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A SOCIAL SCIENCES

AA	PHILOSOPHY AND RELIGION
AB	HISTORY
AC	ARCHAEOLOGY, ANTHROPOLOGY, ETHNOLOGY
AD	POLITICAL SCIENCES
AE	MANAGEMENT, ADMINISTRATION AND CLERICAL WORK
AF	DOCUMENTATION, LIBRARIANSHIP, WORK WITH INFORMATION
AG	LEGAL SCIENCES
AH	ECONOMICS
AI	LINGUISTICS
AJ	LITERATURE, MASS MEDIA, AUDIO-VISUAL ACTIVITIES
AK	SPORT AND LEISURE TIME ACTIVITIES
AL	ART, ARCHITECTURE, CULTURAL HERITAGE
AM	PEDAGOGY AND EDUCATION
AN	PSYCHOLOGY
AO	SOCIOLOGY, DEMOGRAPHY
AP	MUNICIPAL, REGIONAL AND TRANSPORTATION PLANNING
AQ	SAFETY AND HEALTH PROTECTION, SAFETY IN OPERATING MACHINERY

“DIGITAL CAMPUS” OF THE UNIVERSITY IN MARTIAL LAW: CHALLENGES AND PROSPECTS

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Abstract: The relevance of this topic is primarily related to the transition of the higher education system to a remote work format. This caused increased relevance of the issue of digitalization of the educational process and the transition from a traditional university to a “digital campus” of the university. There is a certain transformation of the educational process in the direction of digitalization, which poses both certain challenges and development prospects for higher education institutions. The purpose of the work is to analyze the main aspects of the implementation of the “digital campus” of the university during the period of martial law (using the example of the Mariupol State University) and to determine the main components. To achieve the purpose of the article, the following general scientific methods of studying social phenomena and processes are used, namely: logical-historical, structural-functional, comparative; analysis and synthesis, classifications, structural and functional analysis, generalization. The empirical basis of the research is data from a sociological study conducted by the authors: an expert survey of representatives of Mariupol State University, namely: representatives of the rectorate, deans of faculties, heads of departments, heads of chairs, representatives of administrative staff, etc. (25 people, 2023). The research we conducted made it possible to identify certain challenges and development prospects facing modern higher education institutions thanks to the creation of a “digital campus” of the university. It was concluded that the modern “digital campus” of the university has positive features in the development of higher education in Ukraine and opens a new round of development with the expansion of the educational boundaries of all participants in the educational process. Namely the “digital campus” of the university during the period of martial law is aimed at satisfying the educational community, ensuring the openness and transparency of the educational process, the transition to full electronic management of higher education institutions in the conditions of digitization of the sphere of higher education.

Keywords: digitalization; digital transformation; digital campus; higher education; higher education institutions; university; martial law.

1 Introduction

Modern life in the globalized world is inextricably linked with the processes of digitization and digital transformation, and these processes cover all spheres of social life, including the sphere of education. Most researchers explain this with the emergence of new modern requirements, which are characteristic namely of the digital society [6, p. 158]. The volatility of the current state of Ukrainian society, which was caused by the full-scale war of Russia against Ukraine since February 24, 2022, showed the importance and significance of digitalization of higher education in Ukraine for its continuous process and development. The digital transformation of education poses to institutions of higher education (hereinafter, HEI) both certain threats and prospects for further development.

Modern society is radically different from all previous forms of human existence. A person finds himself in a constantly changing world, and is forced to adapt with great effort and transform in search of new opportunities to realize his spiritual needs and individual inclinations [14, p. 49]. In the 21st century, digitalization is considered a key factor in the development of all spheres of life in modern society (political, educational, economic, social, cultural relations, etc.) [1]. The rapid digitization of the educational process not only requires the use of innovative technologies and interactive teaching methods (with the help of various platforms such as Zoom, Class room, Moodle, etc.), but also changes the overall system of management and monitoring of the quality of education, the scientific activity of teachers and the development of the educational environment. Undoubtedly, this contributes to a

certain development of higher education institutions and, as noted by the Ukrainian scientist S. Karpluk, digitalization contributes to the simplification of the educational process for all its participants, which allows making it more flexible, adapted to the realities of today and, as a result, ensuring the proper preparation of competitive specialists [10, p. 191].

During the period of martial law in Ukraine, digitization of all spheres of life represents the main factor in the formation and growth of modern society. Based on the Digital agenda of Ukraine [4], namely the system of higher education and its transformation towards digitalization is important for the implementation of digitalization processes in Ukrainian society. The legislative base of Ukraine states that the priority direction of higher education is the open and transparent activity of higher education institutions, which is not limited by time and place of access to all educational materials and integration with the European educational space. Digitization of HEIs is a certain challenge and at the same time - a positive aspect for universities. This will contribute to increasing competitiveness, attracting additional resources (in particular, from abroad), improving digital infrastructure, enhancing the quality of the educational process, promoting academic mobility, increasing the flexibility of the educational process, etc.

In view of the military situation in Ukraine, which has been going on for the second year already, the university in the traditional sense loses its ability to compete with the challenges facing higher education: lifelong learning, mobility and the development of internationalization, flexibility of educational programs, the introduction of an IT component into educational programs and science studies, creative learning, 21st century competencies, e-science, etc. [12]. Therefore, one of the main tasks today is to ensure the digital transformation of universities, which will meet the requirements and opportunities of the market, implement integration with the global informational open educational space, that provides for free access of all participants to global digital resources, meeting the educational needs of students in digital products, and as well as effective e-communication and e-cooperation of all participants in the educational process [3].

In particular, it can be noted that the digitalization of higher education today will enable higher education institutions to be more flexible and effective in the context of the educational process, make the university valuable thanks to electronic management, increase its transparency and efficiency, which will make it possible to build a unique “digital campus” of the university in the educational plane.

2 Materials and Method

To solve the purpose of the article, the following general scientific methods of learning social phenomena and processes are used, namely: logical-historical, structural-functional, and comparative - to study the terms “digitalization of education”, “virtualization of education”, “digital campus” in the educational process; analysis and synthesis method - to highlight the content and specifics of the “digital campus”; method of classifications - for typology of challenges and prospects of higher education in view of the military situation in Ukraine; structural and functional analysis - to clarify the structure and functions of the “digital campus” of the university during the period of martial law; generalization - to determine the prospects for the formation and development of the “digital campus” of the university in modern Ukrainian society, which is in a state of full-scale war.

The empirical basis of the research is data from a sociological study conducted by the authors: an expert survey of representatives of Mariupol State University, namely: representatives of the rectorate, deans of faculties, heads of departments, heads of chairs, representatives of administrative staff, etc. (25 people, 2023).

The theoretical basis of the study was the fundamental scientific provisions in the field of digitization of education, which are reflected in the works of Ukrainian scientists: O. Glazunova, L. Didenko, I. Kosenko, E. Smirnova-Trybulska, I. Tverdohlib, S. Yakubov, and others. Also, it is worth noting the personal contribution to the development of the outlined problem by other scientists and researchers, including: G. Doran, T. Chan, J. Hwang, J. Hidasi, T. Malon, R. Morel, and others. These works highlight the problems of reforming and modernizing the existing system of higher education in accordance with the current state of the state, and analyze the ways to overcome the challenges associated with the phenomenon of digitalization of higher education institutions.

3 Results and Discussion

For more than seventy years, the digital revolution has been going on in the world, which is a multifactorial transition from an analog to a digital way of processing, storing, and transmitting data, and, accordingly, there is rapid development of hardware and software that serves these processes. These changes have their origin in scientific research of those innovations that, with a successful coincidence of socio-economic circumstances, reach industrial development and mass implementation [10]. The start of a full-scale war of Russia against Ukraine led to the transition of many spheres of life in society to virtual space, and education in this sense is no exception. Namely the digitization of education made it possible for higher education institutions to continue working and developing even during the occupation of certain territories, internal relocation of universities, etc. Therefore, the scientific substantiation and introduction into practical activity of the definitions “digitalization of education”, “digital campus” show us that they have been established in the scientific environment relatively recently and this is primarily connected with the penetration of information technologies into public life, and secondly - with a full-scale war in Ukraine.

Based on this, one of the key directions of tasks in the context of digitalization of the educational process is a clear understanding of the specifics of the term “digitalization”. In particular, digitalization appeared thanks to the intensive development of information technologies and became an integral part of the development of modern society.

The modern information community puts in the concept of “digitization” the following meaning: “a digital method of communication, recording, data transmission using digital devices”. At the same time, A. Murray considers digitization as a paradigm shift in communication and interaction of individuals with each other and society [13]. E. Vartanova, M. Makseenko, S. Mirmov clarify the meaning of this concept, and note that it is not only the translation of information into digital form, but a complex solution of an infrastructural, managerial, behavioral, and cultural nature [5]. In particular, digitalization facilitates the educational process, making it more flexible and interesting for all participants of the educational process, adapted to modern realities (in particular, to the military state of Ukrainian society), which in turn gives the opportunity for higher education institutions to form competitive specialists in various fields of science.

In education, digitization is aimed at ensuring the continuity of the learning process, i.e., life-long-learning, as well as its individualization based on advanced-learning-technologies. There is no established definition of this term yet, but it includes the use of significant data about the process of mastering certain disciplines by individual students in education and, in many ways, automatic adaptation of the educational process based on them, the use of virtualization, augmented reality and cloud computing, and many other technologies [9].

The information format of the educational environment is based on the digital presentation of information. In contrast to, for example, the electronic format (which has been used in higher education institutions for many years), the digital format presents information in more detail, ensures its free circulation,

presentation, processing, and use in computer networks. In particular, the digital education system includes the following elements:

- Management system (user authorization, testing, content, personal and collective space);
- Telecommunications (network environments, mobile environments, television, mass communications);
- Information resources (educational portals, hypercollections, social networks, information arrays) [9].

In particular, it should be noted that the digital technologies introduced by higher education institutions act as a certain educational environment that opens up new opportunities for both higher education institutions and students: study at any time and in any place on the planet; the possibility of creating an individual study schedule, etc. Digitization of higher education enables students to use mobile phones and Internet technologies in the educational process, which expands opportunities and makes this process limitless.

Despite the above-mentioned advantages of the digital transformation of HEIs, Ukraine was forced to take this path due to Russia's full-scale war against Ukraine. The team of authors (S. Ilyashenko, Yu. Shipulina, N. Ilyashenko) in their study examines the digital transformation of higher education institutions in the conditions of war. It is clear that during the war, the educational process faced a new challenge: many people were evacuated from the temporarily occupied territories, many were left homeless and are refugees, but at the same time they want to study with their own course. Therefore, digital transformation is becoming even more relevant for educational institutions of Ukraine. In addition to universities, the use of digital technologies during the war should be implemented in all areas where there are opportunities to retrain working people [7]. A. Guralyuk also considers various aspects of digitalization of higher education - the researcher claims that digitalization represents a component of digital transformation, and also ensures the improvement of the quality of the educational process by implementing a set of measures [7].

However, despite all the positive features of digitalization of higher education, it has a rather complex and ambiguous process. Digitization, according to Ukrainian researchers, also has a reverse side, which must be taken into account when planning relevant digital transformations in higher education institutions. Scientists point to a real decrease in the status of university diplomas in the conditions of open and online education, to the actual increase in the teacher's workload in the conditions of digitalization of education, which is not yet normatively taken into account in the system of standardizing wages. In addition, the function of socialization of education seekers, who mostly fall out of the micro-society of the institution of higher education and become individualized in the digital environment, is leveled. There are potential threats of the destruction of the traditional model of education, which is reflected in the devaluation of humanitarian knowledge in the processes of digitalization of education and the economy [11].

During the digitalization of education, the concept of “digital campus” is important, in which all participants of the educational process receive personalized data about resources, devices, and audiences for more effective performance of tasks. There are various scenarios for the implementation of a digital university, for example: the use of virtual and augmented reality for the presentation of the university; using artificial intelligence to quickly respond to various requests received online; introduction of e-learning using adaptive technologies based on analytical data about students to increase the efficiency of the educational process; the use of electronic document flow to speed up management and save resources; intelligent decision-making systems; management of university resources using artificial intelligence, etc. It is important for the university to systematically use appropriate solutions according to educational and management needs [2].

The path of transition from a traditional university to a “digital campus” of a university is a process in which all participants of the educational process receive open and round-the-clock access to any information, and the educational process itself is so included in the process of digitalization of education that all employees and students cannot do without services that are in the information environment of the “digital campus” of the university. At the same time, due to constant inclusion in the educational process, the duties of both employees and students are performed much better, which justifies the entire path of digitalization of education.

It should be noted about the appropriate readiness of Ukrainian higher education institutions for digital transformation (sufficient level of digital architecture, appropriate management process, ability of higher educational institutions staff for digital work, financial capacity for digital transformation, etc.). Such a transformation of higher education institutions requires the use of a step-by-step way of creating a suitable university policy and involving relevant specialists. Based on the conducted research, most of the experts interviewed by us agree that today the Mariupol State University (hereinafter MSU) only partially corresponds to the “digital campus” of the university, although a certain amount of work has already been done: “At the moment, integration into the new site of virtual and augmented reality for the presentation of the university is taking place, and the use of a chatbot in communication with entrants has been introduced; artificial intelligence is implemented to quickly respond to various online requests from the main page of the site; e-learning was introduced using adaptive technologies based on analytical data about students to increase the efficiency of the educational process on the Moodle educational portal of MSU; electronic document management iDoc of MSU is used to speed up management and save resources; intelligent decision-making systems are used, which are an element of the iDoc automated electronic document management system”.

However, there are also certain problems in running the “digital campus” of the university that MSU faces and there are a number of reasons for this, namely: “a) lack of personal user accounts; b) there is no posting of the schedule in Outlook; c) lack of virtual laboratories; d) a number of technical obstacles (including software) and the issue of individual digital competences and access to modern digital devices of all participants in the educational process; e) insufficient funding”.

In order to understand the construction of the picture of the ideal “digital campus” of the university, the main stages of its implementation should be determined, which include the following steps:

- Analysis of legal, ethical, human, technical, social, and environmental factors of implementing a digital campus system
- Analysis of existing LMS, LCMS, CRM, online libraries for the purpose of their integration and transformation;
- Determining the needs of all participants in the educational process;
- Analysis of existing challenges, opportunities, tools, and systems;
- Creation of a general concept of system implementation and its adaptation for needs and requests;
- Construction of a model for the implementation of the digital campus system;
- Formation of the implementation plan;
- Implementation and monitoring of the effectiveness of the functioning of the digital campus;
- Conducting a series of educational trainings on interaction in the digital campus for the administration, teachers, and students;
- Creation of cases of work with each individual component of the digital campus [2].

In the scientific sense, Ukrainian scientists have already defined the permanent components of the “digital campus” of the university, namely:

1. Digital science – electronic scientific journals, archive of scientific publications, publications check for plagiarism, electronic conferences, publication activity system, digital library;
2. Digital education - e-learning system, e-dean's office, e-admission, check of works for plagiarism, schedule, workload, professional development of personnel, education quality monitoring system;
3. Digital management of the university - e-document circulation, e-accounting, database of activity registers, register of regulatory framework, e-monitoring of all processes of the educational process, image and leadership, students presentation system, visualization and analytics of activity;
4. Digital infrastructure - virtual workplaces, use of BYOD technologies, IP telephony, distributed access, E-inventory, extranet level network, connection to edu roam [2].

In order to develop a strategy for a university's “digital campus”, it is necessary to understand its ideal components, and that is why, during the research, we asked the respondents the following question: “Please specify the key components of an ideal university's “digital campus”, and received the following answers: “1. A reliable learning management system (LMS); 2. Involvement of virtual classes; 3. Rich multimedia content; 4. Online library and research resources; 5. Personalized learning trajectories; 6. Tools and platforms for joint work; 7. Virtual student services; 8. Social involvement and community involvement; 9. Mobile-friendly and affordable design; 10. Data analytics and student support; 11. Operational work of departments related to the digital campus, aesthetic and technical component, comprehensibility and usefulness for each user; 12. Speed and efficiency of work and response, responsibility of all participants, modern technical equipment and software, digital competences of participants; 13. Digital marketing aimed at organizing interaction with educational and support staff, scientific and pedagogical workers, graduates, students, applicants using a range of digital communication channels; monitoring of changes regarding the formation of a positive image of the university; stimulating the creation of new digital communities and innovations; development of personalized advertising materials for target audiences”.

Analyzing the ideal components of the “digital campus” of the MSU university, it can be seen that their compliance is approximately 50% (according to the results of the experts' answers). The solutions available at MSU are rather fragmentary in nature of the digitalization of the university, which is why there is a problem of combining them into a single system of the “digital campus” and, accordingly, it should be supplemented with the missing components. That is why, in our research, we emphasized the analysis of challenges faced by all higher education institutions of Ukraine, and MSU in particular, when implementing the university's “digital campus” and development prospects.

So, regarding the challenges of the “digital campus” of MSU, the results of the research showed the following: “1. Technological infrastructure: creation of a reliable technological infrastructure to support the digital campus; 2. Access and communication: ensuring equal access and reliable communication for all participants in the educational process; 3. Learning and digital literacy: The transition to a digital campus requires equipping faculty, staff, and students with the necessary digital skills; 4. Development and adaptation of content: it is necessary to develop or adapt the content of courses in accordance with online submission methods; 5. Involvement of students and community building: maintaining the involvement of students and teachers, fostering a sense of community in the digital space; 6. Assessment and academic integrity: ensuring fair and secure assessment in the online environment; 7. Support services and well-being of students: offering comprehensive support services and care for the well-being of participants in the educational process within the digital environment; 8. Data security and confidentiality: protection of confidential data of participants in the educational process and ensuring confidentiality in the

“digital campus”; 9. Teacher encouragement and training: encouraging teachers and providing them with the necessary training and support to implement digital tools and learning strategies; 10. Financial costs: developing and maintaining a “digital campus” may imply financial costs; 11. Low level of media literacy, reluctance and unwillingness to accept new things; 12. Conducting a series of educational trainings for teachers and students on interactions in the digital campus, creating cases of work with each individual component of the digital campus”.

Also, we analyzed the prospects for development that open up to the HEIs in the formation of the “digital campus” of the university, namely: “1. Expanded access and reach: creating a digital campus will allow reaching a wider audience beyond traditional geographic boundaries; 2. Flexibility and Personalization: digital campuses offer flexibility in learning, allowing students to access educational resources at their own pace and convenience; 3. Improved collaboration and interaction: digital platforms and tools enable rich collaboration and interaction between students and faculty researchers; 4. Innovative teaching and learning methods: the digital campus opens up opportunities for innovative teaching and learning methods; 5. Lifelong learning and professional development: digital campuses provide opportunities for lifelong learning and continuous professional development; 6. Data-driven statistics and analytics: digital campuses generate vast amounts of data that can be used for analysis and improvement; 7. Collaboration and partnership: digital campuses can facilitate collaboration and partnership between universities around the world; 8. Cost optimization and sustainability: although creating a digital campus requires an initial investment, it can lead to long-term cost optimization and sustainability; 9. Continuous improvement and adaptability: digital campuses offer the advantage of continuous improvement and adaptability; 10. Global recognition and reputation: a well-implemented digital campus can increase a university's global recognition and reputation; 11. Overcoming territorial attachment for education acquirers; 12. Greater speed of information processing, creation of conditions for an individual approach to the participants of the educational process, easier work for employees due to saving time and own resources; 13. Competitiveness of higher education institutions on the national and international markets of educational services, inclusiveness of educational services, cost-effectiveness of the educational process, etc.”

4 Conclusion

Thus, it can be noted that the modern “digital campus” of the university carries positive features in the development of higher education in Ukraine and opens a new round of development with the expansion of educational boundaries of all participants in the educational process. Namely the “digital campus” of the university during the period of martial law is aimed at satisfying the educational community needs, ensuring the openness and transparency of the educational process, the transition to full electronic management of higher education institutions in the conditions of digitization of the higher education sphere.

From the point of view of further research, the question of involving all participants in the educational process in full electronic access to higher education services and quality education remains important.

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INTERNATIONAL LEGAL RESPONSIBILITY OF PUTIN AND THE AGGRESSOR RUSSIAN STATE FOR COMMITTED WAR CRIMES AGAINST HUMANITY, TERROR AND GENOCIDE AGAINST UKRAINE AND THE WORLD

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Abstract: In the article, the author traces the fates of individual dictators and analyses the norms of international law, laws of war, and national legislation, which should be applied to putin to stop his international terrorist activities and the wars he unleashed, to save the world from a "madman with a nuclear button". The history of the last hundred years shows that dictators' fates, like their characters, are very similar, and they usually end their lives tragically. Based on the analysis of the criminal activities of moscow aggressor state current political leadership, the author argues that the irreversibility of the punishment for war crimes, crimes against humanity, terror and genocide and that putin will inevitably appear before the Hague International Military Tribunal and will be justly sentenced to life imprisonment. On the basis of the analysis carried out and the given factual circumstances, the author ascertains the purposeful, deliberate, and systematic criminal activities of the current political leadership of the russian aggressor state against Ukraine and the civilized world, which are carried out in the form of war crimes, crimes against humanity, terror and genocide. It is stated that to effectively neutralize these international terrorists as soon as possible and to prevent further harmful and irreversible consequences of their criminal activities, the civilized world society should immediately apply against them the irreversibility of punishment, which is determined by the norms of both international and national law.

Keywords: rules of international law; national legislation; aggressor state; dictator; terror; war crimes; war criminal; international criminal court.

1 Introduction

Returning once again to the theme that evil must be punished (since unpunished evil breeds absolute evil, which imperial russia¹ is), we wonder what the criminal terrorist regime led by the war criminal putin has to do more in order the civilized world finally neutralize him (either economically, financially, politically, legally, or physically). Many today pose question: Did the bloody kremlin dictator really scare the whole world so much that everyone is afraid of him, except for one nation – the Ukrainian people, who, together with their partners, resist him heroically, saving civilization from destruction.

Today, putin's fascist terrorist regime is committing a new genocide against the Ukrainian people, deliberately launching systematic mass terrorist missile strikes on critical infrastructure to deprive the civilian population of heat, light, and water during the winter, which may lead to tragic consequences for millions of people. In the statement of the Verkhovna Rada of Ukraine dated December 1 of the last year regarding the energy terrorism of the russian federation, it is stated that "russia's methodical destruction of Ukraine's energy infrastructure is a continuation of the russian policy of genocide of the Ukrainian people" [7].

The Ukrainian Parliament emphasized that Ukraine is resisting the armed aggression of the Russian Federation, which began on February 19, 2014 and significantly intensified with a full-scale invasion on February 24, 2022, using ground forces, aviation, missile systems, methods that violate the laws and customs of war, that led to the destruction of Ukrainian cities and infrastructure, the mass, brutal, cynical killing of the civilian population, including children, the forced immigration of more than 14 million Ukrainians, the commission of about 35,000 war crimes and acts bearing the hallmarks of the genocide of the Ukrainian people. At the same time, the military-political leadership of the russian federation deliberately abuses its status as a permanent member of the UN Security Council, which is entrusted by the UN Charter implying the primary responsibility for maintaining international peace and security.

