science and culture, etc.); information blockade (the information space of the Russian Federation is constantly in an artificial vacuum); the method of rewriting history (part of the Ukrainian territory is still considered its 'own' after the collapse of the USSR); receiving feedback (various theatrical productions with the aim of creating an appropriate reaction from consumers of information, such as frequent spectacle communications with V. Putin online); the technique of shifting accents (inventing problems and giving them great significance, creating a possible threat); the method of sensationalism and psychological shock (such messages usually contain inflaming the situation, undermining the psychological protection of citizens, which causes an increase in the level of nervousness). A common method of manipulation in the Russian Federation is the creation of virtual reality through myths, the construction of various images and stereotypes.

Among the toolkit of manipulative communication technologies, the Russian mass media also single out the technology of contextual blocking, expressed in part by verbal markers. Let us recall, for example, the use of the phrase "return of Crimea" by Russian media instead of "accession" or "annexation". In the modern context, we observe something similar: Russian narratives use only the terms "liberation from imaginary Nazis" or "special operation", avoiding the correct concepts of "war" and "full-scale invasion".

Today, the Russian Federation powerfully uses the meanings of Soviet propaganda, and in the future constructs myths surrounding the Second World War not only in the Ukrainian information space, but also in the world. This is due to the fact that the aggressor country relies on social stereotypes that were formed by the totalitarian regime for many years in a row. The technology of anonymous citation is also repeatedly used, which involves citing anonymous expert assessments, documents, witnesses without indicating the source of the message, and this, in turn, contradicts the professional standards of journalism. No less widespread in Russian propaganda are the methods of pseudo-surveys and ratings, the purpose of which is the formation of relevant public opinion through the distortion of reality.

In the Ukrainian media space, there is a large amount of not just Russian propaganda, but the so-called "war of meanings" for the retransmission of which the communication technologies described above are used. Simulacra - images of things that do not exist in real time - have become the main structural element in the information struggle today. Examples of such simulacra are "Nazis in Ukraine", "fascists in Kyiv', "atrocities of punitive battalions", "crucified children", "use of prohibited weapons by Ukraine", etc. As the researchers note, "the strategic goal of exploiting these simulacra is to replace the objective perceptions of the target groups about the nature of the conflict with those "informational phantoms" that the aggressor needs" [19].

Since the beginning of the full-scale invasion, the Russian Federation has actively promoted narratives of hate towards the Ukrainian people among its citizens, including that Ukraine is a breeding ground for Nazism, as well as it is a close relationship with the United States. For example - the news of the Russian mass media "RBK", in which they claim that Ukraine steals gas from the Russian "Gazprom" and does not pay a penny for it. Another well-established example of such an information campaign was a fake article by one of the Russian media about a boy allegedly crucified by military officers of the Armed Forces of Ukraine. Such simulacrum narratives have been spread by the Russian mass media for many years so that the population of the Russian Federation begins to hate the Ukrainian people. With the help of fake news, the Kremlin's propaganda justifies and covers up the crimes committed by the Russian military on the territory of Ukraine. Russian propaganda is trying to create a false impression of the course of the war among its citizens and portray Ukrainians in a negative light. For this, in their manipulative materials, they use oral and written false messages and staged video sequences. The Minister of Defense of the Russian Federation, Sergei Shoigu, himself admitted that fake news and mass media are another type of the Russian Armed Forces.

A proven and effective technology for manipulating public opinion in wartime is the distribution of fakes, that is, specially created messages that contain false or distorted information. The main purpose of spreading hostile fake news is to misinform the audience through invented facts, to promote an opinion or position necessary for the aggressor, to sow panic and create a psychological shock, to change the fixed opinion of the recipients, to activate attention to what is necessary, to induce a certain action, to shake the position of the individual, to make him doubt or get scared. On the one hand, a fake can be untrue in its pure form, but presented and formed in such a way that it is difficult to notice; on the other – it can to combine truth and lies in the ratio required by the manipulator.

Among the so-called Russian information "dumps", we distinguish mass media fakes created by special enemy mass media and spread by them, as well as "network rumors", that is, the spread of someone else's fiction through social networks, Viber groups, messengers, Telegram channels, chats, etc. Communicative markers of manipulative messages are usually characterized with excessive emotionality, repetition after a certain period of time (as with the fake about the lack of blood, which was distributed in the same wording for a long time); extraction of a certain context, fragmentation of the whole picture of information. In such messages, the lexemes "urgent", "sensational", "reliable source", etc. are usually used as verbal signs. There is the so-called "totalitarianism" of the source of the message with an absolute lack of credibility. There are also mixing of information and misinformation, activation of stereotypical ideas, cover-up by unknown authorities, etc.