With unprecedented criminal actions, the moscow aggressor state cynically violates such fundamental international legal

documents as the Charter of the United Nations, the Universal Declaration of Human Rights, the Final Act of the Conference on Security and Cooperation in Europe dated August 1, 1975, the Convention on the Protection of Human Rights and Fundamental Freedoms, the International Convention on Combating the Financing of Terrorism, the International Convention on the Elimination of All Forms of Racial Discrimination, the Convention on the Prevention and Punishment of the Crime of Genocide, the Convention against Torture and Other Cruel, Inhuman or Degrading Treatment and Punishment, the Convention on the Laws and Customs of Land War, the Geneva Convention on the Treatment of Prisoners of War, the Declaration on the Inadmissibility of Intervention in the Domestic Affairs of States and the Protection of their Independence and Sovereignty dated 1965, the Declaration on the Inadmissibility of Intervention and Interference in the Internal Affairs of States dated 1981, the Declaration on the Enhancement of the Effectiveness of the Principle of Refraining from the Threat or Use of Force in International Relations dated 1987, the Memorandum on security assurances in connection with Ukraine's accession to the Treaty on the Non-Proliferation of Nuclear Weapons dated December 5, 1994 (The Budapest Memorandum) [33].

The crimes of genocide of Ukrainians are being repeated again, which was manifested in russia's systemic actions aimed at creating conditions designed for the gradual destruction of the Ukrainian people through the undermining of economic potential and security, manifested in the destruction of economic infrastructure objects (damage of granaries, obstruction of the sowing campaign, blockade of maritime trade routes, destruction of electrical and gas transport infrastructure, etc.) [34].

Putin's address to the federal assembly on February 21, 2023 did not articulate specific goals or intentions for the war in Ukraine, but instead reinforced several longstanding rhetorical lines in an attempt to buy putin more space and time for a protracted war. Putin said that russia launched a "special military operation" in Ukraine a year ago to protect people on "historic lands of Russia", to ensure russia's internal security, and to eliminate the threat posed by Ukraine's so called "neo-nazi" regime, which he says has existed since 2014 year, and to protect the population of Donbas [35].

At the same time, putin maliciously accused the collective West of arming Ukraine and placing bases and biolaboratories near the russian borders, thereby starting a war against russia, deliberately comparing the Armed Forces of Ukraine with various nazi divisions and thanked the russian armed forces for their efforts in fight against the nazi threat [35]. A large part of the speech was devoted to the alleged stability of the russian economic, social and cultural spheres, and putin made several recommendations for the development of the occupied territories of Ukraine [35]. Putin's speech, in particular, revived several long-standing russian information operations to justify the war and presented no change in russia's rhetorical positioning regarding the war. Putin could use this event to formulate new goals and means of achieving them, such as announcing another official wave of partial mobilization, redefining a "special military operation" as an official war, or taking additional steps to mobilize russia's defense industrial base (DIB) in more specific way. Instead, putin said very little in essence, likely in order to create the informational preconditions for a protracted war in Ukraine, without articulating specific time goals and presenting the war as existential for the russian population inside russia.

Putin's announcement to suspend russia's participation in the Strategic Offensive Reductions Treaty (SORT) attracted more attention than the relatively formulaic content of the rest of the speech. At the end of his speech, putin stated that the collective

¹ In the new Ukrainian spelling, it is customary to write the words "Russia" and "Putin" with a lowercase letter, thereby expressing contempt for the aggressor country and its leader

West used the SORT to inflict a strategic defeat on Russia, and that is why Russia is suspending its participation in the SORT, although Putin emphasized that the suspension is not a complete exit from the Treaty [35]. Putin called on the Ministry of Defense (MoD) of Russia and the Russian Atomic Energy Corporation "ROSATOM" to ensure readiness for nuclear weapons tests [34]. Perhaps Putin made this statement in order to re-introduce nuclear rhetoric into the news space and thereby distract attention from the general lack of substance in the rest of his speech. ISW previously reported on Russia's use of nuclear rhetoric as an informational operation to embarrass Ukraine and the West and to compensate for Russia's failures on the battlefield [12]. However, ISW continues to believe that Russia will not use nuclear weapons in Ukraine or against NATO.

Continuing the analysis of the criminal activities of the military-political leadership of the Russian terrorist state and Putin personally against Ukraine and the world, the war crimes committed by them against humanity, their terror and genocide of the Ukrainian nation, both in the past and in the present, special attention must be paid to the heroic resistance of the Ukrainian people.

US President Joe Biden, delivering a speech on January 21, 2023 in Warsaw on the eve of the anniversary of the beginning of Russia's great war against Ukraine, separately emphasized the resilience and indomitability of Ukrainians in the fight against Muscovites-Rashists: "We are committed to the people of Ukraine, Joe Biden noted, to democracy and its future. Ukraine is free, independent and sovereign, it declared independence more than 30 years ago, then there was the Orange Revolution, the Revolution of Dignity. The Heavenly Hundred died in the struggle for these values. For years, heroes and patriots of Ukraine fought for Donbas. It was an honor for me to visit Kyiv yesterday and see this self-sacrifice of the Ukrainian people. I stood next to President Zelenskyy. A year ago, the war began, the fall of Kyiv was expected – I just returned from Kyiv, and it is standing, Kyiv is standing and proud of it. The most important thing is that it is free. When Russia started its invasion, the whole world was put to the test of whether we would respond, join our allies and stand firm, or simply look away. I know the answer in a year – we answered, we were strong and united, the world did not look away. We face a fundamental question of commitment to fundamental principles – will we stand for the sovereignty of nations so that people can live freely, or will we stand for sovereignty and democracy. In a year, the answer is known – we did it. We are currently witnessing a turning point in history that will define the future for decades. This is true for us and for the people of the world. It is necessary to protect the eternal principles – the choice between hope and fear, between freedom and unfreedom, between limitations and opportunities. Opportunities appear when people are free. There is no sweeter word than freedom. There is no higher aspiration than freedom. This is what America was built on, you know that. Our children and grandchildren are raised on it. Freedom is something fought for through the ages. We are committed to being allies for peace. May God bless us, bless Ukrainian soldiers and all those who defend freedom around the world" [27].

2 Materials and Methods

Historical method, content analysis and the elements of political theory, as well as some provisions of international criminal law constituted methodological basis of the study.

3 Results and Discussion

American perception

For American children, "Ukrainian" is already the same as hero and role model, like Spider-Man, Captain America, Batman, etc. "I thought that nothing could surprise me anymore", volunteer Les Yakymchuk writes on his Facebook page. – "Just spoke with my colleague from the USA. So, recently, his children have been playing in "Ukrainians". Can you imagine? We have become a model of behavior for them, heroes whom they imitate in their children's games. On a par with Thor, Spider-Man, they have a

Ukrainian. Once again. In the USA. On the streets. Children play in "Ukrainians" who fight against bad Russians. So now, when you think that we are "only Ukrainians", remember this story. We are now doing the impossible. Every day, each of us. Even those who do not fight – we work, then when it "flies in", we volunteer, when we are already far beyond the limits of exhaustion, we dream and stubbornly pretend even when disappointing news comes from the front lines. So keep your pecker up! We still want to do festivals with you in Crimea. Glory to the Armed Forces of Ukraine!" [30].

Analyzing the historical parallels of the Ukrainian people struggle for their natural right to national sovereignty, freedom and independence, the researchers logically combine this process as an integral part of universal human values and a characteristic and integral feature of the national Ukrainian mentality. "Well, it's not surprising, notes Iryna Omelchenko, because both our Maidans had a great resonance in the world. Ukraine became a symbol of the struggle for freedom. The Russian-Ukrainian war further strengthened the heroic image of the Ukrainian. Once upon a time, after the Great French Revolution, the song "Marseillaise" became a kind of anthem of revolutionary movements of the most diverse orientation. Today, Ukraine and Ukrainian symbols have become an international symbol of the struggle for freedom. Flags of Ukraine are raised at protests in various countries. There are many videos of protest actions in Hong Kong, Venezuela, Chile and other countries, where demonstrators raised the Ukrainian flag precisely as a symbol of the struggle for freedom. Therefore, it is not surprising that children listen to the stories of adults and want to be like those distant, mysterious "Ukrainians", who are so admired by their parents and older friends. Because Ukrainians prove to the world that no matter how great the evil is, no matter how deep the darkness, it can be defeated in the name of Life, Goodness, Justice, and Love. Humanity, immersed in lies, cruelty, indifference, spiritual apathy, accustomed to submit and not to resist the growing evil, needed a driving spiritual force capable of awakening in people the best that was once given to them by the Creator. The spirit of free people – Ukrainians – could and did become such an inspiration. The spirit of Freedom and Victory is forged in the hearts of Ukrainians. And from the hearts of Ukrainians, there are waves all over the world that fill, cover it and force people to wake up and change their worldview. This means that the Ukrainian people are transforming the entire planet Earth with their Spirit", - sums up Iryna Omelchenko [36].

The formula of saving earthly civilization

History has confirmed more than once that when politics is done soullessly, trampling on moral human values, it brings grief and suffering to people in one country. When, in this way, great politics are made for the sake of billions of dollars in wealth, the satisfaction of one's own political ambitions – people's lives can be put to nothing in several neighboring states.

When the geopolitics of the powers that be enters the arena, want to redistribute the spheres of political influence, to establish a new world order at their discretion, to control over the natural resources of life support – world wars begin, a sea of human blood flows, hundreds of thousands, millions, tens of millions of human lives are sacrificed.

After the end of the First World War (1914-1918), in which almost 20 million soldiers and civilians died, 23 million soldiers and officers were wounded and maimed, some circles derived the formula for saving earthly civilization, which was made public in 1924. According to the authors of this formula, it should change the methods of waging war and eventually allow ending it completely. In particular, they rightly argued that "today, not thousands, but millions of people are saying: 'No to war!'" Humanity has realized the fact that one more great battle will be tantamount to its complete destruction, and a lot of people argue that it is better to let the ruler or the entire people who declared war will disappear, but civilization will survive [1].

However, the world did not listen. Two psychopathic personalities, Hitler and Stalin, entering into a secret conspiracy, started the Second World War (1939-1945), dividing sovereign Poland in September 1939. The war took the lives of more than 71 million people (military and civilians). In March 1946, British Prime Minister Winston Churchill gave a famous speech in the American state of Missouri, in which he warned future generations "about the danger of Russian aggression and tyranny". He drew the attention of the present to the fact that the Second World War could have been avoided. "There has never been a war in history that was more preventable than the one that has just devastated a huge area on our planet", – declared Churchill and he warned future generations not to repeat the mistake - we could not stop Hitler, but the Soviet Union must be stopped. The great politician Churchill emphasized: "... the Soviet Russia craves the fruits of war and the unlimited expansion of its power and ideology. From what I saw during the war in our Russian friends and associates, I conclude that they admire nothing more than force, and they respect nothing less than weakness, especially military weakness" [14].

Winston Churchill's words turned out to be prophetic. With a full-scale military invasion of Ukraine, Putin essentially unleashed the Third World War. The reasons for these wars are similar. Hitler's international policy of "pacification" (the Munich betrayal of the Czechoslovak Republic in 1938) led to the Second World War.

The constant "worries" and "concerns" of the West, in order to "not to anger and provoke Putin", after Russia's attack on Georgia in 2008 and the annexation of 20% of its territory, and later – the occupation of Crimea and parts of the Donetsk and Luhansk regions in 2014, ended in a full-scale military aggression of Russia against Ukraine – putting the world on the verge of the beginning of the Third World War. Today's psychopath Putin threatens the world with nuclear war to satisfy his political ambitions. At the press conference on December 9, 2022 in Kyrgyzstan, he stated that he allows the concept of a preventive nuclear strike to be included in the Russian military doctrine [9].

According to sociological research conducted at the end of April 2022, more than 83% of Russians support the war against Ukraine and approve of Putin's actions. Those interviewed declare that they feel such emotions as "pride", "joy", "inspiration", "respect", "trust", "hope" for Putin and the army (the same was in Hitler's Nazi Germany – *author's note*). According to a study conducted by Activegroup, 86.6% of Russians support a potential attack by Putin on the territory of states of the European Union [13]. In September 2022, Institute for the Study of War stated that the number of Russians who categorically support the war against Ukraine fell by 7% compared to March. However, at the beginning of September, still 76% of respondents approved of the war by Russian troops.

The majority of Russians believe that the war started by the Russian Federation in Ukraine should continue. This is evidenced by the data of a closed public opinion poll conducted at the Kremlin's request in the second half of October. The results of the research are given in the column of journalist Farida Rustamova. In particular, from the poll schedules for October 20, 2022, it follows that 68% of Russians believe that the war should continue and only 22% of respondents answered that it should be stopped. The same number – 68% – believe that the war should have been started and only 16% think that it should not be started. Most of those who support hostilities with Ukraine are respondents aged 45 and older [37].

The analysis of these sociological polls allows concluding that the results of repeated studies prove that Putin is a "collective Putin-killer", who is supported by almost 70% of the same rashists-murderers, who are to be neutralized together with the "bunker bloody dwarf".

The abovementioned is another confirmation of the correctness of the formula for saving civilization, how it was possible to prevent Putin's attempt to start the Third World War, which can turn into a nuclear war and lead to the destruction of civilization.

In order to prevent the possibility of the Third World War, to stop the further criminal military aggression of the Russian terrorist state against Ukraine, a number of American senators have re-submitted to the US Senate a resolution that recognizes Russia's actions in Ukraine as genocide against the people of Ukraine.

On December 7, 2022, the resolution recognizing Russia's actions as genocide was supported by the Committee on International Relations of the US Senate, and it is ready for a vote in the Senate [23]. The resolution was co-authored by Republican Senator James Risch of Idaho and Democratic Senator Ben Cardin of Maryland. In addition to them, the resolution was supported by 14 other senators from both parties. They introduced a similar resolution at the end of December last year, and once the new Senate begins work, the procedure involves resubmitting the resolutions. "One year has passed since the start of Putin's brutal and unjustified war against Ukraine, and it is becoming absolutely clear that Russia is committing genocide", said Senator James Risch. According to him, he "saw the atrocities with his own eyes" during a trip to Ukraine last June, and almost every day he "receives new reports about the inhumane actions of Russian soldiers against the innocent Ukrainian people". "It is time for the US government to call it what it is and to work with our allies to investigate and to bring to justice those responsible for this brutality", as it is said in the statement [19]. The senators also call on the United States, along with NATO and EU allies, to "support the government of Ukraine to prevent further acts of Russian genocide against the Ukrainian people". "We must continue to do everything possible to support the Ukrainian people in their struggle for survival", Risch added.

According to the lawmaker, this resolution, in particular, "supports tribunals and international criminal investigations to bring Russian political leaders and military personnel to justice for aggressive war, war crimes, crimes against humanity and genocide" [24]. We stand, fight and win, because together we are Ukraine, America, and the whole free world. President of Ukraine Volodymyr Zelenskyy emphasized this during his speech at a joint session of both houses of the US Congress on December 22, 2022.

"This is a battle not only for land, for one or another part of Europe. This is a battle not only for the life, freedom and safety of Ukrainians or any other people that Russia seeks to conquer. This is a battle for what kind of world our children and grandchildren and their children and grandchildren will live in. It will determine whether it will be a democracy - for Ukrainians and for Americans, for everyone. It is naive to expect steps towards peace from Russia, which likes to be a terrorist state. Russians are still poisoned by the Kremlin. Restoring the international legal order is our joint task. We need peace. Ukraine has already made relevant proposals, and I just discussed them with President Biden – our formula of peace. Ten points that can and must be implemented for the sake of our common security, guaranteed for decades to come and a summit that can be held. You can increase sanctions in such a way as to make Russia feel how destructive its aggression is. It is in your power to help us bring to justice all those who unleashed this unprovoked and illegal war. Let's do it! Let the terrorist state be responsible for terror and aggression and compensate for all the damage caused by the war", President of Ukraine Volodymyr Zelenskyy called for congressmen [29].

International legal opposition to military aggression and the irreversibility of punishing war criminals

On the basis of the analysis carried out and the given factual circumstances, we ascertain the purposeful, intentional, and systematic criminal activities of the current political leadership of the Russian aggressor state against Ukraine and the civilized World, which are carried out in the form of war crimes against humanity, terror, and genocide. In order to effectively neutralize these international terrorists as soon as possible and to localize the further harmful and irreversible consequences of their criminal activities – the civilized world public should

immediately apply against them the irreversibility of punishment, which is determined by the rules of both international and national law.

The US Vice President Kamala Harris rightly stated during her speech at the Munich Security Conference on February 18 this year: "In the case of Russia's aggression against Ukraine, we have studied the data, we know the legal standards, so there is no doubt - these are crimes against humanity. The United States officially made a statement that Russia committed crimes against humanity. I want to say to everyone who committed these crimes, to their leadership: you will be held accountable". According to her, the USA will support legal proceedings in Ukraine and international investigations on this matter. "Justice must prevail. We must declare this in the name of all victims, known and unknown," – Harris summarized [28].

The international legal responsibility of Putin and the Russian aggressor state for war crimes committed by them, genocide and terror against Ukraine and the world is inevitable and irreversible and is based on a number of both international and national legal acts, the provisions of which unquestionably confirm their illegal activities. In particular, in UN General Assembly Resolution 3314 dated December 14, 1974 "Definition of aggression" is interpreted as:

1. An invasion or attack by the armed forces of one state on the territory of another state or any military occupation, regardless of its temporary nature, resulting from such an invasion or attack, or any annexation of the territory of another state or part of it by force.
2. Bombardment by the armed forces of the state of the territory of another state or the use of any weapon by the state against the territory of another state.
3. Blockade of ports or coasts of a state by the armed forces of another state.
4. An attack by the armed forces of a state on the land, sea or air forces, or sea and air fleets of another state.
5. The sending by the state or on behalf of the state, of armed gangs, groups and regular forces or mercenaries who carry out acts of using armed force against another state, which are of such a serious nature that it is equivalent to the acts listed above, or its significant participation in them [6].

According to Article 17 of the Constitution of Ukraine, "The protection of the sovereignty and territorial integrity of Ukraine is the most important functions of the state, which concerns the entire Ukrainian people". Protection of the Motherland, independence and territorial integrity of Ukraine is a constitutional duty of Ukrainian citizens (Article 65 of the Constitution). According to Art. 36 of the Criminal Code of Ukraine, "Necessary defense is recognized as actions taken with the purpose of protecting the legally protected rights and interests of the person who is being defended or of another person, as well as public interests and the interests of the state from a socially dangerous encroachment by causing necessary and sufficient damage to the encroacher in this situation to immediately avert or stop the encroachment... Every person has the right to the necessary defense regardless of the possibility of avoiding a socially dangerous encroachment. The use of weapons or any other means or objects to defend against an attack by an armed person or an attack by a group of persons does not exceed the limits of necessary defense and does not result in criminal liability, regardless of the severity of the harm caused to the aggressor".

The Criminal Code of Ukraine also provides for the concept of "extreme necessity", which consists in the fact that "... it is not a crime to cause harm to law-protected interests in a state of extreme necessity, i.e., to eliminate a danger that directly threatens a person or the rights of this person or other persons protected by law, as well as public interests or the interests of the state, if this danger in the given situation could not be eliminated by other means..." At the same time, it should be considered that Osama bin Laden, unlike Putin, was not the president of the state

and represented a much smaller threat to the world than Putin with nuclear weapons.

Leaders of Western countries should take into account the mentioned facts, conclusions, and lessons of history in relations with Russia, which should be isolated from the civilized world (like the North Korea), as a maniacally mentally ill aggressor-terrorist state led by the psychopathic dictator Putin. For the sake of saving civilization, Putin and the fascist regime he created in Russia must be harshly condemned by the world community, and Putin must be neutralized, like Osama bin Laden, or in another way that does not threaten the lives of innocent people, if he does not stop the terrorist war in Syria and Ukraine, will not release the occupied Donbas and Crimea and will not voluntarily surrender to international justice.

In the situation that has arisen in connection with Russia's military aggression against Ukraine, in accordance with the rules of international law, the laws of war, and the national legislation of Ukraine, the neutralization of Putin will be legitimate, lawful and legal, as carried out in a state of necessary defense and extreme necessity, by analogy with the neutralization of Osama bin Laden (whose destruction is justified from the point of view of international law and the right to self-defense) [17].

Every citizen of Ukraine has not only the right, but also the constitutional duty to destroy the aggressor who encroached on the Motherland, its independence and territorial integrity. At the same time, the leaders of the states of the anti-Moscow alliance in the "Ramstein group" should, in our opinion and deep conviction, in the nearest future sign the Treaty on the establishment of a military-political alliance with Ukraine (legally form an anti-Putin military coalition) and define a strategic goal, which, in our opinion, should include:

- Full and unconditional surrender of the Russian Federation (by analogy with the surrender of Nazi Germany in May 1945);
- Undertaking commitments to provide Ukraine with the necessary military, technical, material, medical, financial, and other assistance;
- The immediate provision of weapons to Ukraine, which will ensure the complete defeat of Russian troops this year, that will deprive the Moscow terrorist dictator of the opportunity to wage a "protracted war" against Ukraine for several years "to the point of exhaustion";
- Liberation of the occupied territories and restoration of the territorial integrity of Ukraine within the borders of 1991 recognized by the UN;
- Full compensation to Ukraine for damages caused by Russian aggression;
- Exclusion of the Russian Federation from the UN;
- Establishment of a prohibition on the Russian Federation from possessing nuclear weapons and other weapons of mass destruction, introducing, at the first stage, strict permanent NATO control over their storage in order to prevent further use.

The act of capitulation must be signed by representatives of the Russian authorities (who have not committed crimes of aggression against Ukraine) without the participation of Putin (who must be neutralized at the time of signing), Ukraine as the state of Victory, and the leaders of the "anti-Putin coalition" states.

At the same time, it is worth listening to the proposal of the President of Poland, Andrzej Duda, who believes that it would be good to sign Russia's capitulation in Pereyaslav. During his visit to Latvia, he said that he gave such advice to the President of Ukraine, Volodymyr Zelenskyy.

"Considering our history, the way our paths once diverged, I am begging you, when you defeat Russia, when the Russians crawl on their knees to beg for peace, take them to Pereyaslav. Let them sign peace with you there. Let them cross out with this all the years of Russian and Soviet influence and slavery from the tsarist times", Duda recounted the conversation with Zelenskyy [26].

On February 20 of this year, US President Joe Biden came to Kyiv. He met with the President of Ukraine Volodymyr Zelenskyy. They discussed further US support. President Biden said that “a year ago the world was preparing for the possible fall of Kyiv. A year has passed, and Kyiv is standing, Ukraine is standing, so is democracy. America stands steadfastly with you, and the whole world is helping you, - he emphasized. This is the biggest land war in Europe in three quarters of a century, and you are winning. Despite other opinions and predictions, you win and keep doing it! From the moment I received the intelligence reports almost a year ago, the focus has been on how we can gather the entire world. How to fulfill the promise I gave you (to Volodymyr Zelenskyy - *the author*) to gather the whole world in support of Ukraine? How to ensure your success? How to make the whole world react? Then the American people decided that they would help, that such aggression was a threat to all of us. We built a coalition on different sides of the Atlantic and Pacific oceans”. Biden emphasized that Putin wanted the West to be divided. He expected that the West would not be able to ensure the unity of NATO member states and the unity of states in helping Ukraine. He emphasized that a year later we have evidence of the opposite. You remind us that freedom has no price! It is priceless! It is worth fighting for it as much as it takes! That's how long we will stay with you! – Biden stressed [5].

The arrest warrant for Putin in frames of international justice

The international legal responsibility of Putin and the Russian aggressor state for their war crimes against humanity, genocide, and terror against Ukraine and the world is inevitable and irreversible. Therefore, the announcement of the press service of the International Criminal Court (ICC) in The Hague about the issuance of warrants for the arrest of the president of the Russian Federation, Vladimir Putin, and the Commissioner for Children's Rights, Maria Lvova-Belova, on March 17, 2023, was undoubtedly a natural triumph of justice and top news. They are justifiably accused of illegally deporting civilians and children from the territory of Ukraine to Russia.

“The president of the Russian Federation, Putin, is most likely responsible for the war crime of illegal deportation of the population (children) and illegal transfer of the population (children) from the occupied territories of Ukraine to Russia (according to Articles 8(2)(a)(vii) and 8(2)(b)(viii) of the Rome Statute, there are reasonable grounds to believe that Putin bears individual criminal responsibility for the above-mentioned crimes - through direct participation, acting in concert with others, or through the failure to exercise proper control over civilian and military subordinates, who committed acts or allowed them to be committed”, the press service of the Court said in a statement [19]. From now, according to the Rome Statute of the ICC, the president of the Russian Federation, Putin, has the official procedural status of a suspect and is responsible for the commission of a war crime against humanity - the illegal deportation of the population (children) and the illegal transfer of the population (children) from the occupied regions of Ukraine to the Russian Federation, which caused harm to Ukrainian children, - it is noted in the message of the ICC. According to Art. 7 of the Statute, deportation or forcible transfer of the population is a crime against humanity. This means that outside of Russia, Putin, despite his special immunity for heads of state, must be arrested and transferred to the ICC (Article 59 of the Statute). In addition, Art. 27 of the Rome Statute of the ICC provides for the inadmissibility of referring to the official position of the person against whom an arrest warrant has been issued:

1. This Charter applies equally to all persons without any distinction based on position. In particular, the official position of the head of state or government, a member of the government or parliament, an elected representative or a public official does not in any case exempt a person from criminal liability according to this Statute and is not, in itself, a reason for mitigating the punishment.

2. Immunities or special procedural rules that may be associated with a person's position under national or international law should not prevent the Court from exercising its jurisdiction over such a person [11].

“I note that the hearing of the case at the ICC is possible only in the presence of the accused. Absentee consideration of the case is not allowed (Article 63: “The accused must be present at the trial”)

The ICC's jurisdiction is limited to the most serious crimes that are of concern to the entire international community. According to the Rome Statute, the Court has jurisdiction over the following crimes: a) the crime of genocide; b) crimes against humanity; c) war crimes; d) crime of aggression. ICC spokesman Fadi El Abdallah said that the Court has the right to investigate such cases, because the Ukrainian authorities sent a request with materials to conduct this investigation. “And this made it possible to investigate this case. The investigation has started. Our prosecutor has started an investigation, and today we announced that there are grounds to issue an arrest warrant for Putin and Belova for the illegal deportation of children from Ukraine to the Russian Federation”, said El Abdallah.

According to him, 123 states recognize the legitimacy of the International Criminal Court. The Russian Federation is not among them. But this decision gives more rights to Ukraine, which recognizes the decision of the International Court of Justice, than to Russia. Therefore, in the legal sphere, Ukraine can now operate with this decision, explained the spokesman of the International Criminal Court - because in its relations with countries that recognize the court's decision, Ukraine can operate on this decision. Ukraine can demand the arrest of Putin and Lvova-Belova on the territory of those states that recognize the decision of the International Criminal Court, as soon as they appear there, El Abdallah added.

“We cannot hold hearings in the absence of a person, so until he is arrested, we cannot hold court sessions in absentia. So we will seek to resolve this case through cooperation with other countries that recognize our decisions”, said the ICC spokesman [31].

It should be remembered that during Russia's full-scale military aggression against Ukraine (as of March 21), 464 children died, 935 were injured, 386 are considered missing, 16,226 were deported. Beast-like fascists inhumanly raped dozens of minors and minor girls.

Prosecutor General of Ukraine Andriy Kostin noted that the deportation of more than 16,000 children from Donetsk, Luhansk, Kharkiv, and Kherson regions was recorded in the proceedings in which the Prosecutor General's Office provides procedural guidance. But the real figure can be much higher. There is no doubt that this is a planned policy of the Russian Federation aimed at destroying Ukraine as a state and Ukrainians as a nation. By stealing our children, Russia is literally stealing our future, - Kostin noted. According to him, Putin, who is suspected of illegally moving Ukrainian children, until the moment of his arrest as the head of a terrorist state, will be afraid to travel outside of Russia because of the possibility that he will be extradited by the International Criminal Court.

“This (the decision of the ICC - *authors*) means that every politician who considers himself civilized and who looks to the future should think twice before dealing with the Russian helmsman or his henchmen, let alone shake hands or sit down at the table of negotiations. This is a clear signal to the whole world that the Russian regime is criminal, and the criminals must be stopped, isolated and brought to justice”, the head of the OGP is convinced. In his opinion, today's decision of the International Criminal Court is only “a prologue to the history of bringing to full responsibility both Putin and his henchmen, and all those involved in the commission of war crimes, crimes against humanity, genocide, and the crime of aggression on Ukrainian soil” [8].

President Zelenskyy welcomed the decision of the International Criminal Court (ICC) to issue an arrest warrant for Russian president Putin. "Today we have a significant decision of international justice. In a case in which there is a real prospect. The International Criminal Court issued an arrest warrant for Putin. A historic decision, from which historical responsibility will begin. The head of the terrorist state and another Russian official have officially become suspects in a war crime. The deportation of Ukrainian children means the illegal transfer of thousands of our children to the territory of a terrorist state", he said in his video address.

According to Zelenskyy, it would be impossible to do this without the order of the highest leader of the terrorist state. "Separating children from their families, depriving them of any opportunity to contact their relatives, hiding children on the territory of Russia, scattering them in remote regions - all this is an obvious state policy of Russia, state decisions and state evil, which begins precisely with the first official of this state", the president emphasized [32].

The civilized world supports the decision of the ICC in the Hague, which issued a warrant for the arrest of Russian president Putin. In particular, US President Joe Biden said that the ICC's decision to issue an arrest warrant for Russian president Putin is justified, CNN writes. "I think it's justified", Biden said. In his opinion, the court's decision is a "very strong argument". The US president also noted that Putin "clearly committed war crimes" [2].

The United States has no doubt that Russia's actions in its war of aggression against Ukraine can be considered war crimes and advocates the prosecution of everyone involved. This is stated in the statement of the spokeswoman of the National Security Council of the White House, Adrienne Watson, in the context of the International Criminal Court (ICC) warrant for Putin's arrest, reports Ukrinform. "There is no doubt that Russia is committing war crimes and atrocities in Ukraine, and we have clearly stated that those responsible must be brought to justice", the statement emphasized. At the same time, it is noted that the prosecutor of the ICC is an independent person and makes his own court decisions based on the evidence available to him. "We support bringing to justice those who have committed war crimes", the White House document notes [22].

The Ministers of Justice of Germany and the Great Britain said that they will have to answer for war crimes on the territory of Ukraine. German Justice Minister Marko Buschmann spoke favorably of the International Criminal Court's decision to issue an arrest warrant for Russian president Putin for war crimes in Ukraine, the German Bild reports.

"Whoever, like Putin, started a bloody war must answer for it in court. The best solution would be if the indictment is transferred to the International Criminal Court. The arrest warrant issued now for war crimes is an important signal of determination", Buschmann said [16]. According to him, it is also important to continue to think about other models of how to implement consistent criminal prosecution, for example, with the help of a special tribunal to prosecute the crime of aggression.

The Deputy Prime Minister, Minister of Justice of Great Britain Dominic Raab assured that the state will assist the International Criminal Court in its investigations to bring to justice those guilty of war crimes in Ukraine. In a comment to the British media, Raab suggested that the investigation into Russia's war crimes would take a long time, but the same was said about Yugoslavia and Rwanda, "and many of those responsible ended up on the dock". "I think it will be very difficult for Putin to travel the world in the short term, because many countries are members of the International Criminal Court and have an obligation to arrest him", the British minister emphasized [20]. In his opinion, for the International Criminal Court, currently, the support of the work of the member states is important - primarily forensic, investigative, and technical, "and this is exactly what we are doing in London, with our colleagues and partners".

EU High Representative Josep Borrell believes that the precedent of bringing Putin to justice will start a whole series of criminal cases against those representatives of the military and political leadership of Russia who are guilty of crimes committed in Ukraine. In particular, he mentioned the illegal deportation of Ukrainian children to the territory of Russia. Borrell also emphasized that Putin will bear individual responsibility for all crimes related to the Russian Federation's full-scale aggression in Ukraine [25].

The Minister of Foreign Affairs of Latvia, Edgars Rinkevics, wrote on his page on Twitter that he approves the decision of the ICC to issue a warrant for the arrest of "Mr. Putin". The head of the relevant ministry emphasized that there should be no impunity for those who violate international law.

The Prime Minister of Estonia, Kaja Kallas, said that with the decision of the International Criminal Court to arrest the president of the Russian Federation, the world became one step closer to the day of judgment. The head of the Estonian government called the warrant for Putin's arrest a "historical signal" that all the atrocities committed by the Russian armed forces in Ukraine were the result of criminal actions by the military and political leadership of the aggressor state. "We remind you that no one is safe, not even heads of state. The Russian regime will be held accountable", Kallas wrote on her Twitter page [18].

The head of the Ministry of Foreign Affairs of the Netherlands, Wopke Hoekstra, said that he would do everything possible to ensure that the Court could safely and independently carry out this difficult task (investigating crimes related to the full-scale Russian-Ukrainian war).

Aware of the inevitability of responsibility for the unprovoked full-scale military aggression against Ukraine and the crimes against humanity committed, the head of the Kremlin once again resorted to nuclear blackmail. As reported by Ukrayinski Novyny, on March 25, Russian dictator Vladimir Putin announced the deployment of tactical nuclear weapons in Belarus and the imminent completion of the construction of a storage facility for them [10]. It should be noted that the statements of the military and political leadership of the Russian terrorist state regarding the placement of tactical nuclear weapons on the territory of Belarus are yet another provocation. In particular, this was informed in a reasoned manner in the statement of the Ministry of Foreign Affairs of Ukraine.

The statement says that such intentions cause concern. "Russia declares them under the conditions of continuation of its unprovoked aggressive war against Ukraine. Despite the terrible crimes against humanity and war crimes with which the Kremlin accompanies this war of aggression against a sovereign state, Russia demonstrates its inability to win on the battlefield", the message reads.

The Ministry of Foreign Affairs also added that Ukraine appeals to Belarusian society to prevent the realization of criminal intentions regarding the placement of nuclear weapons on the territory of Belarus. "We appeal to the states of the Group of Seven and the European Union to warn the Belarusian authorities about the far-reaching consequences for Belarus if it agrees to accept tactical nuclear weapons from Russia on its territory", the statement said.

It is rightly noted that Ukraine expects effective actions to counter the nuclear blackmail of the Kremlin by the Great Britain, China, the USA, and France, in particular as permanent members of the UN Security Council. "Ukraine calls on all members of the world community to prove to the criminal Putin regime the categorical unacceptability of its next nuclear provocations and to take decisive measures to effectively deter and prevent any possibility of the aggressor state's use of nuclear weapons" [26].

The European Union considers the Kremlin's statements about its intention to deploy nuclear weapons on the territory of

Belarus as an irresponsible attempt to escalate tensions and declares its readiness to apply new economic sanctions in response to increased threats to European security. Russian dictator Vladimir Putin is trying to intimidate countries that support Ukraine by announcing the deployment of nuclear weapons in Belarus.

The civilized world condemns the cynical, anti-human, and illegal actions of the president of the terrorist state of the Russian Federation Putin, realizing that he is a war criminal and the organizer of mass murders, kidnappings, rapes of children and the civilian population of Ukraine, for which he should be arrested as soon as possible and suffer a fair punishment.

The conducted analysis of the criminal activities of the tyrants-dictators of the past and present tyrannical military-political leadership of the Russian terrorist state and Putin personally against Ukraine and the world, the war crimes committed by them against humanity, terror and genocide of the Ukrainian nation, both in the past and in the present, provides the basis to assert that the indestructible spirit of the Ukrainian nation in its pursuit of freedom and will, the heroic resistance of the Ukrainian people in the struggle for independence and a national independent state have always been and remain the basis and guarantor of our Victory over the Muscovites-invaders, which we, together with our partners, will certainly achieve in daily victorious battles against Moscow tyranny.

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STYLE PARADIGM OF THE INSTRUMENTAL ETUDE GENRE

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Abstract: The article is devoted to the study of the genre and style paradigm of the etude for various instruments. The material includes opuses by J.F. Mazas (for violin), etudes for cymbals of the Shunda system, P. Jeanjean (for clarinet), Debussy, Bortkevich (for piano), and a number of modern etudes for wind instruments. Research methodology includes comparative and systemic approaches, performance analysis (identification of text components such as texture, rhythm, stroke, articulation, etc.). The genre is interpreted as an onto-semantic and communicative-interpretive system. The scientific novelty consists in formulating a stylistic paradigm of the etude genre for various instruments. The historical divergence of the presented examples of the genre (from the 18th to the 21st century) made it possible to mark the constant parity of the technical and artistic side (or didactic and artistic parameters); formulate signs of "blurring of boundaries" (erasing of the separation between academic and non-academic music, loss of relevance of dividing the etude repertoire for various instruments into methodical and artistic), which is characteristic of etudes of the late 20th and early 21st centuries. Research allowed revealing that in modern performing arts, the final transition of etudes from the status of musical material, which is practiced alone during closed rehearsals, to the status of concert works, which is demonstrated to the public, took place. It was concluded that virtuosity, which is the basis of performing art in etudes of various stylistic orientations, can present its high quality, which is a constant feature of the genre, that overcomes the boundaries of historical times and styles.

Keywords: genre in music; instrumental genres; etude genre for wind instruments; etude in creativity for cymbals; composer's work; interpretation; stylistic program.

1 Introduction

If even to imagine the virtual space of the etude genre, the list of examples in the history of music will be too long - Rode and Chopin, Liszt and Czerny, Paganini and Kosenko. In the musical genre paradigm, the etude is associated precisely with the technical side of performance - in most cases, it is a mandatory, useful and important part (along with scales and exercises) for work on step-by-step mastery of the technology of playing the instrument and the development of virtuosity of performers. That is, the etude genre occupies an undeniably significant place among instructional material (performance schools, individual collections, etc.). But at the same time, many examples of this genre are known, the flowering of which is marked by the era of romanticism, when composers interpreted it as a concert, artistic work, sometimes even with a hidden or existing program nature. The established theoretical and methodical classifications of etudes include: instructive/instructive-technical (internal classification - "exercise", "pure"), characteristic, and artistic varieties. Moreover, sometimes the boundary between etude and a play, etude and a concert work is almost invisible. Indeed, the parity of the technical and artistic sides is the basis of the successful development of the performer's musical abilities and the actual interpretation (interpretive concept) as the highest mastery of musical material. Unveiling the artistic content of the performed music is impossible without a strong technical base, which must be developed from the beginning of learning to play the instrument and playing abilities should be maintained throughout the entire creative journey. At the same time, it is important not only to refer to the exercises, but also to have etudes for various types of technique in the repertoire. At the same time, the researchers believe that "...the semantic "slice" of the genre, its vertical projection is similar to a hierarchical ladder, the top of which cannot be reached without passing individual steps. Moreover, each of them has requirements of an increasingly higher level of complexity - from the acquisition of elementary playing skills to the mastery of performer analysis tools. In the horizontal plane, the set of instructional etudes resembles a system of expanding circles, where new tasks that arise can be dealt with only on the basis of competently solved, but included previous ones. Thus, the didactic potential of this

genre turns out to be essentially inexhaustible, which makes it possible to successfully refer to its examples at all stages of a musician's professional development" [10, p. 265]. In the context of the proposed topic, analyzing examples of etudes by representatives of various compositional and national schools, we will make an attempt to:

- Understand the stability and mobility of certain genre features;
- Determine the vector of the development of the genre during the 18th–21st centuries;
- Formulate a stylistic paradigm of the genre.

2 Literature Review

Etude as a genre is a rather studied phenomenon against the background of art history. Conceptual principles are analyzed, in particular, in the studies by V. Gromchenko [11], who in his 2020 monograph systematizes technological exercises and etudes for wind instruments solos. More common are studies addressing the issues of individual instruments. For example, the instructional etude for the piano is carefully considered by the team of authors I. Ivanova, M. Chernyavska, and O. Pupina [10]. The study includes an analysis of various classifications of etudes for the piano, their functionality; recommendations are provided for mastering various types of technique, etc. Etudes op. 15 of Serhii Bortkevich (Feldmann, 1971 [6]; Cherednychenko, 2008 [9]) were covered in scientific literature. In particular, the German musicologist Ria Feldmann considers this piece an innovation in the composer's work. The scientist explains her opinion not only by the purely etude nature of the opus, but also by its dedication to teacher, the outstanding German pianist and pedagogue Alfred Reisenauer¹. This is how this collection appears in R. Feldmann's assessment: "The fact that the influence of Liszt is clearly felt in Etudes No. 1 and 6 is not surprising, since Reisenauer was a student of Liszt. In contrast, numbers 3 and 9 are reminiscent of Chopin. <...> It is also necessary to point out No. 4 in 7/8 meter and the descending melody *con morbidezza*. Of all the plays of this opus, only No. 8 is especially mentioned in "Memoirs" <...>. At the same time, in the case of this etude, today it is difficult to understand why it was so highly appreciated at that time" [6, c.176].

In the field of other instruments, we highlight the following studies: Eric Fassbender [5] addresses etudes for low wind instruments, P. Chinen [4] covers the problems of virtuosity in etudes for oboe from the point of view of impressionistic tendencies, William Ford [7] analyzes the processes of skill development in jazz music-making on wind instruments with the help of instructional exercises; the study of S. Ghahremani [8] and the methodological collection of etudes by Joseph David Johnson [11] are devoted to the comprehensive development of technical abilities; the study of Kallie Rogers [13] considers the modern concepts of etudes for the flute.

However, research that would systematize the directions of development of this genre in the system of musical creativity of various national schools is gaining relevance.

3 Method

The material of the research is etudes written in the 19th and 20th centuries, which present the concept of actualization of the artistic etude itself. Therefore, among the main methods, the systematic method is singled out, because first of all it is directed to the study of the foundations of the existence of any genre in music through the unity of the ontological-communicative-interpretive nature [12; 14]. Also, comparative analysis is involved, which allows comparing different examples of the genre, stylistic method, that is aimed at describing a complete

¹ It was not by chance that S. Bortkevich called A. Reisenauer a "pianistic genius" and a "technician by nature". In his "Memoirs", the Ukrainian artist wrote that he "plays" with difficulties, does not need many hours of training, because everything comes to him by itself (Bortkevich, 1971 [4]).

speech system within a certain style, and performance analysis, which allows distinguishing the mechanisms of style and genre formation.

4 Results and Discussion

Further exposition of the topic presents the composition of certain ideas concentrated in works for various instruments, united by the genre name "etude". Written at different times, these works represent the stages of the genre's transformation: from purely instructive to a concert-virtuoso piece, thus combining didactic and artistic resources.

Limits of technique and imagination in the collection of Caprices for solo violin by Jacques Fereol Mazas. It will be about a collection of etudes by one of the best artists in the field of violin compositional performance - the outstanding French composer, violinist, conductor, and teacher Jacques Fereol Mazas (1782-1849). First of all, his two collections of special and brilliant violin etudes represent a unique opportunity to improve a wide range of techniques for playing the violin, a collection of means of mastering various types of technique. Secondly, both collections not only represent an instructional resource, but also are beautiful virtuoso concert pieces that can become a decoration of the repertoire. Let us consider both angles.

Instructional and didactic resource. The great value of J. Mazas's etudes is that they are created for almost all types of technique. Strokes are divided into four groups (extensive, marked, jumping, and mixed and coloristic). Long strokes include *detache* (Nos. 4, 5, 6, 17, 21), *son file*, *legato* (Nos. 8, 13, 17, 18, 19, 24, 27, 31, 32, 40, 48, 54), *portato* (18), *bariolage* (37); marked ones include *martele* (No. 10, 11, 23, 36, 47), "hard" *staccato* (No. 3), *Viotti stroke* (No. 43), *dashed strokes* (9, 33, 53, 56); *jumping ones - spiccato* (Nos. 29, 41), *sautille* (Nos. 16, 28, 39, 45), *staccato volant* (Nos. 23, 34, 47), *ricochet* (*saltato* — 37, 46), *tremolo*. Mixed strokes can combine techniques from the same or different groups. In particular, Nos. 1, 7, 27, 31, 35, 38 – on *vibrato*; 18 etudes develop a touch of *portato*, Nos. 2, 3, 12, 25 are focused on mastering the *marcato* (fr. *Marcato* – underlined). Mazas also paid great attention to *accentuation* (highlighting of a certain note or part in a measure) in etudes Nos. 23, 42, 49, 50, 53; features of playing *sforzando*, *sforzato* (from the It. *sforzare* - to strain) - in Nos. 23, 44, 47, 49, 50, 52, 53. Technically concentrated are Nos. 42, 45 (*tremolo*), 14, 55 (*trill*), 15, 24, 46 (*mordent etudes*), 41 (*forschlagn*), 30, 57 (*pizzicato*), 57 (*flageolet*), 19, 32, 54, 56 (movement of the fingers of the left hand, which is important for a violinist), #№ 7, 20 are dedicated to changing positions, 21, 22 – changing strings, 51 – the ability to pause. Nos. 26, 33, 37, 40, 43, 47, 53 are etudes for combined strokes.