Among the most common fake messages, we point to such as posts on Facebook and Telegram channels, materials in the format of YouTube and Instagram, since audiovisual information is the easiest and most attractive to a huge audience of users. Given the large amount of time spent on the Internet, the uncontrolled flow of information in it, as well as the lack of censorship and opinion leadership, precisely social networks, unfortunately, contribute to the spread of manipulative content as opposed to traditional media. Since most of people perceive messengers as personal communication platforms, personal space, viral messages in Viber, WhatsApp, Telegram communities often become one of the most effective ways to spread panic, incitement and intimidation. Fake sms messages have also become a popular tool for spreading lies; they are designed mainly for older people who rarely use Internet communication tools.

Often, fakes are spread not only in social networks, but also in traditional mass media. Russian propaganda tools are very active in spreading manipulative news on various topics, but mostly they concern the Ukrainian military and immigrants from the territories where active hostilities are taking place. In their texts, the Kremlin mass media try to portray the Armed Forces of Ukraine in a negative light and discredit them in the eyes of the public. As typical formal signs of enemy fakes, we note first of all the use of manipulative phrases such as "reliable information", "the military told me", "you know me, I will not lie" and the like. The source of such information is the so-called "exclusive from friends, relatives in the prosecutor's office, the police, the Military Commissariat, "a source in higher circles", etc. Sometimes, there is absolutely no information on the sources of their appearance. If a dash is placed in the title and the mass media is generally indicated as the source, then such information should definitely cause doubt.

For example, in the construction: "In Ukraine, the departure of men from the cities can be restricted, – mass media". The primary source of this news is UNIAN, which published an article with the screaming headline "Not a step without the Military Commissariat". The author of the publication is a lawyer who writes that there are allegedly various provisions in Ukrainian legislation, according to which men under martial law can move outside their place of residence only with the permission of the head of the Military Committee, but there is no indication of a specific provision that regulates this, i.e., information presented too generalized, which is evidenced by the violation of the reliability standard already in the indicated reference to the source "*according to some information*".

Media manipulation is often created on the basis of already available information, but it is presented from manipultors' own point of view, as needed by the hostile media. For example, the Russian media spread reports that Great Britain and Turkey plan to buy up all Ukrainian grain and doom Ukraine to famine, referring to the statement of Foreign Affairs Minister Liz Truss. Although the statement is actually about the cooperation between Britain and Turkey regarding the export of grain from Ukraine, the news contains Russian propaganda built on the comments of users of social networks, who incompetently act as experts and draw a conclusion about the alleged future famine in Ukraine due to the negative actions of the two countries. In a similar way, the manipulation of the HGU-56/P ABH helmet, which was found at the crash site of the Ukrainian helicopter, is presented. Such helmets are used by pilots of NATO member countries, as well as in the US Army. Ukrainian soldiers do not wear such a headdress. Russian propagandists began to mass-distribute photos of the helmet and accuse current and former NATO servicemen of allegedly participating in the Russian-Ukrainian war. Fact-checkers from Mythdetector found out that the information is not true, as the helmet manufacturer Gentex Corporation first published these photos, and the photo was sent to the Air Force of Ukraine as a gratitude for the fact that the helmet saved their lives.

Using the facts that are already in the information space, the occupiers often distort them, creating their own "scary fictions". In particular, by presenting in a different way the statement of the chief state sanitary doctor of Ukraine regarding the possible threat of a cholera outbreak in Mariupol, Russian propagandists created a fake that the chief doctor was allegedly gathering his subordinates in one of the hospitals of Mariupol regarding the outbreak of the disease. As it is known, not a single case of cholera has been recorded in Ukraine, it is clear that these are again fake "throw-ins" by the Russians.

Partly manipulative information has a pronounced pro-Russian character, aimed at discrediting the Ukrainian authorities, the military, the army, the loss of the country's independence and democracy, etc. An example is the fake that the residents of Nova Kakhovka have not received salaries and pensions for two months, and Kyiv has disconnected mobile communications and blocked the bank accounts of residents of the occupied South, although in reality mobile communications and the Internet were turned off in Kherson Oblast by the Russian military. False narratives about the retreat of Ukrainian troops and their significant losses are repeatedly spread in the temporarily occupied territories, which are in an information vacuum. Manipulative one is also the information about the alleged desire of captured Ukrainian servicemen to obtain Russian citizenship. A photo of a fake document about the shooting of a soldier by the Ukrainian military, who did not follow his order, was also circulated on social networks. It is not a new fake that by order of the leadership of the National Guard "they will shoot Ukrainian soldiers who surrender".