Necessary conditions for achieving successful results in working with etudes on strokes are: correspondence of the musically expressive meaning of a particular stroke to the nature of the piece being performed, the quality of its sound, rhythmic accuracy, coordination of the movement of both hands, the expediency of the distribution of the bow and the smoothness of the movement of the bow when alternating strings, varied attack, free change of positions, "uttering" melodies with *vibrato*, finger clarity, etc. It is difficult to overestimate the importance of strokes in violin performance, since the correct use of various bow methods, thanks to the tangible and controlled use of muscles, and understanding of the properties of the reed, determine the sound culture of the violinist. But it is also important to understand that strokes in the playing of bowed instruments are generally an artistic phenomenon, since their technical (movement-sound) form directly affects the musical content. Just as it is difficult to understand the true meaning of human speech, pronunciation without articulation and shades of speech intonation, so melodic thought is inseparable from the peculiarities of intonation on an instrument. Thus, the artistic function of strokes is revealed as an articulatory phenomenon, and vice versa.

Artistic resource. Mazas' caprices attract not only with the ease of execution, ease of perception, stylistically combine lightness,

simplicity, and elegance. Namely the stroke culture proves that Mazas's etudes represent an intermediate link between exercises and works of artistic and concert significance. Studying etudes, as well as working on exercises, promotes fluency with the instrument and improves performance skills, as well as prepares the technique that allows overcoming any obstacles encountered in artistic works. In almost all cases, etudes should be more difficult than the pieces and concertos a violinist is learning. Mastering the most complex techniques on an etude creates a technical reserve and allows free using of it during the performance of any work. Violin etudes can be divided into so-called training and artistic ones. In the training etudes, the same type of texture prevails, using mainly one technical technique (*flying staccato*, *spiccato*, *satie*, *trill*, *arpeggio*, *double notes*, a certain type of position change, etc.). Artistic etudes contain a greater number of different techniques and are much more diverse in terms of texture and rhythm. Both types of etudes are necessary for performance practice. In the student's individual plan, they should be consistently and evenly presented. At first, the etudes are studied slowly, paying attention to the exact reproduction of the author's markings, and then the learners gradually move to the desired tempo. Sometimes, for the correct execution of a particular stroke, it is necessary to take the fastest possible pace, at which the excess of movements of one or another hand will be clear. At the right tempo, an etude can be played when it is comfortably and confidently performed at a slow or fastest tempo. The basic, most characteristic for the development of a particular technical skill, etudes must be learned by heart. This helps to master the necessary motor sensations well and then to automate them, creating a comfortable self-confidence for the performer that will be useful to him on stage. When working on sketches, it is beneficial to use different options of application and directions of strokes. For this, mainly training exercises are suitable, built on uniform durations of sounds or on one rhythmic figure, while it is desirable to simplify the pattern of the episode as much as possible. They move on to variants only when the tempo, phrasing, sound and technical aspects of the main text are well mastered and the etude is performed freely by heart.

It should be especially noted that, in addition to tasks of a technical nature, these etudes were created according to the classical schemes of the composer's thought, where the process of mastering expressive phrasing is based on the formation of artistic skills, namely, the division of the melody into syntactic units (periods, phrases, motives, climaxes, nuances, rhythms, pace, character, mood). So, the sketches of J. Mazas are a brilliant tome capable of solving artistic tasks at any level of performance, and more than that, they are not only perceived as exercises, but are worth a big scene.

An important aspect of the etude genre for various instruments is its relation to the nature of the instrument for which it is written. This is clearly manifested in the etudes for such an instrument as the cymbals of Shunda system.

Etude in cymbal work, as an expression of the organological nature of the instrument. The genre cymbal system is currently quite complex and is represented by a variety of genre forms: from miniature to concert, from small form to cyclical, from a piece for solo cymbals to a piece accompanied by an orchestra, from instructional to concert repertoire. But along with this, there is a genre of etude, which, despite its alleged organic nature in the work of performers on Shunda system cymbals, is rather little studied by researchers of cymbal art and is not relevant for composers' creativity. The main questions are as follows:

- What is the naturalness of the etude genre for cymbal performance, and why has this genre not become a favorite for composers?
- In the work of which representatives of national schools was the etude genre represented, in what period of formation of the performing cymbal school were they created?
- And the main question - what is it, a cymbal etude?

The history of the etude genre in cymbal performance has its own specificity and is not identical to other instrumental performance schools. It is known that the development of schooling and performance on Shunda cymbals was initiated in Hungary, where in the last quarter of the 19th century, the Pest master Josef Shunda designed and began manufacturing this type of cymbal-like instrument (some researchers call this instrument namely by his name). And precisely in the work of the Hungarian cymbal composers Allaga Geza and Dezi Erdeli at the beginning of the 20th century, in the homeland of concert cymbals, we find the actualization of this genre during the period of formation and flowering of cymbal professionalism.

Both Hungarian representatives of cymbal art created Schools of playing concert cymbals in several volumes, in which, of course, with different methodical directions, a system of scales and exercises is proposed, and etudes occupy a significant part. In these schools, most etudes are provided as instructional material aimed at mastering various cymbal techniques and approaches: percussion, tremolo, pizzicato, arpeggio, arpeggio, scale-like movement, interval technique, etc. But there are also individual samples, which the authors define in the notes as concert etudes, with a developed form, with contrasting images, that in some cases made it possible for the performers to give program names such as "Storm", "Memory", etc. This division of Allaga Geza's and Dezi Erdeli's etudes into instructional and concert ones is, in our opinion, quite arbitrary and mostly depends on school traditions, performance skills and personal preferences of teachers and performers. In practice, the etudes presented in these two Hungarian schools of playing (especially the etudes of Allaga Geza) are often performed by cymbalists of different national schools in concert and competition programs precisely as original works for solo cymbals, which once again emphasizes their interesting and valuable artistic content, Hungarian composers' feeling and their ability to lay down the nature of cymbal performance in sheet music.

So, the nature of cymbal performance is usually born from the nature of the instrument itself. Characteristic features of cymbal performance are virtuosity, polytimbrality, percussive nature of sound creation and, of course, improvisation. Indeed, these positions are characteristic of cymbal stylistics, they are in different proportions (individual components or their various combinations) are laid down at the basis of the musical material of the etudes of Allaga Geza and Desi Erdeli. And, in our opinion, these same signs of cymbal performance, such as virtuosity and improvisation, which are characteristic of many genres of folk instrumental art (folklore tradition) can explain the absence or small number of cymbal etudes in the later years of the development of world cymbal art. Here we meet a permanent feature of cymbal performance, when the genre of etudes is intuitively replaced by folk-instrumental genres. Thus, in the 20th century, a number of collections and schools of playing were published in Moldova, most of which offered a system of scales and exercises, exercises-etudes for certain types of technique and individual samples of folk recordings. In Romania, even in the academic environment, along with examples of world art, the tradition of playing folk-instrumental genres on cymbals is cultivated.

Meanwhile, with regard to the current state of development of the etude genre in Ukraine in particular, there was no School of Playing written for cymbals of the Shunda system, and this remains a promising open question for many Ukrainian artists. In the last quarter of the 20th century, D. Popichuk published a number of collections for students of music schools (currently art schools) and students of music schools (currently art specialty colleges), in which we find individual samples of etudes written either by the composer himself or by colleagues in the cymbal shop, or by some composers who already used cymbals in their work. We attribute all these examples of the genre precisely to the instructional material, as they are insignificant in form and mostly aimed at the development of some kind of cymbal technique. In recent years, the etude genre in Ukraine has been replenished with new examples thanks to the publication of author's collections by Pyotr Yosypchuk, one

of which provides his system of scales and instructive etudes arranged according to the principle of complication.

Separately, among the already mentioned etudes, there is only one example of the concert genre – the Concert Etude in Memory of Olena Kostenko, created by her student, contemporary composer and cymbalist Viktor Dmytrenko. From the moment of its writing until today, it is one of the works performed not only by Kharkiv cymbalists, but also by representatives of other regional schools. The presence of only one concert sample for cymbals emphasizes the perspective of the etude genre for Ukrainian compositional creativity. Moreover, the path from instructiveness to concert performance in general is characteristic of almost all instrumental options, which is presented below on the example of the collection of the French musician of the turn of the 19th and 20th centuries - Jeanjean.

Jeanjean's clarinet etudes: the path from instructiveness to concert performance. The collection of etudes of the famous teacher of the Paris Conservatory is interesting for its variety of approaches to the technique of playing the clarinet. But the general paradigm of the collection is that the etudes are built according to the principle of small works of art. That is, in each of them, there is a diverse material, several conditional sections, frequent changes in tempo, quantitative caesuras and changes in dynamic nuances; each of the etudes requires special attention from the performer and implies an individual interpretation.

The didactic resource of the collection consists in the fact that most of the etudes are presented in the inconvenient keys for the clarinet (4, 5, 6 flats and sharps). Technically, many etudes are dedicated to working out the legato stroke on the clarinet, which is a very important point in the technique of playing the instrument, but many teachers leave this point out of sight, because it is generally believed that only strokes with tongue attack are difficult to perform on the clarinet. The execution of the legato stroke also requires attention, especially in slow cantilena phrases, in which there are wide intervals and transitions with changes of registers (No. 1, No. 15). Etude No. 3 is designed to train breath holding, perhaps even permanent breathing. A lot of attention in the etudes is paid to rhythmic difficulties. Some exercises help to learn the technique of jazz syncopation, the material contains a huge number of rhythmic combinations and groupings. The performer must practice an instant reaction to rhythmic changes: for example, a triple rhythm can be laid out in different durations, and then suddenly change to a duo or a grouping of 5, 7, 9 notes (Nos. 2, 4, 6, 15). Some etudes are written in the inconvenient, hard-to-perceive measures, or with their frequent changes (No. 5 — measures 5/8 and 7/4, built on a whole-tone scale; No. 12).

Since it is known that on the clarinet there are certain fingering difficulties with the use of valves controlled by the little fingers of the hands, many exercises are devoted to these movements. In contrast to the exercises traditional for clarinetists, built on scales and arpeggios of the usual major and minor, the author sets the performer the task of mastering the uncomfortable fingering of chromatic intervals, both in slow and fast tempos. In addition, a lot of material involves working on the technique of the forefinger of the left hand (sounds of G-sharp and A of the first octave in combinations with others). There are etudes aimed at the performer's mastery of chord playing, as it happens in jazz playing technique (for example, Etude No. 2 contains arpeggios and inversions of diminished or altered chords of 5th, 9th, or 13th steps).

One of the main performing "problems" on the clarinet from the emergence of the instrument until the end of the 20th century was the staccato stroke, because the prevailing opinion was that staccato on the clarinet can be realized only with a single attack of the tongue (due to the design of the mouthpiece and reed: they are too large and take up a lot of space in the performance embouchure of the brass, unlike the oboe and bassoon, whose reeds are small, while the flute generally has a different sound production method). But in the late 20th century, clarinetists began to learn the technique of double staccato, as it is done on

other wind instruments. The author of the etudes foresees the possibility of a double attack on the clarinet and presents several fragments for practicing this technique (etude No. 6).

The artistic resource of Jeanjean's collection of etudes is related to the French tradition of presenting any technical material as a complete plastic image. Therefore, all the etudes in the collection are not only material for the development of technique - they are independent works that have aesthetic value and artistic images. In particular, let us point to an interesting example - etude No. 17, in which there is a vivid paradigm of cadence. The material contains virtuosic passages, grace notes and melismas, which implies the thinking of performance in the spirit of classical cadences.

In addition, it is important to note that each etude contains many instructions for the nature of the performance, the author calculated all the subtleties in the mood changes of the musical material (as it is typical of French composers in general), and the performer must sensitively react to these changes and follow all the instructions of the author. At the end of the collection, there are extracts of virtuosic solos by famous French clarinetists: Jeanjean, Delma, Spork, Gato, Evon and Nivo. The presented material demonstrates the evolution of modern music-making, presented by outstanding soloists.

The actual dominance of the artistic resource of genre etudes for various instruments will be emphasized in the following descriptions.

Texture programs "Douze Etudes" for piano by C. Debussy in the aspect of the author's stylistic interpretation of the genre. The cycle "Douze Etudes", written in 1915 and dedicated to the memory of F. Chopin, besides its undoubted technical and artistic significance, presents the sound innovation of the composer, which is important for understanding his piano style and is his kind of textbook.

Based on the analysis of the etudes, it can be assumed that the main component of the style is a new Debussy type (types) of piano texture. It is based on a synthesis of the linear treatment of harmony, which comes from F. Chopin, with special attention to the phonic quality of the textured vertical. This is the main innovative principle of texture and piano technique in Douze Etudes. Their programming is primarily textural, which is connected, firstly, with the specificity of the etude genre, and secondly, with the composer's desire to show the role and meaning of piano textural-harmonic formulas under the conditions of a mixed modal-tonal language system.

Although C. Debussy himself attributed "Etudes" to the category of pure music, the aesthetic ideal for the composer was arabesque. The principle of "controlled improvisation" can be added to this. The French researcher of Debussy's work J. Baraquet understands this term as a paradoxical one: "The paradox is that nothing improvisational remains in this improvisation; <...> over time, Debussy composed less and less by instrument" [1, p. 159].

Debussy always focused on the instrument and the performer, understanding that the sought-after sound quality largely depends on the ease of presentation of the material. As an innovator in the field of piano texture and an excellent pianist, C. Debussy deliberately avoids in the "Etudes" the traditional techniques of exposition typical of the romantic etude technique with its harmonious terrace-like passage, scales and arpeggios, octaves. Debussy also avoids the principles of multi-factorial "plot" (F. Liszt) and mono-factorial preset (F. Chopin), applying these polar qualities of piano etude in synthesis.

From the point of view of the combination of technical and artistic (compositional) ideas, it is interesting that Debussy thinks of some etudes (in particular, the first six etudes) as a "cycle within a cycle". The first side is the careful decoration of the details, as they are intended for the finger technique of the pianist, which is expressed by the composer in the performance instructions, as well as in the strict logic of the textured

processes through which the compositional form is built in the "Etudes". The second side is their lack of reliance on program associations. This does not mean that the etudes do not contain figurative programs-subtitles, moreover, genre origins can be found behind each type of textural formulas. In "Etudes", they are intentionally static. The composer is guided by the typical techniques of instructional etudes, exposing the unity of technique and meaning in them. The "musical graphic" of the arabesque gives life to this meaning, and is the starting point for controlled improvisation. The only area where there are no author's instructions to the artist is fingering. In the preface to "Etudes", Debussy speaks only of it, urging the pianist to be creative: "Let us look for our fingering!"

An even greater artistic resource of Debussy's "Etudes" is revealed in the fact that they unfold a wide panorama of stylistic allusions. The composer's piano style, his sound innovation, presented in the "Etudes" in a "pure" and even outwardly schematized, "formulaic" form, indicate the perspective of this cycle from the point of view of its role in the development of 20th century pianism. This is still polystylistics, not as a technical technique, but as a manifestation of the tendency to expand the thinking and emotional space of the work with the help of certain stylistic associations, implemented, like genre associations, primarily through texture.

Actually, precisely in the textured programs of etudes two leading principles operate and are intricately intertwined - the instructive one with its logic "from simple to more complex" (Gradus ad Parnassum) and the intramusical artistic one (the logic of "stylistic switches"), which corresponds to the search for an impressionistic image of the piano by C. Debussy. Instructive logic was also reflected in the carefully selected layout of the etudes. In particular, if to compare the "rough" and "clean" (in the Duran edition of 1916) numbering options, they generally almost correspond to each other. The only exceptions are the etudes "Pour les cinq doigts" ("For five fingers"), "Pour les Sixtes" ("For sixths"), and "Pour les Sonorités opposées" ("For the opposite of sonority"), the numbers of which are not indicated, as well as the etudes "Pour les notes répétées" ("For repeated notes") and "Pour les Arpeggios composés" ("For complex arpeggios"), which have the same ordinal number ten, and the etude "Pour les accords" ("For chords"), which stands in the rough version under the number four. Other etudes - "Pour les huit doigts" ("For eight fingers"), "Pour les Octaves" ("For octaves"), "Pour les Quartes" ("For quarts"), "Pour les degrés chromatiques" ("For chromatic sequences"), "Pour les Tierces" ("For thirds") and "Pour les agréments" ("For decorations") - in the draft and the final version have the same numbering.

Expanding the textural and stylistic space of "Etudes" to the maximum, but remaining within the framework of his creative method, C. Debussy demonstrates a new type of etude piano technique, in which graphic sound recording and image-semantic associativeness are combined. A real synthesis of two main forms of the piano etude texture, which historically gravitated to instructional-didactic and artistic-concert (poem) principles, is formed. Debussy's "Etudes" have both, which there is their not yet fully revealed significance for understanding the tendencies of the author's piano style. This style is presented in a concentrated form in texture programs No. 1, 4, 8, and 12. For example, in Etude No. 1, the direction of the texture movement can be determined as a return of the texture to the original linearity. Texture contrasts are smoothed here. The "Chernievsky" version of the presentation alternates with Chopin's (Movement) in fortissimo sound. In the construction of the form, the influence of the French school is felt here. It is about the presence of a kind of refrain, which constantly returns a scale-like progression of five notes. A harpsichord rondo of the Couperin-Daquin type here seems to shine through other genre-textural episodes. Interpreting the texture as an indicator of etude-pianist style, Debussy demonstrates in this number a special type of textured program - stylistic.

In Etude No. 8, there is clearly expressed stylistic polyphony. The composer consciously operates in three styles:

- The technique of a single motif and its program-textural modifications (Debussy's own style);
- The Chopin manner of a piano sheet music, which includes "heterophonic counterpoints" and layering of textures;
- The manner of the harpsichord style of F. Couperin and L. Daquin, most clearly shown in the episodes related to the modification of the C major refrain.

Along with this, in the Eighth Etude, which at first glance is extremely "motley" in texture, Debussy uses the technique of through-textural development, veiling the transitions from one type of presentation to another. This technique can already be detected in the introduction, where the initial figure from the thirty-second in the right hand part, shown four times, changes its textural image: first it is a harmonic figuration (v. 1), then – a mixed melodic-harmonic figure (v. 3), finally, – "straightened" melodic scale-like (5-6 tt.). The textured predjoms (the term of G. Ignatchenko) are here designed to prepare a Stretto, where this rhythmic figure is presented cadentially, in a light scale-like figuration by sextoles, rolling across the keyboard in a range of four octaves. Similarly, the Rubato section (*poco scherzando*) is prepared, based on the fore-strokes, which provided for the arpeggiated verticals of the cadential part of the previous section (the right-hand part, three bars before the Rubato). A special role in the creation of the overall textural dynamics of the Eighth Etude is played by the "Couperenian" figure in the refrain, which also occurs in advance - one measure before the beginning of the refrain itself (*poco animando*). In the three bars that follow the stretto and the preceding *Poco animando*, Debussy resorts to an almost direct stylization of Chopin's figural overlay: the heterophonic octave duplications contain the octave-duplicated "motive-call" partially "obscured" by them, which in general is rarely cross-linked within the piano texture in Debussy.

Summarizing the stylistic perspective of the study of the selected cycle of etudes of the French composer, we note a significant strengthening of the artistic resource of the etude genre itself, which continues the tradition of romantic compositions by N. Paganini, F. Chopin, F. Liszt, and other artists, whose etudes are almost anthologies of romantic artistic images, clusters of ideas, emotions, impressions. The works of the Ukrainian composer Serhii Bortkevych from the turn of the 19th to the first half of the 20th century belong to this type of etudes.

Etudes for piano by Serhii Bortkevych as an anthology of concert style. The etude genre in the work of the Ukrainian composer S. Bortkevych can be classified as one of the most popular, and it is no coincidence that it is part of many collections of the author's plays. Ten etudes op. 15 (1911) and Twelve etudes-novels op. 29 (1924) is a veritable anthology of concert style, combining style brilliant and all'fresco with inspired lyricism.

S. Bortkevych interprets the etude as a characteristic play or a poetic sketch using a diverse palette of technical techniques. Taking into account the mentioned criteria and the similarity of the piano technique, the etudes can be combined into several groups. For example, the first group consists of lyrical and poetic sketches. They are represented by etudes No. 1, F-dur, No. 3, B-dur, No. 9, fis-moll. What they have in common is the transparency of the textured pattern, the nocturne type of accompaniment, the predominance of *p*, only in the culminating bursts colored by short-lived *f*, figurative movement, fast tempo, which does not exclude the individualization of pianistic techniques and appearance of each. The second group is distinguished by the dominance of mourning and dramatic imagery. This is facilitated by the abundance of melodic-harmonic and textural-rhythmic means. Etudes No. 2, es-moll, and No. 6, gis-moll, can be attributed to the second group. They are characterized by a slow tempo, a dotted rhythm, a chord texture, and a rehearsed pulsation. There are large-scale climactic zones using maximum volume - *sf* and *fff*, a *marcatissimo* touch. The third group is marked by the sublime imagery of love recognition and contrasts with lyrics condensed in color. Etudes No. 4, A major, and No. 8, Des major, form a kind of dialogue pair. The fourth group embodies the scherzo sphere, which is reflected in the brilliant lights of the spiky

stylistics of Etude No. 5, As major, and the clumsy danceability of Etude No. 7, Cs major. The last Etude No. 10, E-moll, occupies a special place in Op. 15, revealing the final function. This is confirmed by: the brightness of large technique, the general mood of the music - *Presto furioso*, the predominance of loud dynamics, numerous *sf*, accents, syncopations. This complex represents the concert style in all its glory, as if drawing a portrait of the brilliant virtuoso Alfred Reisenauer in the sounds.

*Twelve etudes op. 29 (1924) dedicated to Hugo van Dalen*². Bortkevych presents this cycle in the form of bright program pieces using various pianistic techniques. They are a series of portrait sketches of traditional female types, literary characters, lyrical and genre heroes, in which one can see an appeal to the experience of both harpsichordists and R. Schumann, C. Debussy, and more broadly - impressionism. Here are the names of the plays: *Blonde* (No. 1), *Redhead* (No. 2), *Brunette* (No. 3), *Philosopher* (No. 4), *Poet* (No. 5), *Hero* (No. 6), *Mysterious Stranger* (No. 7), *Juggler* (No. 8), *He Who Loves by the Moonlight* (No. 9), *Don Quixote* (No. 10), *Hamlet* (No. 11), *Falstaff* (No. 12).

According to R. Feldmann, in op. 29, thanks to the titles, the features of the romantic play are preserved to a greater extent than in op. 15. "The sliding chromatics of the "mysterious stranger" and the moonlight shimmer of the thirty-second in No. 9, - writes the musicologist, - stand alone with their charming uncertainty in comparison with the colorful paintings, where Don Quixote strangely reveals a similarity with Strauss's Thiel Uhlenpiegel" [6, p. 178].

Most of the plays are laconic, mono-like, mono-stylistic, although the choice of texture and its changes are always dictated by the artistic task. More extensive and polysyllabic *Poet*, *Mysterious Stranger*, *He Who Loves by Moonlight*, *Hamlet* serve as a confirmation. Judging by the names of the numbers of op. 29, a symmetrical composition is built, in which three common and fixed in artistic practice female images at the beginning of the opus correspond to three equally typified literary heroes, thanks to which a framing frame is emerging.

The first six etudes form the first notebook (Heft I) op. 29, with further consecutive numbering. Compared with Etudes op. 15, in them, the specific weight of the left hand is increased, the playing of double notes, octaves, jumps in the chord structure, flipping hands through octaves, finger bead technique and various combinations of arpeggios are more widely used. The exception is Etude No. 5, F-flat major, which is written for the left hand. The title *Poet* corresponds to the calm pace of *Andante*, the singing of the melodic line with expressive delays. In general, the composer remains faithful to the lyrical and scherzo spheres, complemented by heroic and dramatic motifs. In the next series of etudes (Nos. 7-12; Heft II), the virtuosity acquires a real scope, concert imposingness, reviving the best traditions of brilliant pianism of the 19th century. The picturesqueness of the etudes *Don Quixote* (No. 10, C-dur), *Hamlet* (No. 11, es-moll), *Falstaff* (No. 12, D-dur) puts these works on a par with transcendental etudes of the highest performing skill of F. Liszt.

At the end of the overview of the development of the etude for almost three centuries of the existence of the genre, we will outline the new trends in the genre of the etude for wind instruments.

The main trend in the etudes of the 21st century in brass music art is going beyond academic music making. This is due to the emergence of the need to train wind performers not only for professional realization in the academic field (classical orchestras, ensembles, groups), but it is equally important for a

² This Dutch pianist, who improved his skills in the class of F. Busoni, not only taught for some time together with S. Bortkevych at the Klindworth-Scharwenka Conservatory (Konservatorium der Musik Klindworth-Scharwenka), but also performed many works of the Ukrainian artist. He premiered S. Bortkevych's First Piano Concerto

modern musician to have the skills to perform non-academic music - for example, jazz, funk, ethnic music, or folklore. At the same time, in the non-academic field of music making, the requirements for indicators of professionalism are becoming higher. The above-mentioned processes contribute to the disappearance of boundaries between academic and non-academic principles of music making. Teaching manuals and collections of etudes for wind instruments, which have appeared in the last 30 years, demonstrate the crossing of academic music with non-academic music, while the non-academic one is gradually "academicized" (professional courses on mastering the technique of jazz, rock, electronic music, or ethnic and folk music increasingly more appear in higher music educational institutions around the world).

Focusing attention on the artistic component can be considered another important trend in the development of etudes for wind instruments. Etudes of the 21st century are aimed not only at the development of finger or embouchure technique, but in terms of form, structure, phrasing, and concept, modern etudes can function as separate works of art. They can be performed as concert numbers, have an artistic and semantic load, and are aimed at communication with the listening audience. After all, for quite a long time, etudes for wind instruments had the reputation of material of a purely educational nature, were intended for "draft" work on performance technique and were not presented to the general public.

Let us turn to specific examples. Thus, in William Kincaid and Claire Pauline's three-volume work, "The Art and Practice of Modern Flute Technique" (Volumes 1–3), the level progresses evenly from beginner to advanced. The first volume begins with a brief history of the flute, listing important flutists such as Frederick the Great and Johann Joachim Quantz, flute families, and images of Oriental flutes from Kincaid's personal collection. From the beginning of the book, the authors include duets for the student and the teacher. The first volume includes scale exercises, warm-ups, breathing exercises, traditional songs and pieces with piano accompaniment by Jean-Baptiste Lully and H. Rohlig. The second volume begins immediately by expanding the tessitura through the use of traditional and folk melodies. It makes extensive use of duets, trios, and quartets, and has an entire lesson devoted to ensemble work with musical examples and written information. Technical exercises include learning of language, rhythm, tremolo, and daily learning patterns that include major and minor scales. The craft of musicianship is taught through a section on lyric solos and selected etudes that focus on embouchure style and flexibility. In addition, this volume covers such excerpts as Vincent Persichetti's *Serenade No. 10 for Flute and Harp* and Franz Schubert's *Rosamund Overture*. The volume concludes with an exam that tests the student's ability to play scales, use articulation, perform a memorized solo, and read unfamiliar musical text. The third and final volume of "The Art and Practice of Modern Flute Technique" can be seen as an advanced method that completes the student's flute foundation. The one hundred and thirty-three page manual begins with an acknowledgment of the student's dedication to the art of playing the flute through understanding scales (in all major and minor keys), long notes (in every register), learning dexterity and reading from a sheet. The range has been expanded again, now including G# of the third to C of the fourth octave. A variety of etudes and excerpts, both orchestral and solo, are placed throughout the methodical collection to demonstrate various techniques. As for ornamentation, this volume also includes detailed written instructions, as well as musical examples for teaching trills, grace notes, mordents, gruppettos, appoggios, and cadences. The collection is rich in duets and trios for instruments in the treble clef of C and solos accompanied by piano. With an emphasis on playing in an ensemble, the technique takes the student to an advanced level. According to the early volumes, the method culminates in a three-part student examination. The first part covers all major and minor scales in various articulations, the second part is an exploration of sheet reading, articulation, dynamics and speed, and the final part is two concert solos. The

first one is "Minuet" by Johann Sebastian Bach, and the second is Linicke's concerto.

In the field of flute performance, Wil Offermans, a Dutch flutist-composer with a holistic approach to modern flute pedagogy, deserves attention. While studying his artistic activity, Kallie Rogers [13] examines the pedagogical ideas of Offermans and comes to the conclusion that the teaching philosophy of Offermans is based on four main pedagogical themes that are repeated in his methodological practice: the use of the latest performance techniques, interculturalism, improvisation and body movement. Rogers emphasizes the breadth of Offermans' pedagogical techniques and considers his concept to be holistic, that is, integral, all-encompassing.

Gilles Silvestrini's etudes for oboe are in demand due to their virtuosic nature and the successful combination of practicing technical difficulties for advanced oboists with the possibility of using this material as unaccompanied program works in a solo concert setting. The most famous of these works is "Six Etudes for Solo Oboe" (1985 – reedited 1997), which is a set of concert etudes, each inspired by and named after a specific French Impressionist painting. P. Chinen (2019 [4]) points out that this collection is one of the most brilliantly written solo oboe pieces in the instrument's repertoire and illustrates various aspects of oboe performance technique.

The use of the latest techniques in etude repertoire for the bassoon first began in Bruno Bartolozzi's 1967 book "New Sounds for Woodwind" and was continued by Pascal Gallois and Jamie Leigh Sampson. Eric Fassbender considers Eugène Botz's *Graphismes* to be one of the most important collections of etudes for bassoon devoted to contemporary performance techniques. Stephanie Willow Patterson's "An Introduction to Contemporary Music for Bassoon" is also a valuable resource for introducing students to the performance and notation of the latest bassoon techniques (Fassbender, 2017 [5]).

For the horn, the modern etude repertoire consists of such educational aids as: "Development Exercises and Etudes for Horn Composition", author John Barrows; "Etudes for Horn, Vol. 1 & 2 Composition" by Paul Basler; "Twelve Preludes for Unaccompanied Horn" by Yehezkel Braun. All mentioned collections of etudes can be useful both for educational purposes and for concert and performance purposes. Joseph Johnson (Johnson, 2012 [11]) emphasizes the difficulty of performing these etudes, the presence of a wide range of horn playing techniques, such as: flexible transitions between registers, endurance, finger dexterity, breath control, legato playing, glissando techniques, as well as lip and valve trills. Many of the etudes in the featured collections are rhythmically complex, for example Basler often makes use of unusual time signatures such as 5/8 and 7/8, as well as mixed meter.

In the pedagogical repertoire of the trumpet, an important place is occupied by the collection "Modern Etudes for Solo Trumpet" by Cameron Pierce. This is a unique set of jazz etudes for the modern trumpeter, containing new compositions for solo trumpet, as well as new melodies based on the popular "Heads". In addition, the proposed etudes combine a variety of stylistic elements, ranging from the very early stages of jazz to the latest harmonic and intervallic concepts. Allan Colin's "Contemporary Etudes for Trumpet" is a significant contribution to the modern etude repertoire of the trumpet. The collection of etudes is aimed at developing the trumpeter's playing music skills, such as avant-garde playing techniques (such as sound splitting, various lip trills and vibrato techniques), improvisation, and the use of a stochastic approach to performance.

Modern trends are also manifested in methodical developments for the trombone. Over the last 10 years, the trombone etude repertoire has expanded with many interesting projects. One of such projects is the Bordogni Jazz Project — an arrangement of eight Bordogni vocalizations using harmonic and rhythmic elements of jazz music making, as well as new original etudes composed on the basis of reharmonization of original Bordogni etude melodies. This material aims to provide a comprehensive

yet accessible resource for trombonists and educators including the stylistic nuances, performance practices, and cultural origins associated with the jazz idiom. William Ford believes that such material should be used as a resource for classically trained trombonists to familiarize themselves with jazz playing and performance practices, because in modern music there are increasingly cases where performers are expected to master musical material that is outside the “classical” repertoire. By studying this material, trombonists will eventually be able to take advantage of a wider range of musical possibilities in many genres (Ford, 2021 [7]).

5 Conclusion

Thus, after conducting the analysis of examples of the etude genre, created by representatives of various stylistic directions, compositional and national schools and in the time period from the 18th to the 21st century, we come to the following conclusions.

From the point of view of the stability of genre features, these are technical varieties (which differ for different instruments), the connection with the organological nature of the instrument, and mostly – the executive initiative of creating this genre (especially at the beginning of its development). Examples are the opuses of Mazas, Jeanjean. Let us also pay attention to the fact that in the cymbal composer's work, etudes also appeared precisely from performers and teachers (V. Krechun, D. Popichuk, T. Baran, P. Yosypchuk), although there are few examples of instructive ones in the work of professional composers in the 20th century (A. Haydenko).

Mobile signs are always the stylistic constants of creativity, which influence precisely the artistic potential of opuses. In particular, even a small review of quite a few etudes for such an instrument as cymbals (if compared with other representatives of musical organology) proves the following: although most of them were defined by composers as “etude”, that is, a genre of instructional direction, a technical exercise for performers, there are several variants of the “concert etude” that were defined in this way by the authors themselves or received such a status in performing practice (Allaga Geza, Desi Erdeli, V. Dmytrenko, etc.).

Denoting the vector of the development of the genre during the 18th–21st centuries, it is worth noting a certain dynamic: from the dominance of instructiveness (studies by Mazas, Jeanjean, 18th and 19th centuries), through the parity of didactic poetry (studies-caprices by N. Paganini, F. Chopin, F. Liszt) to the actualization of the artistic component in the 20-21st century. Actually, the etudes specially selected for analysis within the proposed study combine didactic and artistic components, and sometimes their stylistic program is a significant component of the composer's general style. This concerns the selected cycle of “Etudes” by C. Debussy. Being a piano opus indicative of the composer's artistic method, and, even more so, a work written in the late period of creativity, “Etudes” embody a retrospective projection of his aesthetic and compositional-technological views on the earlier traditions of the harpsichord and piano and of J.S. Bach, the French school (F. Couperin) to the tendencies of romantic pianism (F. Chopin, F. Liszt) and Art Nouveau of French art at the turn of the centuries. Genre-style combinatorics, vividly presented in “Etudes”, is the main distinguishing feature of their textured programs. For the performer understanding of the texture of Debussy's “Etudes”, a clear idea of its form-creating role is necessary – namely it presides over form-making. The “living breath” of the texture in Debussy's “Etudes” dynamizes the prototypes of geometric shapes and the “sculptural sculpting” of material contrapuntally opposite for the effect of depth. Light, transparent, linear, airy, floating textural extension is the main thing in the technique of the composer's sound sheet. Etudes by Debussy are a kind of textbook addressed to performers who want to master the “secrets” of this writing.

As for the general stylistic paradigm of the genre, summarizing in particular the available research material on Debussy's

“Etudes”, it can be stated that in the context of the history of the genre, they reflect the transition of technology to poetry (from didactics to art), in a certain sense representing a peculiar peak of development of this trend in the history of world musical art.

From this point of view, it is interesting that, for example, S. Bortkevich does not repeat the experience of his great predecessors in the etude genre, but only expands the possibilities opened by them, continuing the tradition of Chopin and Liszt's etudes. If to expand the connections with the romantic tradition, then in the works of the Ukrainian master, one can feel the inheritance of R. Schuman's principles. An organic combination of tradition and an individual approach, diverse artistic content, and a wide palette of pianistic techniques determine the worthy place of Bortkevich's concert etudes among the best examples of this genre.

A brief description of the modern etude repertoire for wind instruments at the end of the 20th and the beginning of the 21st century made it possible to identify certain patterns: while the traditional established function of etudes for wind instruments consisted mostly of presenting practical educational material, today etudes are independent artistic works that have already gained parity on the concert stage next to works for solo instruments. This trend, in our opinion, correlates with the fact of the disclosure of wind instruments as solo instruments, according to V. Gromchenko, “on a new turn of history” [1, p. 253].

Thus, to summarize, the following important positions should be noted in relation to such “blurring of boundaries”:

1. Etudes of the late 20th and early 21st centuries are characterized by the blurring of the distinction between academic and non-academic music;
2. The division of the etude repertoire for various instruments into technical (methodical) and artistic ones has lost its relevance;
3. In modern performing arts, the final transition of etudes from the status of musical material, practiced alone during closed rehearsals, to the status of concert pieces, which are shown to the public, took place. Virtuosity, which is the basis of performing art, precisely in etudes of different stylistic orientations, can present its high quality, which is a constant feature of the genre, that overcomes the boundaries of historical times and styles.

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Primary Paper Section: A

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INTERPRETIVE INNOVATIONS OF THE OPERA IMAGE IN THE CREATIVE DIALOGUE M. CALLAS - L. VISCONTI

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Abstract: In the article, on the example of the performing arts of Maria Callas, it is shown that the so-called personification of the musical images of the opera, their visualization and their transition from the world of "pure music" to the stage space occurs through the phenomenon of combining melody and poetic text. It is logical to assume that such a change in the "proposed circumstances" in the opera in relation to the drama entails a transformation or, at least, an adjustment in the mechanism for bringing the actor's imagination to the state necessary for stage creativity. The research presents a singer-actor as part of the operatic text.

Keywords: Image; opera art; psychological theatre; performing interpretation; musical intonation; personal performing thesaurus; image of a reflective personality.

1 Introduction

The opera theater today remains the center of world musical culture, which in many respects is explained by the director's discoveries, new staged versions of classical opera works [2-3]. However, to this day, the importance of those principles of "psychological theater" that were formed on the basis of the system of K. Stanislavsky, determined systematic approaches to the artistic tasks of musical theater and opera art, remains. The definition of those artistic acting tasks that were envisaged by K. Stanislavsky and V. Nemirovich-Danchenko makes it possible to single out the tempo-rhythm and synthesis of all elements of the technological and semantic figurative-role solution as a necessary factor in vocal-performing interpretation, as well as to single out several basic provisions that acquire significance of the performing semantic basis for creating an opera image, and, consequently, interpretive opera intonation [11].

First of all, the main task of the singer-artist of an opera production is to find the right musical, vocal, and stage means in his artistic palette that would allow him to fully embody himself in the character he creates, to express the author's idea for which this character was created, to designate his semantic load [7].

Secondly, in the interpretation of the opera part, the score and libretto become creative primary sources; libretto - as a score of physical actions, proposed circumstances, stage positions and tasks of all actors, time and place of what is happening, literary text - a word that needs to be mastered as an instrument of artistic influence; the score is like a kind of musical-thematic libretto, in which the artist-singer finds the intonational plot of his own image and the main musical-figurative intentions of the created role.

Thirdly, referring to the creative method of F. Chaliapin, one can come to the conclusion that the vocal performance concept created by Chaliapin had a significant semantic potential, and not only fully embraced the dramatic possibilities of the role he played, but also anticipated, directed the interaction of the main psychological planes of the opera action [15].

Since the "psychological theatre" was generated by a new understanding of the meaning of the director's profession, it can be said that Chaliapin was a harbinger of a new directorial operatic vocal-performing intonation.

The significance of the performer's personal thesaurus as the basis of operatic vocal intonation is convincingly revealed by the example of the work of Maria Callas, the Primadonna assoluta [5] of the 20th century, who during her lifetime became a legend, which the enthusiastic Italian public called "Divine". Maria Callas possessed not only an outstanding voice of a large

range, excellent vocal technique and rare musicality, but she was a great tragic actress of the last century.

Thanks to the great gift of tragedy, Callas was able to convey in her performing arts that high dramatic potential of operatic intonation, which is inherent in operatic works, the drama of the suffering of the human soul and heart.

2 Materials and Method

The material of the study included numerous works: monographs, scientific collections and articles on the history of art and theater; fundamental research on the stated topic; scores of opera performances, on the example of which the structure of the operatic role and the principles of its implementation on the stage are studied. The definition of the structure of the role in the opera theater, which includes poetic and musical texts, the plastic drawing of the role, predetermined the breadth of the research materials. The theory of theater studies and the achievements of musicology are correlated in terms of the stated topic.

The method of describing and analyzing the phenomenon of the singer-actor in the opera theater makes it possible to reliably study its essence from the standpoint of art history. The structural-typological method used in the article makes it possible to correlate the canon that formed the opera and the peculiar aesthetics of this type of theater.

3 Results and Discussion

Opera as a type of theater art combines music, poetry, acting, plasticity. Inside the opera, there is a reasonable balance between the various elements that make up the theatrical performance. This statement requires clarification. In the phenomenon of opera, that is, in an ideal opera score, such balance is a theoretical setting. In the stage embodiment of the text of the work, "reasonable balance" in the interaction of many elements is the most important task ("supertask") of the performance.

M. Callas did not perform her parts, but lived them; her vocals were the result of her inner stage life, in which every note, every word was warmed by the warmth of her heart. Therefore, the palette of colors of her voice was incredibly diverse: gentle, furious, light, dreamy, desperate, dark, soft, sharp, pathetic, loving, angry, etc. - the tones of her voice were echoes of the states of the soul.

The repertoire of M. Callas was huge. She skillfully coped with parts written for both dramatic soprano and coloratura. She felt confident in operas of almost all styles and eras.

M. Callas considered herself a "dramatic coloratura" and a representative of the romantic version of the bel canto style. It is known that in operas of the bel canto style, there are many vocal and melodic figures in the vocal line: these are staccato, gruppetto, trill, roulades, scales, cadenzas, etc.; this was performed, according to a well-established performing tradition, as a complementary melismatic plan - an adornment of the main vocal line, which made it possible to demonstrate the technical skills of the singer. Vocal performance graces had no significant relation to the action of an opera of this kind. But for Callas, the entire arsenal of vocal decorations served to revealing the psychological state of the character, a means of stage and vocal expression; never a brightly intoned note or a virtuoso sung passage was an end in itself or a performance value, but obeyed a semantic task, included in the process of building an image.

The complex artistic synthesis that is found in the basis of the opera image suggests an integrative principle, that is, the presence of a special quality of interpretation that ensures the unity of all creative conditions and efforts to create this image. This quality is defined as an intonation-role quality, directly related to the personal thesaurus of an opera performer, with his

not only professional, but also individual psychological capabilities [4; 5; 13; 16].

The special interpretive approach of Maria Callas to the image of Violetta in G. Verdi's opera "La Traviata" allows singling out the concepts of individual vocal performance style, interpretative idea, tragic-cathartic quality of the interpretation of the opera image and expressive singing. In addition, the interpretation of the image of M. Callas reveals the main character traits not only of the opera heroine, but also of the performer; it is formed at the intersection of two "semantic programs" and personal concepts - a conditionally possible, conceived by the composer, and a vital, real, represented by the singer. The image of Traviata, typical of the romantic palette (which was Verdi's significant step towards opera-portrait, successfully complementing his interest in the historical theme [1]), was interpreted by M. Callas in a new expressionist style.

"La Traviata" was directed by Luchino Visconti at La Scala in 1955 starring Maria Callas. For Visconti, La Traviata is a social drama in which the motifs of "lost illusions" are heard. "The strength of Verdi's opera lies in the dramatic conflict that it reveals with amazing force in the relationship between Alfred and Violetta against the brilliant backdrop of a frivolous, provocative life and the spiritual indifference of the society around them. Here - in the tragic fate of Violetta - lies the true truth of the work" [10, p. 162].

For Visconti, the fate of Violetta and her image also became the center of the performance. There is a famous expression by Nemirovich-Danchenko that the director must die in the actor. This fully applies to the principles of Visconti's work on this performance. "I staged La Traviata only for it alone, not for myself. I did this for the sake of serving Callas, because an artist like Callas should be served. Lila de Nobili (stage designer) and I, we changed the time of what was happening, moving the action to the end of the century, in 1875. Why? Because in the costumes of this time, Maria would look amazing. She is tall and slim; in a dress with a narrow, long bodice, crinoline and a long train, she would be the epitome of beauty. As for my directing, I tried to make it a little Duse, a little Rachel, a little Bernard. But most of all, of course, I thought about Duse" [8, p. 79].

Eleonora Duse, the famous Italian dramatic actress, was one of the best performers of "Lady of the Camellias". She created such a touching, tender, suffering and tragic image of Marguerite Gauthier that the audience, according to eyewitnesses, breathed and sobbed along with the artist. By the way, Nemirovich-Danchenko also wrote about this: "... "La Traviata" ... in Verdi is sentimental as a style. Yes, this work is sentimental, sentimental in content. In this work, the excitement of pity, sympathy for the image goes beyond a very strict attitude towards the heroine. Verdi tries to arouse sympathy and tears even by the means of music, the means that he owes to a degree of genius. This is sentimentality, but it is not sentimentalism. I myself will speak, even if it is sentimental, but Violetta must excite tears" [10, p. 163].

Therefore, in order to perform this part, in addition to a voice capable of correctly performing all the notes and virtuosos singing constructions, also real artistic charm, the ability to convey various states of mental life and, of course, a tragic temperament are required.

Since M. Callas left no memoirs and a description of her method of working on the part, we will make an attempt to analyze the audio recording of the performance and the memories of eyewitnesses of this event.

In the first act, Violetta receives guests after her illness. The party promises to be stormy, where Alfred and Violetta meet. Visually, the scene, according to the plan of Visconti and Nobili, looked superficially luxurious, the details of the decorative solution looked illusory and surreal.

Conductor Giulini recalls: "When the curtain opened, my heart began to skip a beat. I was overwhelmed by the beauty that was

in front of me. Never in my life have I seen such a stage design filled with feeling and meaning. Every detail of the unusual scenery and costumes created by Lila de Nobili made me understand that I was literally entering a different world - a world of a different reality. The illusion of art or even artificiality (after all, the theater is a world of artificiality, unnaturalness) was dissolved in the air. I felt it every time I conducted this production, and I have conducted more than 20 times over the course of two seasons. For me, there was only one reality - on the stage. What was behind me, the audience, the hall, La Scala, seemed artificial. Only what was breathing on the stage was reality, truth - it was life itself" [8, p. 79].