Expressive hyperbolization serves as a demonstrative linguistic and expressive means of Russian propaganda, such as in the fake news that there is a great excitement in the Kherson region about the fact that residents of Ukraine are en masse in queues to submit documents for acquiring Russian citizenship. Additional markers of manipulation here are the lexemes "great excitement" (strengthening the context provides a non-normative pleonasm), "very", "massively". After taking control of Mariupol, the Russian authorities began to spread false information that Ukraine supposedly "does not exist" and that the Russian army is advancing. The Russian media spread false "spoilers" that lists of volunteers are being formed in Zaporizhzhia, who seek to defend the city from Ukrainian soldiers. It is clear that this kind of information seems completely absurd.

The main message of manipulative messages is incitement to panic, and the news is based on opinions and evaluative judgments without real facts. It is usually written in an emotional and hysterical tone. For example, there was false information that the Armed Forces of Ukraine allegedly throw untrained soldiers into battle. At the beginning of the war, a fake about the surrender of Volodymyr Zelenskyi and his escape was widely spread. Another one of such "news" was a report about a cruise missile that seems to be flying in the direction of the Volyn region. This message spread in various Telegram channels, which publish unverified and unconfirmed data in official sources, in this way they adhere to the principle of expediency in journalistic texts, but forget about the standard of reliability. The information appeared during the air alert, however, when it ended, this message was deleted, but it managed to fulfill its "mission": to attract the attention of readers to the Telegram channel, to create activity in it, but worst of all, to spread panic among the residents of Volyn. Exacerbating the military situation on the Ukrainian-Belarusian border, users of the communities of the Volyn region sometimes publish manipulative messages "Volyn, hold on!" or "Volyn, we are with you!", playing along with the enemy in this way.

In the first weeks of the war, Viber groups, chats, and telegram channels began to receive messages from various sources about alleged planes with "Russian landing forces", "DRG", weapons in religious buildings. As it turned out later, this information was not confirmed, but nevertheless it managed to spread among the population of Volyn, and even put some into a state of panic. The well-known fake about the blood, that allegedly injured boys from Kyiv were brought to the military hospital in Lutsk, also became popular. The fake message urged that "a lot of blood is needed, especially type IV Rh (-)". Later, the press service of the Volyn police denied this information, as did the blood transfusion station, where concerned Luhansk residents called to help. Applying aspects of critical thinking, we point out clear signs of fakeness in a popular message that was spread with great activity. First, it is an appeal to emotions through the markers "attention", "this is important", "a lot of blood is needed". The appeal for news of this type is already known: "throw it to everyone, to all possible groups". This fake about blood became almost the most popular, because it was spread every time in a new way, not only in Volyn, but also in other regions of Ukraine at other times. The purpose of such hostile propaganda is clear: not only to sow panic that there are many wounded on the Ukrainian side, but also to disorient the work of the relevant services. In this regard, the explanation of experts is useful, because turning to experts should be one of the priority tasks when checking such information: "There is never an urgent and acute need for blood due to a lack of a certain group and rhesus".

In the first days of the full-scale invasion, a hoax was spread about alleged "volunteer drones" over the Volyn region, although the police claimed that all private aircraft were prohibited in Volyn in wartime conditions. An example of false information was also the reports about the so-called training sirens, although this information was quickly refuted. Users of social networks spread fake news about the immediate dismantling of all satellite antennas installed on the roofs of houses, because allegedly through them the Russian invaders get information illegally, and news spread in Kyiv that such antennas served as target indicators for planes. Salt, or rather its shortage, became a hot topic for Ukrainians at the end of May - beginning of June. Social networks actively spread false information that the spice would completely disappear from store shelves or would be very expensive. The company "Artemsil" did cease to operate, but large stores still had stocks (thousands of tons) of this spice, and small stores, due to the news and the artificially created hype that arose around the product, began to raise prices. Also, a fake was spread in social networks that vinegar is disappearing from sales counters. In fact, this message is a manipulation, as a result of which an artificial shortage of the product can really arise and, accordingly, an increase in prices.

A separate category of Russian propaganda is fakes related to the publication of supposedly "secret" documents of the Ukrainian government, which contain a variety of narratives in favor of the enemy: "support for Russia among the local population", "Ukrainians in the encircled territories were always waiting for the Russians", etc. Sometimes opinions can be completely opposite – about subversive activities against the Russian Federation, allegedly planned attacks from Mariupol, Melitopol and other nearby territories, the seizure of Crimea, preparation of biological weapons, laboratories, etc. For example, one such "secret" document, as if belonging to the "Azov" regiment, allegedly was found by the Russians at the "Azovstal" plant. It allegedly indicated that 70 % of the population of Mariupol supported Russia, although in fact this fake was soon refuted.

Evidence of manipulation is the low language culture of this kind of messages: lack of elementary rules of spelling, violation of linguistic stylistic norms, use of Russianisms or other lexical inaccuracies, etc. For example, in the forged documents of the state bodies of Ukraine, which were allegedly found by the Russian military, the requisites indicate the non-normative for Ukrainian usage of the lexeme "*секретно*" ("secretly") instead of the correct "*таємно*". It is not difficult to guess that the tracing from the language of the aggressor indicates the implausibility of such documents. A similar example is with a fabricated report allegedly about a Ukrainian soldier who was shot for disobeying the order of the leadership. Spelling and lexical errors were found in it: the "*молодший*" (junior) lieutenant in the document was identified by the token "*младший*", and the last name "Kutsyn" was translated as "Kutsin". Russianism is also used in writing the date: "*04.06.22 г.*" (06.04.22" (the letter at the end means "*год*" (year), while it should be: *р.* (r.) – "*рік*"). In such messages, we often record lexical inaccuracies: "scatter information in groups" (correctly – "distribute in groups"), "massive missile attacks" (properly – "mass"), "we do not disclose address" (normatively – "addresses"), "leaving to the shelter" (correctly – "go to the shelter"), "*жд станції*" (railway stations) (normatively – "залізничні станції"); grammatical errors: "*давайте не підводити наші ЗСУ*" (let's not let our armed forces down) (correctly – "*не підводьмо наші ЗСУ*"), "*не говорити номера*" (don't say numbers) (normatively – "*номери*") and the like.

Factual inaccuracies are not unique in fake materials. In the already mentioned falsified document, the report is written in the name of the former commander of the separate mechanized brigade "Kholodny Yar", who performed his duties until January 2022, and since then - the commander of the brigade is different. The fake about the alleged appearance of cholera in Mariupol contains inaccurate information that the disease is caused by a bacillus, while in fact the disease is caused by the cholera vibrio. Logical errors are also one of the signs of manipulation. For example, in the false reports of the Kremlin mass media, it is noted that servicemen of the Armed Forces of Ukraine are allegedly involved as volunteers in experiments with biological weapons. The Russians claim that the captured Ukrainians are suffering from hepatitis and West Nile fever. Such reports indicate a logical inaccuracy, i.e., the emergence of a contradiction, because, according to the testimony of the aggressor country, it tests every Ukrainian prisoner of war for dozens of diseases, that is, conducts detailed analyses, while from Ukrainian side it is known that military personnel who were captured by Russia do not receive the necessary medical care.

The specificity of enemy fakes, as already noted above, is pseudo-specificity and an atypical form of presentation of the textual component. In particular, in fake news, there are often heterogeneous fonts, accumulation of exclamation marks or question marks, their incorrect use, such as in another Russian manipulation: "*Доброго вечора, шановні!!!!! Хочу повідомити. Увага?!!! Інформація достовірна!!!!!*" ("Good evening, dear ones!!!!! I want to inform. WARNING?!!! The information is reliable!!!!!"), *"!!! ТЕРМІНОВО! Розповсюджуйте по групах, лише достовірних!!!*"

("!!! URGENTLY! Distribute in groups, only reliable ones!!!" and the like).

Russian propaganda through mass media also discredits the activities of the leadership of other countries or international organizations. In this context, it is worth mentioning the fake story about the Red Cross, in the branch of which in Mariupol, lists of healthy children were allegedly found who were undergoing examinations in order to transport their organs to European countries. We see that the information not only immediately seems unreal, that is, it raises doubts, but also indicates a violation of cause-and-effect relationships. Many fakes and manipulations are related to Poland, which most actively helps Ukrainian refugees abroad. It is not the first time that Russian propaganda spreads false information that a neighboring country threatens the subjectivity of Ukraine, discrediting the Polish people in the eyes of Ukrainians. In the Kremlin's propaganda media, there was news that Poland intends to introduce its troops into part of the territory of Ukraine (Volyn and Lviv regions) and take it under its control. Such messages are spread by the Russian side with the aim of worsening relations between Ukraine and Poland, which is currently one of the key partners and sends military and humanitarian aid to Ukraine. Recently, false information has been spread about the fact that Poland allegedly received the right to issue passports to citizens of Ukraine. This statement contradicts the norms of current Ukrainian legislation and immediately makes it clear that this is another pro-Russian manipulation. In fact, a pilot project has been launched, according to which foreign offices of the State Migration Service of Ukraine can issue documents to Ukrainians outside the country, and the first such office has started operations in Warsaw.