Stage designer Sandro Secchi describes his impressions as follows: "Visconti made us believe the truth, which he, as it were, "filtered" through theatricality. Everything in his "La Traviata" seemed to be completely true, in fact was illusory true. For most theatrical figures, Lila de Nobili was a great master of her craft and had a wonderful skill to completely crystallize the atmosphere of the performance. Her work conveys the illusion of truth, like a painting of artist with a sense and meaning of poetic detachment. She knows how to create an atmosphere that goes beyond reality. I remember the huge chandeliers in the first act, which were not there in reality - they were painted and trimmed with silk, sequins, and tulle. As soon as they lit up, they turned into a living picture. The same goes for the Chinese vases and curtains she created for this scene - there was not a single exact identical detail to the Chinese ornament on these things. But no one, looking at this, could even doubt their authenticity. The whole production had an imprint of decadence, and it was rightly conceived. Visconti and Nobili staged the specter of "belle époque" [8, p. 81].

The quoted statements very well recreate the atmosphere and actions of the main characters and the choir in the first act of the play. Now let us consider the effective line of the main character, her "grain" and the interpretation of Callas.

Since Violetta appears after an illness for the first time in the society of courtesans and bon vivants, the task of the heroine is to hide her illness or, at least, hide the seriousness of its consequences, therefore Violetta's state is upbeat and cheerful, she is in anticipation of the upcoming evening. Callas sings in a full tone, on forte, giving his voice a touch of excitement, slight frivolity and coquetry.

In the drinking song, Violetta responds to Alfred's passionate remarks strongly and passionately - she begins to like the handsome, young, and passionate man in love, and genuine passion is heard in Callas's voice. But suddenly she becomes ill, Callas utters the replicas "nulla, nulla" weakly, barely audible, lifeless, she conveys the contrasting state of Violetta, and the thought of the whole seriousness of her situation bursts in; left by the guests who have left to dance, Violetta suddenly feels so lonely that she responds to the ardent remarks of Alfred, who is nearby, in a detached way, the subtext is absolutely clear: "Who expects a real feeling from a courtesan?" To Alfred's fervent call "Di quell'amor", she tenderly laughs "Solo amastade io v'offro"; but in the final cadenza, Callas again restores her voice to its former strength, justifying the invitation of Alfred, who made a huge impression on her. Violetta-Callas spends her entire final aria in attentive recollection of his words and of himself. The beginning of the monologue "E strano" expresses surprise, almost bewilderment. Callas sings this recitative very restrainedly, every word seems to be minted from precious metal. Remembering the enthusiastic Alfred, Violetta plunges into a dreamy state: she was waiting for such love, deep and sincere. The strength of Callas's voice shifts from dreamy mezzo-forte to forte on a repetition of Alfred's love melody, the love theme "Di quell'amor", which now sounds like a love anthem. But suddenly these illusions are destroyed: what kind of love a lonely, sick courtesan living on the support of the rich can dream of? Callas conveys pain, despair, and hopelessness of such love in cadences, flying up to the top notes, as if at the limit of despair. Verdi did not write these virtuosos passages for admiring the voice; they perform a dramatic function, revealing

Violetta's conflicting feelings, her struggle with herself, forcing her to look for a painful solution. Callas conveys the existential conflict of the heroine, in which the originality and depth of feelings are manifested, the polar qualities of inner life are observed: from a frivolous, seductive courtesan to a deeply worried, strong and passionate personality. Namely in this direction - on the huge contrast of psychological states, both in the external stage position, and in the musical and intonational way, the cathartic effect necessary for the tragic opera impact is created [14].

Recalling the work on the play, Giulini wrote: "In the play, she sang and played with such ease, as if she were really Violetta, not in the theater, but at home. It was vital to our idea, to our vision of Violetta's image, because the public had to believe implicitly in everything she did. In the first act, Callas was dressed like the rest of the courtesans, there was nothing special in her plastique that would distinguish her from other courtesans; only one thing separated her from the others - some kind of mysterious aura surrounding her. This was not because the light was somehow specially directed at her or she performed some other stage actions - she had some inexplicable personal magnetism. ... I am sure that anyone who has ever seen Callas in "La Traviata" has never been able to forget her in the role, just as it is impossible to forget the beauty of Garbo in "Camellia". Everyone was excited and touched. As for her singing... Internally very deep and so tender. When the three of us went step by step in our preparation, she found new colors in her voice, new means of expression - all in accordance with the new understanding of Violetta's image. Everything was acquiring finished appearance. I can only note one thing - it was a long, exhausting, hard work, not for the sake of wanting cheap success with the public, but for a better understanding of the theater and its features of deepest expressiveness" [8, p. 80-81].

In the second act of "La Traviata", the tragic tension grows. Violetta's happiness was short; Alfred's father appears as a doomsday, forcing her to part with him. We quote the words of Giulini: "The brilliance of a selfish courtesan with her thirst for desires and entertainment, with which Callas played in the first act, turned in the second act into the quiet joy of a very touching woman in love. We were looking for this contrast of feelings during endless rehearsals. Callas used all her vocal, musical, and dramatic means of expression that she possessed to reveal the essence of Violetta's personality, which consists in her ability to give all of herself without a trace, sacrifice herself for the sake of another and give up the only thing she had left in life - her first and last love. It was incredible how many emotions and moods Callas found in this long vocal part. It was heard and I hear it again and again as she sings the phrase "Ah! Dite alla giovine"; no, she doesn't sing, rather she whispers, and how her voice fades away, suffers, withdraws into itself and at the same time fills the hall. And a picture of grief and despair rises before my eyes" [8, p. 82].

The scene with Germont is central to the opera. With his demands to part with Alfredo, Germont destroys the happy world of Violetta's illusions.

In the opening recitative, Violetta is serene and peaceful, despite the revelation of her straitened financial circumstances. Callas sings this short recitative with a bright sound, in which a slightly distant, as if contemplative intonation is heard; she gives the same emotional character to the first remarks with Germont.

A little surprised by his visit, a little frightened by his formidable rebuke, nevertheless, she is still in her own emotional world. With great enthusiasm, her voice soars to the top notes in the phrase "e Dio lo cancello": she is convinced that the past is forgotten, she has changed and has the right to her happiness with Alfred. Therefore, Violetta asks for the whole scene further, begs Germont not to separate her from Alfred, she tries to defend her love in front of this pragmatic person who cares only for his own happiness and the happiness of his family.

But Germont found her most vulnerable spot, thus stabbing Violetta right in the heart. "Ma volubile sovente e l'uom". This

phrase breaks Violetta; indeed, she forgot herself in her happiness so much that she lost her sense of reality: Alfred can leave her at any moment, because in essence she is for everyone - a courtesan, a corrupt woman who is not forgiven for the past, ignoring her desire to live a different, righteous life.

After understanding this bitter truth, Violetta stops fighting for her love and begins to slowly fade away internally. Here are the words of L. Visconti: "At this moment, Violetta seems to be dead. When she watched the table, she repeated exactly everything that we found at rehearsals - Violetta's sobs, the movements of her eyebrows, the way she dips her pen into ink, the way she holds her hand while writing, in a word, everything to the last detail. We rehearsed without singing, only against the background of orchestral music. Many in the audience sobbed when Callas conducted this scene" [8, p. 83].

In fact, the change in the actor's well-being here, in this scene, occurs in great contrasts; moreover, the difficulty lies in the fact that after Violetta's state in the phrase "Ah! Dite alla giovine", during the singing of which she is destroyed, suppressed, the performer must find and so distribute her forces in order to begin the ascent to the culmination of "Amami, Alfredo, quanto'io t'iamo". Callas develops this climax gradually, she manages to sing all the phrases before Germont's departure with a special tone of voice - from dark and weak-willed to filled with grief and sadness, sobs are heard in her voice; but she does not sob in the full sense of the word, she uses a voice color in which sobs are heard.

For Violetta, this is inner death, the end of her happiness, her love, her illusions, her life. And at this dying moment, she turns to Alfred for the last time, putting all the strength of her love into this appeal. The phrase "Amami, Alfredo, quanto'io t'iamo" is Violetta's dying oath and the performance revelation of Maria Callas. The last time the singer's voice sounds powerful and passionate. On a beautifully sung legato, Callas emphasizes every word, every sound, deliberately increases the tension of voice leading and reaches the grandiose culmination of the opera, the stage and the life of the heroine.

We would like to especially note how Callas uses diction and pauses in this scene. The word is the criterion of all means of expressiveness of dramatic artists; a musically intoned word is the criterion of all means of expressiveness of opera performers. The expressiveness of every spoken word for Callas is something taken for granted. The words of the role convey the meaning of the action, the music colors them only with emotional meaning. She makes accents on a certain word or syllable in a musical phrase only on the basis of the internal logic of bodily stage actions. In the same way, she also uses pauses that serve her to assess the situation, to react to her partner's words, to make a decision that follows from her internal monologue.

Interestingly, stops on certain notes, fermato, for Callas are not a way to show her breathing skills, but a kind of sounding musical pause: at this moment, the thought lingers, becomes larger and more significant.

The third act of "La Traviata" brings the denouement of the opera closer. The fun and bravura atmosphere of Flora's ball contrasts sharply with the state of mind of Violetta, who came to the ball with her former patron and lover, the baron. She is back where she belongs. Violetta is barely alive, the pain from the break with Alfred knocked her down, there is fog before her eyes, she does not see faces, colors, Flora, the baron. Suddenly she realizes that Alfred is here, she repeats several times the words "Che fia? Morir mi sento", in which her despair, pain, and fear are heard.

Callas sings these phrases very restrainedly, like a drawn-out groan, which makes them even sound a little doomed. Violetta begs Alfred to leave, her plea to leave the ball is a cry from the heart. The dialogue takes place at a rapid pace, in which both Violetta and Alfred are internally, and for her, such a pace produces a feeling of fear for her beloved, while for him - a

feeling of anger and jealousy. Both performers use diction phenomenally, literally minting every word, which immediately gives incredible excitement to the musical action. Alfred is driven to madness. To make the woman he loves as much pain as possible, he, having lost all control over himself, brutally insults and humiliates her, throwing her money for her services.

Exhausted, humiliated, offended, Violetta is so shocked by Alfred's act that she literally goes numb from it. Alexander Sakharof, a theater director who still remembers the legendary Sarah Bernard in the role of Marguerite Gauthier, was shocked that in the scene of Alfred's insult to Violetta, Callas played the same way as the great Bernard: she turned to stone before the audience' eyes, turning into a monument of sorrow. Appeal to Alfred – “Alfredo, Alfredo, in questo core” - Callas sings in a sick, painful voice, there is already lifelessness in it, from suffering and grief it is exhausted and faded.

Let us turn to the words of Callas herself: “I tried to give Violetta's voice a painful color, after all, she is sick, isn't she? This is a matter of breathing technique and requires a very clear sound in the throat so that both singing and pronunciation can be sustained. Critics wrote: “Callas is tired; her voice sounds tired...” but that was exactly the impression I was looking for. How can one sing Violetta in a full round voice, knowing her condition? It would be funny” [5, p. 171].

In this short phrase, Callas reveals with her inherent uncompromisingness and courage of a true artist the feeling of psychological truth, as well as artistic truth, characteristic of all great actors.

In Act IV, Callas uses this timbre technique almost throughout the entire stage action. For Violetta, the last hour has come. Lonely, forgotten by everyone, she humbly awaits death. Critic Tosi wrote about this scene: “For Violetta, life has become a world of shadows ... In every gesture of Callas, there is the breath of death. Even during a joyful meeting with Alfred, she is so tired, weak, exhausted that she can hardly move ... In the scene of death, Visconti needs all the acting genius of Callas. In the end, she resigns herself to her fate, gives Alfred the locket with her portrait and begins to pronounce the final scene. Smiling radiantly, she tells her beloved that her pain has passed, that her strength is returning to her, that a new life is awakening in her - and she dies with the words: “Oh, joy!”, her huge eyes are wide open, they are insensibly frozen in front of the audience. When the curtain fell, her dead eyes were still staring into the hall, expressing a motionless emptiness. At that moment, all the spectators felt the horror and pain of Alfred” [8, p. 84].

The painful voice, due to physical weakness, expresses, in essence, the “grain” of the scene and Violetta at this moment. The tragedy of the situation is that she is still fighting for life, melting before her eyes, she is still waiting for Alfred, hope is glimmering in her, and she sincerely does not understand why fate treated her so cruelly, passionately, almost frenziedly asks God to forgive her .

Love is a great power that transforms the human soul, revealing all the best qualities of a person, his ability for self-sacrifice. The main idea of “La Traviata” lies precisely in the transmission, in recreating the power of such high love. And now it becomes clear what is the “super task” of the performers of this opera - to show the beauty of a loving person, his nobility and fortitude, despite the tragic denouement and even, in a certain sense, thanks to it.

Tragedy expression becomes a feature of Callas' interpretation, and therefore, the individual quality of the individual vocal and performing style she creates, and not only in this opera: both as a general interpretative idea associated with the creation of a holistic image of a lonely and suffering person, beautiful in her suffering - a loving woman, and as an increased tone (emotional hypertonicity) of vocal intonation, recreating the high musical-verbal-speech style of Greek tragedy, the one that served as a historical prototype for the tragic grand French opera during its formation by J. Lully.

In this regard, Callas returned to the vocal-performing operatic semantics those cathartic functions that initially determined the emergence of this genre form, and at the same time she returned the declamatory-recitative originality of vocal operatic intonation as its most indicative typological feature.

According to D. Kireev's observation [9], already by the middle of the 19th century, a circle of homogeneous phenomena was clearly outlined in the operatic recitative. Firstly, the recitative reflects the process of the hero's self-awareness more deeply, being a kind of look inside self; secondly, it acquires thematic significance and begins to play an increasingly important role in the intonation-thematic development of the opera; thirdly, it acquires the ability to actively participate in solving the highest tasks of the operatic whole: it becomes a means of revealing and unfolding the spiritual and ideological idea of the opera.

D. Kireev proposes to call such a recitative, which differs in intonational-thematic and musical-semantic content, that is, semantically organized, *reflexive*. The author equally refers to the experience of both Western European and Russian opera, but he is especially attracted by the type of musical drama, which is characterized by the strengthening of the means of creating the image of a reflective personality and the active use of the recitative-declamatory sphere [9].

The image of a reflexive personality is the creative result that Callas's interpretation leads to, and it equally applies to Verdi's heroine and to the singer herself, and is achieved by sharpening cantilena, recitative, and declamatory stylistic components, methods of vocal intonation, increasing their internal psychological expression, including through a flexible transition from one method of intonation to another, as the musical and speech style of the “great” Greek tragedy suggests [7].

The creators of the play “La Traviata” in 1955 by the theater “La Scala” managed to fully embody the main intonational ideas of the author of this work, which were equally performed by G. Verdi and M. Callas. Through the efforts of the main performer Maria Callas, her partners Giuseppe di Stefano, Ettore Bastianini, director Lucino Visconti, conductor Carlo Giulini, set designer Lila di Nobili, a performance was created, the artistic impact of which is legendary. It can be concluded that the success of this production lies in the main strength of theatrical art - in the discovery of the tragic truth of the life of the “human spirit” (K. Stanislavsky [4]).

In this performance, the dream of K. Stanislavsky came true - all the arts that make up opera art merged into a single harmonious whole: vocal, musical and stage, and the performance itself was conceived and implemented in accordance with the principles of psychological theater.

In general, the production of L. Visconti's “La Traviata” at La Scala with Maria Callas in the title role is one of the most striking, indicative for both the director and the performer, tragic approaches to the plot and figurative content of D. Verdi's opera.

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ART FESTIVALS IN THE CONTEXT OF THE COVID-19 PANDEMIC: THE SEARCH FOR NEW FORMATS

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Abstract: The article analyzes the features of organizing and holding art festivals under the restrictions associated with the COVID-19 pandemic that are relevant to the present. The significant role of digitalization and virtualization of works of art in the above processes is revealed. External challenges stimulated the search for new forms of organizing artistic events, as happened, for example, with The Virtual Collaborative Series, which became a temporary adapted version of the named annual event. We believe that a significant role in the process of searching for new communication strategies was played by technologies that make it possible to overcome spatial restrictions in the context of communication during a pandemic, in particular, we are talking about platforms for direct communication in the presence mode, etc.

Keywords: art festivals; COVID-19 pandemic; digitalization; virtualization; communication strategy; target audience.

1 Introduction

Since the middle of the 20th century, we have been witnessing the active integration of digital technologies into the sphere of culture, which stimulated significant changes in artistic practices in the 1990s-2000s. These processes affected, first of all, the methods of communication between the creator, the work of art, and the audience. In our opinion, namely the aforementioned integrative processes created the basis for the emergence and development of one of the main trends in contemporary art in recent decades - digital art [10; 14; 21; 24; 27]. The latter played an intermediate, but very important role on the way to further virtualization of artistic content.

Despite the activation of the aforementioned processes in world practices that occurred before the events of winter-spring 2020 associated with the COVID-19 pandemic, the organizers of the vast majority of art events were not ready. Cultural life practically stopped for several weeks, months, due to spatial restrictions under quarantine. So, in particular, the restrictions that eventually led to the search for new forms of communication with the audience became an ordeal. They encouraged the introduction of quick organizational solutions, overcoming challenges in unpredictable situations on which the continued existence of cultural institutions as such depended [2; 4; 27].

Under such conditions, the online format became for a time the only possible way to overcome isolation both at the level of an individual level and at the level of social groups. As part of his report at the international conference "Synthesis of Arts in Contemporary Sociocultural Processes", D. Fabris (PhD in Musicology, researcher and teacher at the University of Basilicata, Matera (Italy)) noted that after 400 years after its inception, the Opera is facing again a challenge. The 21st century is a new period of crisis, very similar to the 17th century, but this time covering the entire globe. So, the researcher expressed his conviction that one of the promising ways for further communication practices in the artistic field could be the remote form of appropriate events [7].

2 Method

Taking into account such qualities of the subject of research as dynamism, variability, insufficient predictability of the social conditions of artistic activity and the study of issues, we note the insufficient theoretical development of this topic. Here we pay attention to the fact that this study takes place in the conditions

of the present: on the one hand, this is an advantage in terms of direct observation of specific phenomena and facts related to the subject of the work. On the other hand, the lack of temporal distancing between the research process and unfolding events makes it impossible to make generalizations solid, to track the verification measure and objectively assess cause-and-effect relationships.

We believe that in the context of the tasks of this research, works devoted to the role of art during the COVID-19 pandemic [3], social aspects of the festival experience in the online space [30], virtual reality as an actual trend associated with the digitalization of art, which began in the 1990s, are important. Thus, the study of the potential of virtual reality in cultural and artistic contexts can be seen in the works of M. Heim (1991) [12] and M. Kruger (1995) [14]. Subsequently, other researchers joined the consideration of these processes. As an example, let us name the concept of the formation of a personality in the conditions of the active development of information and communication technologies, which, in particular, implies that a person changes own inner world, spiritual and moral attitudes, in general - the type of worldview, and, as a result, a new type of sociocultural identity is formed, which is defined as a network one [32].

We see the practical aspect of overcoming the crisis associated with the COVID-19 pandemic in the next issue of the annual World New Music Magazine. The publication was published in 2020 under the name "ISCM During a Year of Pandemic". Thus, members of the International Society for Contemporary Music (ISCM) from around the world presented an analysis of the experience of different countries on the peculiarities of the functioning of the artistic sphere under quarantine restrictions, in particular, in Australia, Latvia, the United States, Switzerland, etc.

Thus, as we see, there is a sufficient theoretical basis for researching the processes of digitalization and virtualization of art. However, we state the practical absence of scientific research, which analyzes the forms, specifics of the organization and holding of festivals in the new conditions.

The foregoing predetermined the purpose of the article, which is to study the changes in the formats of holding art festivals in the new reality, to consider the impact of the pandemic on the transformation of artistic communication within the framework of iconic world and domestic art events.

3 Results and Discussion

At the beginning of 2020, a lockdown was introduced in many countries of Europe and the world, which was an unexpected but necessary preventive measure that became a challenge for all cultural and artistic institutions. Events planned several months in advance were canceled or postponed indefinitely: "Indeed, for a long time with many other businesses and institutions, CCI facilities have usually been forced to reduce their capacity or close temporarily as a result of lockdown measures" [5; 21]. This has affected various institutions to varying degrees, but the critical issues were common to all cultural events. So, in particular, due to the cancellation of a number of events, event organizers were forced to state unforeseen financial losses, which made their further activities difficult. Thus, the circumstances associated with the isolation due to the COVID-19 pandemic necessitated the search for new forms of communication, for which not all cultural institutions that existed at that time were ready [10; 25]. However, the organizers of the festivals are taking a meaningful approach to new challenges and are discussing whether the pandemic can become a kind of springboard for the creative development of academic art, and what is the role of art festivals in the development of the creative direction of art today.

Based on the experience of the organizers of art events in Ukraine, we believe that it is important to find ways to restore communication in conditions of social isolation. This happened both between festival organizers and their participants, and in the process of communication with the audience. Within a few months since the introduction of quarantine restrictions, the activities of cultural institutions had to be urgently restructured, as a result of which most of the events were forced to switch to the online broadcast format.

The current level of development of digital technologies has made it possible to implement various communicative formats of artistic creativity and contributed to the emergence of new socio-cultural forms and methods of interaction between artists and the audience.

The process of digitalization of museum collections and exhibition projects, which began in the 2000s, turned out to be very relevant. Most of the world-famous museums related to the field of art have opened access to virtual tours, which allowed Internet users to get acquainted with their expositions from their own gadgets. It should be noted that even before the start of the pandemic, virtual tours of museums were already available to users, but this format was sharply criticized by the professional community. Among the arguments was the opinion that such a format, which is very accessible to the general population, will reduce museum attendance. However, during the period we are studying, this format began to acquire extraordinary weight, because it became almost the only possible one available during quarantine restrictions.

The constant rescheduling of exhibitions due to pandemic restrictions has prompted Milan-based Fondazione Prada to reconsider its policy and significantly increase its virtual presence: it was even proposed to explore an entire visual creativity laboratory in order to keep art inspiration at a high level. On various platforms, including Vimeo, Youtube, Facebook and the website, Fondazione Prada creates virtual exhibitions, opens archives, presents video projects. Interior Views is a visual dive into three recently opened exhibitions: Storytelling by Chinese artist Liu Ye, K, a multifaceted exhibition inspired by three unfinished novels by Franz Kafka, and Porcelain Room, devoted to the study of historical significance of Chinese porcelain.

Created by photographer Thomas Browne and illustrator Guillaume Ferrand, the new Correspondance online platform appeared the result of their reflections on the changes in our communication during lockdown. They wanted to reflect personal and universal isolation in the free exchange of thoughts about the time, place, and spirit of the current era. Powered by an immersive digital platform built by Justified Studios, Anaïs Khout's atmospheric sounds take viewers on a journey through eleven digital spaces, creating a kind of meta-universe of art.