A message with the title "In Germany, refugees from Ukraine mowed down a swastika on a field" was circulated on social networks. There are even references to the testimony of the German journalist Julian Ripke and the Bild newspaper. But in fact, it is a fake, since the German law enforcement officers do not have any information about the involvement of Ukrainians in this. Recently, the Russian media spread the lie that alleged refugees from Ukraine almost caused a fire in the house of a German family by burning the Russian flag. A message sent to the e-mails of Transcarpathian newsrooms purportedly from the Society of Hungarian Culture of Transcarpathia about the provision of material assistance to Transcarpathian Hungarians forcibly mobilized into the Ukrainian army, as well as their families, was a fake aimed at worsening relations between Ukraine and Hungary. It is clear that the key elements of this provocative fake were the national component and the emphasis on forced mobilization.

Manipulation repeatedly appears as a method of justifying Russia's own crimes. Moscow, through information channels, every time motivates the shelling of Ukrainian civilians with false reports that it is doing it because Ukrainian soldiers are allegedly there, and residents are used only as "human shields". In this way, for example, the Kremlin media justify the crime of the Russian occupiers, which they committed on the evening of July 9, 2022, by shelling a residential building in the city of Chasiv Yar, Donetsk region. A similar informational "throw" was used to blame one's own crime on the opponent. Russian mass media spread a fake that Ukrainians set fire to wheat fields in the Kherson region themselves, as if from a helicopter. This fake message is part of the message that Ukraine is provoking the food crisis and hunger in the world. In fact, it is clear that namely the Russian military is shelling the fields with grain incendiary shells. Let us remind that the destruction of bread is considered one of the most serious crimes in wartime. Regarding the shelling of Vinnytsia, propagandists also invented excuses to hide a clear terrorist act: Russian Telegram channels spread fake information that missiles allegedly hit a military infrastructure object in the town of Haysyn, Vinnytsia region, although in reality the Russians hit residential quarters in the very center of Vinnytsia.

Another type of manipulation, which is becoming especially relevant today, given the state of war and not always logic use in decision-making, is the so-called phishing, that is, data theft. The purpose of such messages is obvious - to mislead a person, to force him to quickly, without even thinking, go to a specific link and enter his payment card data (user name, number, expiration date, CVV code). The sites to which they are asked to go via links are similar to the official resources of the Cabinet of Ministers, Ukrainian ministries, banking institutions, the UN, UNICEF, the EU and others. Phishing can be recognized by the following signs: an invented legend about alleged financial assistance to Ukrainians who suffered from the war; a link to the site where one needs to go and enter his data; comments of bots under the post that the payment is real and someone has already received 20–30–40 thousand hryvnias; time limit: the appeal "have time to fill in 30 minutes" (of course, not to give the person time to think). Unfortunately, more than 5,000 Ukrainians fell for fraudulent schemes, and criminals cheated people out of more than 100 million hryvnias under the guise of social benefits.

As a negative phenomenon, manipulation is, unfortunately, also present in the Ukrainian domestic media space. This is usually a far-fetched hyperbole in the titles of materials related to the war, or a mismatch of the title with the text of the news. This is the so-called technique of clickbait, which is used specifically so that more people read the news, and, accordingly, to increase media traffic. For example, the online publication "Volyn24" very often "speculates" on manipulative headlines, such as: "They fired at the regional center", "At night, air defenses shot down two cruise missiles that were supposed to attack the region", "23 missile strikes were carried out by the Russians on the city in a day", "A soldier shot a dog at a gas station in the middle of the day", "Five communities of the region are designated as territories where hostilities are taking place". It is clear that these headlines do not correspond to the information presented in the news texts. Such techniques in journalism are not ethical and violate professional standards.

Often, manipulative or fake news serves as a means of PR and advertising for those who want to promote their media. Unfortunately, even the Ukrainian mass media do this, despite the war in their country. For example, on the social network Facebook, they launched an advertisement with disinformation content: on a bright red background, which immediately attracts the attention of users, there was the inscription "Volyn region under threat of rocket attacks", and above it was depicted a yellow triangle with an exclamation mark. The audience that saw this advertising campaign was very indignant and wrote negative comments under the photo.

One of the Telegram channels, which was linked in the advertisement, decided to promote in this way, because people had to go to the address and subscribe to find out detailed information. Fake information was spread on Facebook that Poland pays Ukrainians large sums that depend on the month of a person's birth. Those born in September as if receive the most - 9,600 zlotys, and those born in March receive the least (6,800 zlotys). The post is on the fake Facebook page of the President of Poland (this is indicated by the misspelled name and the low activity of the account: only two posts and two thousand likes), and it is spread in various groups by ordinary readers who were led by false information. In addition, the field of activity "Real estate agent" was indicated on the fake page, so it can be assumed that in this way the real author of the page was "winding up" clients and assets.

So that manipulative news and fake messages do not completely flood the modern media space, everyone should know the basics of fact-checking, be able to recognize misinformation, refute it and not spread it further. In the conditions of war, when people are especially vulnerable, false messages are spread by the enemy at maximum speed. The only condition for resisting this is the formation of the foundations of critical thinking and teaching media literacy. If people receive news in Viber chat or Telegram channel from acquaintances, they should not panic and spread it. First, one needs to check whether there is similar information on the pages of official sources: the Office of the President, the Ministry of Defense, the military administration, etc. If this information is not there, then the message is a manipulation, a fake or another pro-Russian gossip, so it is not worth your trust. False manipulative "throw-ins" are a powerful tool of hostile propaganda, so people should not give them a chance to "live" in the information space. The channel of distribution of manipulations is mostly also unknown, it is usually "word of mouth". Before posting any information on social networks or forwarding it in private messages, it is worth trying to understand what result we will achieve by doing so. One should always be wary of messages containing appeals: "don't tell anyone", "we have been betrayed", and the like.

Russian propaganda is easily distinguished by the fact that it is extremely primitive, with the same set of metanarratives, presented one-sidedly, with a violation of cause-and-effect relationships. First of all, practicing journalists are advised not to spread anything that does not have reliable sources; do not resend those messages in which there is even a moment's doubt. One should also not believe the news in various online communities, chats that contain token tokens such as "betrayal", "trouble", "important information", "we are not told about it", etc. It is important to remember that all reports must first be checked in official sources regarding their truth or fakeness. It is necessary to always maintain self-control and not become a carrier of unverified information with overly emotional lexemes containing a distinct connotative context, especially from social networks and dubious channels.

The news should be of a neutral character, because if the author placed the "necessary" accents in the text, using various epithets with a negative evaluation ("junta", "cotton workers", "Banderivites", "terrorists", "fascists"), it is worth thinking about its veracity. The presence of evaluative judgments is a distinct sign of propaganda. If there are no references to verified and official sources of information in the text, or there are generalized sources, for example, "media reports", etc. When refuting a fake, in no case should one spread it, it is better to block the post and explain that it is a false message. Media expert A. Romaniuk advises to act as follows: "The main thing is not to interact with fake news, because every comment will add an audience to this news. If one of your acquaintances has behaved and is accidentally spreading a fake, write to the person in private messages, explain that this is false information, and ask them to remove it" (cited by [3]).

The Center for Combating Disinformation under the National Security and Defense Council recommended a special fact-checking bot in Telegram called "*ПЕРЕВІРКА*" (VERIFYING) to Ukrainians. It will help to verify the truth of any information from social networks and electronic resources (especially news ones, because even journalists sometimes make mistakes). The chatbot works very simply: it is enough to send a link to a news story or, for example, a post on a social network, and a team of specialists will immediately check the authenticity of the facts presented in the text. The answer will come within a few minutes, and one will find out whether the information is true or fake. The main thing is to wait for the result and only then share information. During the war, this advice should not be neglected, because the enemy is watching for every mistake on the information front. The most important thing when observing information hygiene is to turn on the basics of logic and turn off emotions.

4 Conclusion

Therefore, the mission of every Ukrainian on the information front is more important today than ever. After all, in the conditions of war, it is necessary to be media literate, think critically, resist the spread of fake news, refute enemy manipulations and actively fight against them. It is important to maintain self-control, to help fight the enemy with information by all means.

Prospective in this direction may be studios that expand research on media manipulation, its varieties, impact on recipients, etc. Research related to media literacy and teaching critical thinking in the conditions of war in Ukraine is important.

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