Interest in digital media, as mentioned above, existed also until 2020. However, namely now, art projects created using the techniques of pixel art, 3d modeling, gif art, etc., have become especially relevant. With their help, artists began to speak on topics close to their audience: the emergence of a "new world" and the need for a new artistic language during the pandemic crisis.

The vectors of art transformation during the pandemic 'entered the list' of the main problems of modern sociology of art. In particular, as a result of comparing the transformation of the strategies for positioning the museum of fine arts in the era of the pandemic, several features can be noted. Firstly, the museum is becoming a new platform for interaction and communication between visitors and artists. Secondly, there is a positioning of the museum as an educational, cultural space of a special kind, where it is possible to discuss acute social and political issues. Thirdly, the promotion strategy becomes more interactive and focuses not on large groups of people, but on personal interests and involvement in creative practices.

Let us note that virtual museum projects can be implemented in the form of a viewing tour of a real exposition. However, they can be created as a separate project, limited to a virtual format. As an example, let us mention the MACBA Museum of Contemporary Art in Barcelona (Spain), which presented a Virtual tour¹ of its own collection. The latter is a permanent virtual exhibition of works from the museum's collection, periodically updated in accordance with the presentation of new works within the main exhibition. We see the same strategy in the British National Gallery² (London, UK), Musée du Louvre³ (Paris, France), Istanbul Modern – Museum of Modern and Contemporary Art⁴ (Istanbul, Turkey) and others. The completely digital format of the exhibition was one of the first to be introduced by Art Basel on the virtual platform Online Viewing Rooms⁵. Another project - WHAT'S UP / TWENTY TWENTY⁶ by LVH Art, presented in the virtual space - is positioned by the organizers as a challenge to the real exhibition space, thus overcoming the spatial and temporal limitations of the latter, which is especially important in a pandemic.

With the introduction of a regime of long-term isolation, given the increased pressure on the psycho-somatic and emotional spheres of a person, unique attempts by representatives of the art industries to adapt to the above-mentioned temporary restrictions began to arise in different countries of the world by presenting their own creativity, realized at home. Such examples were once broadcast via the Internet: "The objective events of the pandemic have changed the forms of communication of many cultural practices, primarily educational and artistic, and the screen has become the main mediator between a person and the outside world, between the viewer and a work of art" [15, p. 7-8].

Moreover, there were attempts to create ensembles, whose members each joined from their homes and performed works together. A striking example of such interaction was the opera "All decisions will be made" by the composer Kamal Sankaram. As one of the most used platforms for video conferencing and online meetings, Zoom inspired the creative ideas behind this opera. Created in collaboration with librettist Rob Handel and director Christine Marting, the opera was performed in the form of a Zoom meeting. After the performance, the recording of the work was posted on the official website of the composer⁷ in April 2020 and is still available for viewing. New York City-based composer and music journalist, editor of his NewMusicBox online store, as Vice President of the International Society for Contemporary Music (ISCM) Frank J. Oteri, in a review of the experience of overcoming the events of a pandemic in the United States, notes that such works are more interesting than just viewing records from previous seasons [31, p. 24].

In parallel with the experiments described above, live concerts of classical music were held in the famous concert halls of the world, which were performed in empty concert halls and broadcast using modern technologies. Such a vision of a new form of concerts was quite critically received by a significant part of the audience. Given the huge amount of archival recordings of outstanding performers, few considered this format appropriate. We can see the social aspect of such a project in the "Concert for the Biocene", organized by the Liceu Opera House in Barcelona, where instead of spectators, more than two thousand plants were placed in the hall, which were later donated to medical workers as a sign of respect for their work during the pandemic. This concert was the first after the introduction of quarantine restrictions and was broadcast on the web page of the opera house in the public domain.

David Taylor expressed his own opinion about the stages of overcoming the crisis in the cultural and artistic sphere in the

¹ <https://www.macba.cat/en/art-artists/ongoing-display>

² <https://www.nationalgallery.org.uk/visiting/virtual-tours/sainsbury-wing-vr-tour>

³ <https://www.louvre.fr/en/online-tours#virtual-tours>

⁴ <https://www.istanbulmodern.org/virtualtour/>

⁵ <https://www.artbasel.com/ovr>

⁶ <https://whatsuptwentytwenty.com/home>

⁷ <https://www.kamalasankaram.com/works-list/all-decisions-will-be-made-by-consensus>

article "Classical music in crisis – this what the future looks like" [28]. The first stage, in his opinion, is positioned as a shock associated with the cancellation of all planned measures and events. The researcher considers panic reaction, denial and attempts to keep the target audience as signs of the second stage. For this purpose, communication with the audience via the Internet was carried out. The process of active disclosure of existing content proceeded without any strategy. At the next stage, according to David Taylor, there was a realization that the restrictions are long-term and the search for ways to overcome the circumstances began. Characteristic of the fourth stage was the diversification of content. Only high-quality content remained in demand and popular in the field of classical music.

The fifth stage, according to David Taylor, is associated with the realization of a cruel reality with threats, depression, and victims. The last, sixth stage is characterized by the branching of further strategies. According to Taylor, the key condition for the survival and further functioning of the field of classical music is the ability to change and the search for new formats to adapt to new realities. We believe that it is worth analyzing the practical experience of organizing art festivals under these conditions.

So, in particular, one can consider the well-known annual international festival World New Music Days festival⁸, the next holding of which was scheduled for 2020. It should be noted that this festival is the main event in the field of contemporary music, which is traditionally held within wide geographical boundaries, determined by the decision of the ISCM Organizing Committee. In 2020, it did not occur due to global events related to the spread of COVID-19. In 2021, the festival was scheduled to take place in Shanghai in September, but was also rescheduled due to restrictions to the last week of March 2022. Note that in January 2022, the organizing committee of this event announced its next postponement for an indefinite period.

The 2020 issue of Contemporary Music's World New Music Magazine noted that "the first day delegates from ISCM will not have gathered together to exchange ideas and to listen to new music since the Second World War" [31]. The publication also refers to the initiation of new formats of community cooperation, such as a virtual meeting of the General Assembly of ISCM members, as well as a virtual form of presentation of music from different countries, with free access to it on the Internet. In accordance with the above conditions, from November 2020, ISCM has introduced a new project for the exchange of creative ideas and the promotion of contemporary music - The Virtual Collaborative Series. According to Dr. Irina Khasnas, project coordinator "COVID-19 pandemic hamade online activity is more crucial than ever before by hindering numerous live events, many concerts included. Now is the right time to strengthen the online presence of contemporary music!" [29]. All sections of the ISCM, each of which traditionally represents a different country, were invited to submit works by composers from their region to the jury. Thus, new works by contemporary composers are regularly published on the ISCM website⁹ to familiarize the general public with them.

The COVID-19 pandemic has also had a significant impact on the schedule of world film festivals, the processes of their organization and holding. After all, many rating events were postponed indefinitely, cancelled, held in a hybrid form or remotely. Thus, the 50th anniversary screening of the famous International Film Festival Rotterdam (Rotterdam, the Netherlands) took place, in contrast to the expected holding, in a combined, hybrid format: the works that were presented to the audience as part of its holding were shown as both in cinemas and on the Internet. At the same time, the festival included two main stages of holding: the first of them took place on February 01 - 07, 2021, and the second - in the summer, June 02 - 06. At the same time, at the beginning of the planning of organizational events, the organizing committee provided for the format of the

presence of world-famous festival participants at the summer shows, which throughout the years were directly related to its activities. But, given the introduction of measures related to the epidemiological situation in different countries, many of the invited persons had to participate online. This entailed a number of additional organizational steps and led to the adoption of appropriate quick decisions on the part of the organizers of the film festival. It is also interesting that the holding of this film festival in 2022 was also carried out under significant pressure from the restrictive framework, taking into account COVID-19: at the end of 2021, it became known that the organizers plan to conduct remotely only a part of additional events related to the festival. But later, at the beginning of 2022, it was announced that the entire program of the festival, moreover, in its abbreviated form, would be transferred to the Internet screenings mode.

It should be noted that during a pandemic, film festival organizers must be very adaptive and flexible in making the necessary organizational decisions in order to be able to provide for various event formats and quickly respond to changes in the epidemiological situation. For example, recently, on January 20-30, 2022, the famous Sundance Film Festival took place. Due to the spread of Omicron, a variant of COVID-19, the festival was held remotely. At the same time, in August 2021, the festival was announced as a hybrid one, subject to the preliminary full vaccination of all viewers who planned to visit cinemas in Park City (Utah, USA) for this purpose. Let's take into account that the change in the format of the festival was announced by its organizers on January 05, 2022.

Thus, the experience described by representatives of the cultural and artistic sphere of different countries illuminates the general trends and patterns of events. In particular, according to Anna Veismane, the representative of Latvia in ISCM, online concerts have very quickly become an integral part of the daily life of modern society. At the same time, there have been changes in the format of searching for and attracting and retaining the target audience, which were previously the subject of fierce competition, because the festivals were tied to a specific audience segment. In conditions of strict lockdown, social media broadcasts have identified one of the main formats for accessing an artistic product. According to Anna Veismane, in June 2020, with the gradual easing of quarantine restrictions, social activity began to recover, which led to a decrease in the level of interest in online concerts [31, p. 12].

The experience of Australia, described by Anni Heino in an article titled Tucked away, locked away – Australia under COVID-19, expresses the adaptability of creative teams. "Individuals and smaller groups, particularly those already used to operating on a shoestring, appeared more agile, quickly organized Zoomed solo or duo concerts, virtual merchandise stands, experimental festivals online" [31, p. 19].

In the early months of the first lockdown, a creative project called The Melbourne Digital Concert Hall emerged. It seems interesting, because it brought together musicians from different cities and concert venues in Australia [31, p. 19]. We consider it socially significant that this initiative was also aimed at supporting performing artists, who received a significant percentage of the cost of tickets.

Currently in the United States of America, events at most American cultural institutions have either been abolished or replaced with virtual offerings. This was the case until June 2020. In particular, several attempts were made to work in small groups by means of a remote form. Another option for the practical implementation of concerts during the pandemic was carried out by members of the New York Philharmonic, whose events were held mainly open air, which began long before the pandemic. However, the experience of their implementation was actively used in these conditions. At the same time, in parallel with the specified format of work, several ensembles with a small composition of performers continued to play concerts live indoors for a very limited audience [31, p. 27].

⁸ Organized by the International Society of Contemporary Music (ISCM), which has members from fifty countries

⁹ <https://iscm.org/iscm-activities/collaborative-events/iscm-virtual-collaborative-series-2020/>

The remote format of participation, as the only one possible in modern conditions, was chosen by the developers of the "Music on Main platform for the Listening. Together". As part of the latter, from May 14 to May 18, 2021, a virtual music festival was held, in which, in addition to concerts, conversations were held between artists who performed music of different genres and directions. It should be noted that all events were broadcast in real time, and were also available on the network further.

Another format that has emerged during the quarantine period thanks to Music on Main is the Summer Pop-Up Concerts series¹⁰ - live music concerts that took place in various outdoor public locations in Vancouver. It is important to note that almost all projects are free for visitors and operate thanks to a system of voluntary contributions. The new format presented by Music on Main within the framework of the tenth Modulus¹¹ festival (Vancouver, Canada) seems interesting. With the goal of creating new opportunities for communication through music, the developers presented the format of the As Dreams Are Made series of performances¹², inspired by 1:1 CONCERTS¹³, which has already existed since 2019. But, given the quarantine conditions and restrictions, the events that took place as part of the Modulus festival took place in a special format: "Crew members communicate with each other with their walkies. When they cue your turn, you will be escorted to the double door entrance of the dark performance room, there you will enter alone following the single spotlight to your seat, positioned three meters away from your musician. In the spirit of keeping the element of musical surprise, your musician will be chosen for you" [1].

The viewer, going to this event, did not know what he would hear. Each meeting of the musician with his listener was unique and began with their visual contact, after which the musician chose two pieces to perform for him: "As dreams are made" is Artistic Director David Pay's very personal response to the global pandemic. Inspired by the magic of musicians in live performance, this 15-minute production was created specifically for one audience member and one performer to connect safely through music. It's an immersive event that is at once intimate and comforting [1].

In Ukraine, starting from July 2020, the holding of concerts and festivals was partially resumed, but in a slightly different form: based on the need to maintain social distance, restrictions were introduced regarding the filling of the auditorium. At the same time, difficulties arose due to the impossibility of the arrival of participants from other countries.

These restrictions contributed to the emergence of new cultural events, in particular virtual ones with the participation of artists from different countries, among them: virtual concerts within the framework of the international digital residence "Independence without Borders" (Ukraine - Germany), which combined sound and media art, vocal and performing practice.

Let us also mention the Pandemic Media Space¹⁴ project as a vivid example. It was created by the Ukrainian association of electro-acoustic music together with the Polish society PSeMe. Note that its appearance is due only to the circumstances of the pandemic. The interaction of the project participants took place entirely remotely.

It is important that the main component of the project - compositions by Ukrainian and Polish composers - was created based on statistical data on the state of the Earth during the pandemic. Statistical information is indicated, as well as a MIDI file generator located on the Pandemic Media Space project

website. Note that the presentation of their work was held online with open access to a wide audience.

Notably, with the help of the above information, users can create their own MIDI file. To do this, to determine the height of sounds, one needs to select a country from the proposed list. Other parameters important for creating an audio file are based on statistical information from different areas (statistics on the incidence of COVID-19, statistics on weather, meteorological indicators). It should be noted that the project was complex and consisted of a number of components, one of which was lectures by well-known figures in the field of digital art and electronic music.

In the context of analyzing the experience of overcoming pandemic restrictions by art festivals in Ukraine, we will consider one of the famous festivals of contemporary music "Two Days and Two Nights of New Music", which has a long history. It was founded in 1995 in Odessa and before the events of 2020 was held annually in April. In the spring of 2020, the first wave of quarantine and continuous unexpected changes came. The festival has been moved to September. During the twenty-sixth (September 2020) and twenty-seventh (July 2021) editions of the festival, the organizers observed the restrictions on the number of visitors and observance of the mandatory mask regime.

The main challenges of the festival were related to the impossibility of the arrival of many participants. Usually regular participants of past editions of the festival were the Freiburg percussion ensemble under the direction of the president of the festival, Bernhard Wulff, and many other ensembles from around the world. The organizers managed to compensate for this gap by including sections called "Video Fantasy" in the program with archival recordings of the most striking festival events of past years.

Other regional festivals and competitions have also experienced the hardships of the pandemic caused by the strain of the COVID-19 virus. A number of competitions and festivals did not take place, and those that did take place were held in a compressed format, with a predominance of chamber forms, in the open air or using online technologies.

Thus, the Stravinsky and Ukraine Music Festival (Lutsk) in 2020 and 2021 offered listeners short versions of festival programs, the actions were held in partially filled halls in compliance with the mask regime in accordance with quarantine requirements. In particular, the festival 2020 lasted from 01 to 28 October. It actually included only two full-fledged concerts: the Ternopil Regional Symphony Orchestra, at the opening of the festival and the Polish vocal-instrumental duet "Manyukha and Xavier" - at the closing of the event. The festival program included lectures by local scholars - historian Elena Ogneva and philologist Viktor Davidyuk, with presentations of their publications, as well as three exhibition projects: for the 25th anniversary of the Stravinsky and Ukraine festival, the photo exhibition "Echo of the Great Rhythm" (1965-1991) and "Ukraine sings poetry". A similar, however, even more abbreviated version of this festival was proposed in 2021. In particular, the festival program, scheduled from October 01 to October 10, also included only two concerts (for the opening and closing of the event), and in particular, performances by chamber orchestras. Thus, "Lviv Virtuosos" performed at the opening of the festival and guitarist Yakub Kosciuszko with the chamber orchestra "Cantabile" - at the closing. The festival program itself consisted of a film concert "From Purcell to the Beatles", a lecture and presentation by Tony Palmer, as well as an exhibition in the Volyn Museum of Local Lore.¹⁵

The Art Jazz festival (Rivne, Lutsk) in 2020 did not take place due to the pandemic, and in 2021 the audience was offered to hold the musical performance ARTJAZZSchool 2021 in the open air. It was held on August 27 in the city of Rivne using

¹⁰ <https://www.musiconmain.ca/event/summer-pop-up-concerts-with-music-on-main/>

¹¹ <https://www.musiconmain.ca/event/modulus-festival-2021/>

¹² <https://vancouvercivictheatres.com/events/as-dreams-are-made-nov-5-10-2021/>

¹³ The "1:1 CONCERTS" format appeared in 2019 as part of the "Sommerkonzerte Volkenroda" in Thuringia. Adapting to the limitations of COVID-19, the musicians of Stuttgart and dem SWR Symphonieorchester have given more than 3,000 concerts in Germany, Spain, France, Australia and India. Venues can be open space (park, roof, street) and concert hall or museum space.

¹⁴ <https://pandemic-media-space.com/main>

¹⁵ <https://www.voladm.gov.ua/new/na-volini-startuvav-xviii-muzichnyy-festival-stravinskyi-ta-ukrayina/>

multimedia technologies and online broadcasting. And on August 28, the festival events moved to Lubart's Castle in Lutsk, where three concert programs were also held in the open air within one day: a professional master class, a vinyl DJ set and a jam session. Igor Zakus (Barvy.in.UA), New Brand Quintet (Poland), Ray Brown Jr. Quartet (USA/Ukraine) and Vinyl-Jazz-DJ Sergey Tkachuk (Lutsk).

Bandershtat Festival (Lutsk) 2020 took place online, with broadcasts on the YouTube channel of the festival and Luch radio. Such well-known creative teams as Karna, Tartak, Violet, O.Torvald, BEZ OBMEZHENJ, Tinj Solntza, Kozak System, Entree, PANCHYSHYN, and others took part in the event. Traditional thematic, entertaining events were also held in the open air for a limited number of visitors. In 2021, Banderstat continued in the same format from August 06 to 08 in the village of Rovantsy (Ukraine). Within the framework of the festival, the groups Boombbox, BEZ OBMEZHENJ, TNMK, Karna, Zhadan and Dogs, Fiolet, One in a canoe, Mad heads, FlyzZza, Heart Attack, Shirokiy Lan, Marmur and Nail, well-known journalists, politicians, writers, public figures participate.

The question of the type of culture in which modern society lives cannot but take into account the classification proposed by P. Sorokin. Moreover, Sorokin developed methods for assessing culture, analyzed history and showed the dependence of the number of phenomena on various factors. At the same time, he studied the legal acts of European states, riots, wars and revolutions, and came to the following conclusion: all types of cultures alternate. At the same time, the alternation does not depend on anything, but only nature regulates this mechanism. This conclusion led him to the concept of "energy of cultures": first, culture actively embodies itself, then it self-realizes and slows down in its development, which corresponds to the pattern of changing the type of culture. At the same time, a certain type is not one, since all three types are present in our lives, but with the dominance of one of them. A crisis occurs when culture begins to be a commodity, and morality degrades and ceases to carry a unifying function, then the old form of culture dies off. Thus, the culture is reborn into a new model. Turning to the concept of Sorokin, we are invited to pay attention to his introduction of the term "sociocultural fluctuations", which are understood as "processes that repeat from time to time in social cultural life and in human history" [19]. In his opinion, all processes can be divided into two groups: unique and repetitive. However, there may be some unique component within the repeating ones. The global catastrophe in the form of the coronavirus pandemic changed the usual course of history and caused a unique process that was divided into several stages: covid and post-covid period. If we continue to follow Sorokin, then "the more abrupt the change occurs in a given direction, the stronger the modification of the process in this direction" [19]. That is, the sharper and larger-scale changes occurred, the more radical will be the turn in the processes.

In connection with the unexpected global crisis of the coronavirus pandemic, a drastic restructuring of the world has taken place. The format of overcoming the openness of the world changed to the format of overcoming the closedness, there was a break in the communication field. As a result, people tried to find a new format for self-development and communication - art became such a format [18]. In this regard, it is necessary to consider the audience of art as a communicative system that actively interacts with art, influencing the artistic process. In this case, the system-forming factor is the whole complex of communications regarding perception, evaluation, artistic value and forms of consumption. As the pandemic period has shown, limitations in the passive perception of art live have become a powerful impetus for the growth of active consumption of art in isolation. Here, the trend towards authenticity has manifested itself in the popularity of existing and the creation of new amateur forms of artistic activity of the public, as evidenced not only by new forms of amateur Zoom concerts, dances, choirs, but also by an increase in the sales of musical instruments, art materials and online lessons. The international network performance "Izoizolation", the results of which were included

in the collection of the virtual Covid Museum, gained unprecedented popularity. Media artists choose technology as the main tool for the manifestation of the "invisible" mechanisms of modernity. The emergence of interactive technology has pushed the arts to explore methods of engagement and interaction. Today, media art tends to be synthetic faster than other forms of art, entering the territory of the theater, the game industry, cinema and horizontal social associations. Artists strive to create environments and entire worlds, which promises to provide a serious critical base, at the height of the fashion, for the metaverse and on the threshold of breakthroughs in AR and VR technologies [9]. As the activities of today art leaders and CEOs Andrew Taylor, Tim Cynova, and Lauren Ruffin shows, "dev ops becomes a philosophy" [16]. Some categories of media art are associated with engagement tactics. For example, digital performance is a multi-faceted and elusive art form that is extremely difficult to document, let alone show in a museum and collect. But the effect of participation, the impulse of free creative rethinking that the open source aesthetics gives, can be considered symbolic capital. Similar to paradigm shift in science, described by Thomas Kuhn and clearly manifested in the development and adoption of the theory of relativity, today we are witnessing an ongoing process leading to paradigm shift in art, and this fact requires broad discussions and studies. Although country and regional specific still represents the factor of influence, some general trends towards virtualization of art, as well as culture practices, can be traced.

5 Conclusion

The COVID-19 pandemic became a catalyst for changes in the formats of artistic events and contributed to the development of new ways of cultural communication. Online broadcasting of concerts and performances at the stage of relaxation of quarantine restrictions remained a relevant communicative component of the artistic process.

In various art forms, the renewal of festival formats took place in different ways: in particular, in music, the above-mentioned trend, in addition to online broadcasts, was implemented through "open air" concerts and new experimental searches, namely "1:1 CONCERTS". In the visual arts, quarantine restrictions related to the COVID-19 pandemic have influenced the activation of the processes of creating virtual tours of the exhibition space of gallery and museum complexes.

The main experience received by artists and organizers of art events during COVID-19 pandemic is the need to quickly adapt to circumstances and make effective, optimal organizational decisions as soon as possible.

Moreover, the authors substantiate the thesis that due to the inclusion of technology in the artistic process, the vector of development of the organization and the holding of festivals. We believe that the new hybrid formats of artistic events that have emerged over the past two years should continue to function and develop in the future. After all, such forms have gained uncommon popularity and have proven their effectiveness in recent years.

Appearing of the specified information and communication formats contributed to the emergence of new international collaborations and creative exchanges, which indicates the arising and affirmation of a new type of socio-cultural identity – network one.

At this time, in our opinion, the concept of a universal platform for socio-cultural interaction in the web space is beginning to take shape. Thus, we consider the topic of virtualization of art as one of the relevant phenomena of modern culture to be promising for further research.

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Primary Paper Section: A**Secondary Paper Section: AL**

EMOTIVE-AXIOLOGICAL APPROACH IN MUSICOLOGY AND MODERN THEORY OF OPERA EXPERIENCE

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Abstract: In the context of the art of vocal and stage performance, the issues of the influence of the musical factor on the process of impersonation of the singer-actor, the existential nature of the art of impersonation, the psychological mechanisms of understanding and appropriation of the text-consciousness of the character by the performer, the processuality of experiencing as an activity of the opera performer and character, musical stage images and forms are touched upon, along with the issues of internal and external action of the character, modality factors of vocal intonation, including the expected circumstances of the role. The syncretism of the opera text as an integral interdeterministic system of stage action meaning, which has an emotional impact on the audience and performers through all three channels of communication - visual, auditory, and verbal, makes it possible to define the opera within the framework of emotionology as a new branch of social psychology. An attempt is made to show that personal and collective emotions generated by an opera performance are decisive in a syncretic opera text.

Keywords: Opera emotions; opera theatre; opera poetics; opera plot; interpretation; opera image; opera melos.

1 Introduction

Appeal to the language of art and to the practice of artistic forms appears to be the most effective way to translate emotional experience, since the artistic language has a high degree of socialization and suggestiveness; in addition, namely in the sphere of art those images of feelings are formed that can be considered standard, those ways of experiencing that represent a necessary part of cultural semantics and, therefore, acquire the value of psychological universals.

These typical universalized experiences and, at the same time, their ability to enter the individual consciousness and become its value criteria, to enter the system of self-esteem, are addressed by emotionology as a new branch of social psychology, which has absorbed the historical ideas of studying the "emotional standards" of the past and comparing them with the present state of social consciousness.

Peter and Carol Stearns, who gave the name to this trend (1985), suggested creating a history of emotions in order to better, deeper represent the collective past of people and more successfully predict their joint future (see: [9]). In addition, emotionology, based on the name itself, is designed to generalize numerous disparate studies of emotions, to act as an interdisciplinary mechanism for combining various areas of scientific knowledge. But no matter how innovative this direction may seem, it is a continuation of a number of ideas of interpretive or semiotic anthropology, as well as those studies that concerned the deep aesthetic nature of artistic forms, art history works (including musicology), revealing the deep semantics of an artistic text (see about it: [1, 5]).

Nevertheless, today there is a need to isolate such a theory that will specialize specifically in the field of human experience (see about this: [7]), refer to the individual and typical in the nature of human feelings as a social value that provides a positive worldview and world knowledge. This article is devoted namely to substantiation of the need for such a theory.

2 Materials and Method

The methodological basis of the study is a comprehensive research approach, including personal, phenomenological, and essential aspects using elements of semiotic and hermeneutic methods of analysis. The research process involves the psychology of creativity and semantic aesthetics, which involves considering art as a "language of a special kind", the realm of

symbols that make up the consciousness of the individual, as well as their interpretation.

3 Results and Discussion

Let us start with the fact that it was the ideas of emotionology which inspired A. Zorin to recreate, on the basis of the history of individual experiences, the "emotional matrices" of Russian culture of the Catherine era, at those stages when the old stereotypes of relationships were already losing their integrity and sensual attractiveness, and new ones were just looking for their benchmarks, horizons of expectations. The author proceeds from the fact that the inner world of a person of a different culture, especially a historically remote one, can only be penetrated due to the fact that this inner world is conditioned by the collective consciousness, appears as a collective property.

Particularly important is Zorin's observation regarding theatrical art and its recipients as a kind of "emotional community" that arises on the basis of the unity of artistic texts which form their own range of emotional and emotive-linguistic patterns of behavior, relationships, and experiences.

The opera theater, as a kind of cultural-semantic emotional community, has special capabilities, since it integrates all the ways of the linguistic organization of the artistic-textual space in its conditional and real forms, uses all registers of collective consciousness, literally transforms the subject content of emotions into melodic material, provides this content with the possibility of musical objectification - sounding.

The key categories in the study of Zorin are the "symbolic image of feeling", "emotional repertoire", "chain of experiences", "integrity and originality" of national characters as an absolute value, the concepts of sensory culture [9].

In addition, he notes that the current state of collective consciousness is to a certain extent determined by the farewell to the emotional culture of romanticism, and this means an attempt to rethink the value experience of this culture, which in many respects is precisely the experience of inner emotions based on certain models of feelings - symbolic images of feelings.

The operatic tradition in this regard appeared to be especially significant and effective, based on the musical and melodic memory of the socio-historically significant stages in the formation of the emotional and sensory fabric of the collective human consciousness.

The theoretical model of the emotive-axiological approach comes to the fore in operological methods. This model provides implies the separation of the concepts of emotions, feelings, experiences, overcoming some of the limitations of traditional and updated psychological approaches to the typology of emotions (feelings) [3]. It allows pointing out the essential importance of the psychology of art in the modern interdisciplinary humanitarian continuum, especially in its refraction in the work of L. Vygotsky [8], for solving questions about the qualitative content, the specific valence of emotions and their significance in the formation of cognitive human consciousness. Its main advantage is the discovery of the opportunity to substantiate the special psychosemiotic functions of operatic poetics, including highlighting the phenomenon of operatic melos as a special subject of musicological research enriched by interdisciplinary interactions.

The substantiation of the emotive-axiological approach to the European operatic tradition required an appeal to those studies that not only highlight the problem of emotions, but, firstly, develop a modern phenomenological approach to it, and secondly, reveal the significant role of art, artistic form in solving or at least sufficient structuring of the problem. Some clues about the ability of musical intonation to surpass verbal

means of expression in the emotional objectivity can be found in works devoted to the study of musical melos [6].

The saturation of the discussion of the nature of emotional experience with musical definitions and characteristics very eloquently testifies to the need to define its qualitative aspect as the main one, and also to point out the positive value of such psychological experience. At the same time, there is a danger for researchers to get carried away with words and, instead of the semantics of emotions, study the semantics of verbal labels, emblems of emotional-sensory states, especially in cases where the inner emotions are complex, include a "conglomerate of emotions". It is important not only and not so much to correctly classify emotions but rather to single out "emotional components" - immanent components of the process of experiencing, on the quality of which its direction and course depends.

A certain analogue of the concept of "emotional particles" in L. Dorfman's study is the definitions of "qualitative knots" and "through parameters of the emotional tissue", which are related to artistic emotional representations and emotional features of works of art, since due to them some "condensation of quality" of experience arises. Dorfman admits that the temporal parameters of feeling-experience (sensory experiences) unite nodes of emotional tissue of different quality into a single whole, that is, they rise above them, perform directorial and psychological functions, contribute to the creation of a kind of "sensual plots" - sensual dramaturgy, which itself can act as an essential side of the artistic content [2, p. 24].

This "dramaturgy of experience" is also important because it expresses the possibilities of sensual mutual transitions, ambivalent states, the implicit logic of psychological existence, the formation and realization of the personality. Without even noticing it, he comes into resonance with some of the ideas of L. Vygotsky, who found in the artistic and aesthetic realization of a person his true life, as a holistic creative realization, due to which the conventionality of the artistic form is endowed with new real meanings, becomes a conductor of true reality for consciousness and the act of a thinking and understanding subject. Artistic emotions, artistic experience, and the artistic feelings that grow on their basis are endowed with all the measure of authenticity; moreover, they are able to surpass ordinary, beyond artistic conventions, experiences in their intensity and always have a positive impact on the psychological structure of the individual.

Opera melos, including the specific melodism of vocal parts in the opera, which affects the overall musical and dramatic organization of the opera work, expresses the process of creating special emotional metonyms, that is, ways of introducing emotive-cognitive meanings of the intonation-stylistic figure and implementing the "emotional repertoire" of the opera or "symbolic images of feelings" (Zorin) in the musical sound of the opera text.

For this process, indicative one is the enlargement and emotional intensification of the musical and expressive approach, the enlargement of the emotion itself - by providing it with a new aesthetic value, artistic objectivity. This artistic and functional transformation of emotion through operatic experience can also be considered as a personification - fixing a certain personal and semantic meaning to a specific musical approach that enhances the concreteness, independence of a separate intonation-melodic construction, determining its transformation into melodic thematics [1].

We especially emphasize that operatic emotion, like opera experience, is a specific artistic phenomenon, but, being perceived, acting through the operatic form (concept), it becomes an actual factor in the emotional and value reality of the human community.

Opera experience fundamentally changes the "sign", the evaluative function of an emotion, whatever it may be in everyday experience; this value transformation of the emotional

state is ensured by the different nature of artistic and aesthetic emotion, but to an even greater extent - by the three fundamental properties of operatic experience. This is:

- Familiarization with aesthetic knowledge and, through it, with the beautiful - as a human ability to achieve immortality, that is, this inner emotion is beautiful and makes it possible to experience as a wonderful relationship with the world - the formation of a cathartic emotion;
- Promotion of the feeling of love as a single emotional and cognitive basis for all other forms and methods of sensual self-realization of a person, the awakening of love resonance with the world and people and its experience as the highest holistic positive state of consciousness - the awakening of passionate emotion;
- Liberation from negative dependencies and conditioning of personal consciousness, the discovery of its creative resources and new evaluative possibilities, representing the experience of human existence at a new level, reaching the transcendental border of personal freedom - the achievement of noetic emotion.

The specific content and the leading role of vocal-performing intonation in the formation of an integral genre semantics of opera is explained by the fact that the path of the genre form of opera to its artistic independence is connected with the specification of all its artistic and communicative components, starting from the spectacular stage design and ending with the professional tasks of an opera singer, features of his position and behavior on stage.

One of the main conditions for the evolution of operatic poetics are the dynamic links between the verbal material and its musical presentation; at this, the integral "biodynamic", that is, the living stage "fabric" of the opera, was subordinate to the verbal and musical factors of the opera composition as equal in meaning, single in terms of semantic orientation, methods of representation of figurative content and linguistic objectification of meanings. However, due to the originality of the opera plot and the opera word, as well as due to the musical and compositional unity of the entire opera action, namely the musical sound - the methods of musical intonation - organize the new psychological reality of the opera action, claiming semantic self-sufficiency, absoluteness. Therefore, musical intonation becomes synonymous with the operatic language, and at the same time it reveals its semantic complexity and "attachment" to the genre conditions of opera - to the verbal and poetic text, to the visual side of the stage action, to the general laws of theatrical performance. Thus, the musical intonation in the opera must also be presented on the stage - and this is its main interpretative condition. This representation of it is a vocal performance, distributed in parts, that is, divided in time and space of the opera in connection with its heroes, becoming character- and chronotopically predetermined.

Remaining musical in terms of the main method of semantic organization, opera intonation in its vocal variety is not autonomous musical, but it incorporates those synthetic features that are inherent in the opera genre as a whole - absorbs not formally, but meaningfully and semantically, forming a special system of artistic statements, associated with the order of stage behavior and relationships of characters, and this order implies the subordination of the general, individual-group and personality-isolated plans of operatic action and language, that is, it implies special differentiation and vocal melos in terms of psychosemiotic significance.

Conceptual foundations, theoretical tendencies of operatic semasiology as a direction of contemporary opera studies are due, first of all, to the fact that, when defining the main semantic spheres of music, musicologists often use categories that indicate the genre-generic and specific division of art: epic, lyrical, dramatic, tragic, comedic, and so on. This general genre division of art, which arises sequentially - historically, turns into a synchronous semantic structure in its individual types, in particular, in the synthetic opera genre (for the unity of the

semantic and aesthetic approaches in musicology, as well as their psychological aspects, see [5-6]).

The deepening of the semantic approach to the opera genre allows noticing that in the individual composer's work, especially in the romantic era, a dialogue arises between the author's stylistic "Self" and the content of opera music, which was molded into certain compositional structures, fixed in them. The duality of the genre-style, which is implemented in the duality of the musical form, becomes an expression of the historically determined antinomy of the romantic musical language as a process of living intonation - understanding and rethinking the ways of structural-grammatical, autonomous-textual explication of the opera idea. This duality can also be defined as the interaction of the aesthetic form of music and a new compositional-structural form - in particular, the opera text, as the birth of a real musical impact from the premises of an individual-stylistic figurative interpretation, including as a transition of the normative logic of the spatial-textual coordinates of the opera genre into the performing-lively, authorial-temporal organization of the sound of the opera text.

The evolution of the opera during the period of romanticism confirms the following observation: the development of the genre, reaching the highest "point" of interstyle dialogue, leads to the birth of a new genre quality; the evolution of style - as an intra-genre dialogue - reaches such a degree of socialization, typification of stylistic approaches that equalizes the rights of the semantic "signature" of style and genre form of music. In this way, the romantic opera "equalizes in rights", harmonizes and balances both its verbal and musical components, and at the same time gives both the author's individual stylistic expression and meaning.

However, in this way new, peculiarly authorial, semantic functions appear in opera performers, since direct live intonation depends on them - the representation of the opera image; moreover, namely the vocal-performing intonation is the highest conceptual level of the opera text - bringing out those musical concepts that in their synthetic content most accurately reveal, interpret the "sensual fabric" of opera images, that is, perform the final "linguistic categorization" of the opera' figurative content. Related to this are the psychological prerequisites and conditions for operatic vocal and intonation dramaturgy; this determines the significance of the performer's personal thesaurus in the process of intonation-role creation of the operatic image.

It is no coincidence that the leading criteria for evaluating the stylistic significance of the opera school are the vocal-performing ones, and those of an individual operatic work - the established methods of correlating (interference) verbal and musical expressive planes in the general intonational content of the opera and the means of forming figurative concepts, including personified ones.

The phenomenon of understanding music is interconnected with the symbolic nature of the musical sign system; the ability to "speak out" in the language of symbols, which most closely leads to the deep content of human consciousness, makes the process of perception and understanding of music especially attractive, and especially difficult, and, finally, absolutely necessary for identifying the semantic expediency of human life [5]. This process underlies the vocal-performing interpretation of the opera image, forcing the opera vocal intonation itself to be classified as figurative-role synthetic, including as uniting the event-epic, intimate-sensual lyrical and effective-dramatic aspects of opera content.

Proceeding from this, as a subject of understanding and interpretation, the operatic image represents a certain musical and aesthetic structure as a simultaneous figure of meaning, uniting the addressee and the addresser, being realized as "an image of the world, revealed to the world, and creativity, and wonderworking" (L. Pasternak). Therefore, its creation in the process of vocal and performing interpretation is a complex psychological process that requires the singer-actor to turn on imagination, attention, activate memory and intuition, emotional

and sensory experience, as well as deep entry into the text and "mastering" the image of the character, a special artistic empathy, providing effective figurative-role intonation. Thus, the interpretative factors of opera vocal intonation are revealed, the meaning of figurative-role intonation is revealed on the basis of its interdependence with the processes of understanding - interpretation.

Operatic intonation as a semantic phenomenon is determined by several factors and levels of operatic composition. Firstly, it is based on the plot-thematic character semantics, revealing its effective side, coming in solidarity with the visual-dynamic event plan of the opera work. Its second stage manifestation is the actualization of verbal meanings and the identification of their diversity - as a new type of verbal intonation, specific namely for the operatic language, including the development of a recitative principle. The concluding, integrating and deepening figurative meanings generated by a holistic opera interpretation, the semantic plane of opera intonation is the musical one, as completely autonomous and at the same time revealing new special ways of interacting with the acting and verbal factors (conditions) of the opera form. It is provided to the greatest extent by vocal performance intonation, which, thus, becomes the semantic epicenter of operatic influence.

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Primary Paper Section: A

Secondary Paper Section: AL

METAPHORIZATION IN THE UKRAINIAN MEDIA DISCOURSE IN 2022–2023: EXTERNAL FACTORS, DYNAMIC PROCESSES, COMMUNICATIVE AND INTENTIONAL DIMENSIONS

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Abstract: The article analyzes the metaphors selected from the media texts of 2022–2023; it is found that they not only perform an informative role, but also implement a number of communicative strategies and pragmatic-intentional tasks. A detailed analysis of the corpus of actual material made it possible to single out the most important features of figuratively used units, among which there are the reinterpretation of known images and concepts based on associative connections, the transmission of hidden content, evaluability, emotional and expressive coloring, often going beyond the canons of newspaper journalism, sometimes “shaking” stylistic norms. It was found that in the Ukrainian media discourse of 2022–2023, metaphors with a different thematic range are presented, the emergence of which is based on stereotypes of the perception of modern reality, in particular, military actions in Ukraine. A significant group consists of zoomorphic and mythomorphic metaphors – secondary names of enemies and the president of Russia. In order to strengthen the negative coloration, attributive, in particular occasional, units function alongside them, which give the texts an ironic-sarcastic sound, make them sound as colloquial speech, sometimes even vulgarize them. It is noted that the use of several metaphorically designed secondary names, which implement the stylistic technique of gradation, is aimed at achieving this goal. Attention is focused on verbs that, modeling the behavioral stereotypes of the enemy army, not only contribute to the creation of an objective image of the invaders, but also convey irony and sarcasm. Among the words of this part-language class, colloquial forms dominate, which serve as a powerful journalistic tool and exert a communicative influence on the reader. The expressive means of linguistic aggression include anthropomorphic metaphors built on the attribution of actions, signs, and characteristics inherent in a person to war and Russia. It has been revealed that in journalistic texts, lexemes of the culinary and gastronomic sphere, which are presented in publications about the destruction of Russian, less often Belarusian enemies and their equipment, undergo metaphorization.

Keywords: lexeme, secondary nomination, metaphor, figurative meaning, emotional evaluation, noun, verb, language of mass media, media discourse, Ukrainian language.

1 Introduction

The multifaceted study of media discourse belongs to the topical issues of the modern scientific paradigm. The interest of researchers can be explained by several factors. First, journalism of the beginning of the 21st century represents an important and relevant form of communication, which makes it possible to succinctly inform about new, relevant and important things. Secondly, it is distinguished by an extensive system of expressive means, which perform not only an informative role, but also implement a number of pragmatic and intentional tasks - to influence the emotional sphere of the recipient, to encourage him to think, to incline him to a definite side, etc. The features distinguishing modern media texts include the renewal of forms of verbalization of thought, the use of new works, artistic means with a distinct emotional and expressive color, secondary nominations, etc. As observed by I. Ya. Zavalnyuk, “the language personality of a journalist acquires the characteristics of a stylistic center”. The author's Self becomes softer, looser, more human” [12, p. 14]. In this regard, we consider T. M. Levchenko's reasoning to be relevant: “The language of journalism shows a tendency to blur clear stylistic boundaries...” [3, p. 60]. The opinions expressed by these researchers are fully reasoned and substantiated, as evidence of which we consider the active use of vocabulary that goes beyond the canons of newspaper texts. Nominations with not only direct, but also figurative and connotative meanings, arising on the basis of associations with well-known objects, actions, processes, states, qualitative characteristics, etc., are actively entering the language of modern mass media. Such a functional purpose is revealed by

metaphors, which not only serve as new and fresh markers of beings, objects, their static or dynamic features, but also aim to attract the attention of readers, convey certain mood shades, expression, hidden meaning, etc.

The problem of metaphorization of the Ukrainian media discourse is one of those actively studied in the modern linguistic paradigm. Among the most recent in terms of time dimensions, the body of actual material and the study methodology, it is worth mentioning the comprehensive study by A. S. Ovsienko, in which not only an updated definition of the concept of metaphor was proposed, but also in the context of language dynamics, metaphorically used lexemes of different thematic ranges were analyzed; their formal and stylistic features were clarified, their role in the figurative and emotional-evaluative reproduction of reality and expressiveness of the texts of newspaper periodicals of the beginning of the 21st century is determined [5]. O. V. Semyda and I. M. Ahmad manifested scientific interest in researching the metaphorization of the image of Ukraine in modern English-language media discourse, the functional features of figuratively used nominations, which are characterized in the context of the mechanisms of awareness of the real picture of the world and the stereotypes of the perception of Ukrainian state by the English-speaking community [6]. Studies dedicated to the description of metaphor as a way of thinking, cognition, nomination of new concepts, as well as a means of manipulating consciousness, imposing certain subjective assessments and implementing other communicative strategies deserve attention [10]. Among the scientific priorities of the third decade of the 21st century, there are the description of metaphor as a linguistic and cultural marker [2], the determination of its role in media discourse [4], the study of metaphorical nominations for the designation of women in Ukrainian linguistic culture [8]. In a number of works, metaphorical constructions are considered sporadically, in particular, in the context of describing call signs in unofficial military communication [7]. The declared list of scientific achievements, although it shows a significant level of study of the problem, does not cover absolutely all aspects. Currently, when the active phase of the Russian-Ukrainian war continues, journalists, trying to quickly inform about the events at the front and striving to win the ‘fight for the reader’, use various language means in their publications, including metaphorical ones. In modern linguistics, the secondary nominations of this thematic variety and time slice (from February 24, 2022) have not yet been studied in detail, which determines the relevance of the problem raised.

The purpose of the article is to systematically analyze metaphors evidenced in media texts during the active phase of the genocidal war unleashed by Russia¹, to investigate metaphorically used lexemes in the context of anthropocentrism, communicative-pragmatic potential, expressiveness, emotional-evaluative meaning, and linguistic dynamics.

2 Materials and Methods

The objectivity of the description is ensured by the corpus of factual material compiled on the basis of all-Ukrainian and regional media sources that inspire confidence in information consumers. The index of sentences with metaphorically designed language units is about 1,000 sentences selected from newspaper publications of 2022-early 2023.

Achieving the goal and objectivity of the conclusions was facilitated by the application of the descriptive method, which made it possible to classify the selected factual material, to characterize it in view of the set of qualifying features and

¹ The Ministry of Culture and Information Policy of Ukraine has published new informal rules for Ukrainian spelling in connection with Russia's aggression against Ukraine: in protest against Russian aggression, it was proposed to write the words “Russia”, “Kremlin”, “Putin” with a lowercase letter. This rule is now used by many Ukrainian media.

formal means of expression; the method of distributive analysis, which contributed to the study of metaphors according to contextual and connective features was used, as well as methods of structural-semantic analysis aimed at revealing the meaning range of metaphorically used nominations

3 Results and Discussion

Among the important tasks that a scientist sets for himself, there is the choice from among the proposed definitions or the formulation of his own definition of the researched object. With this in mind, we consider it necessary to analyze the currently known interpretations of the term *metaphor*. In our opinion, first of all, it is appropriate to turn to modern Ukrainian lexicographic sources. In the encyclopedic edition "Ukrainian language", two meanings of the concept of metaphor are distinguished – "a) a semantic process in which the form of a linguistic unit or the design of a linguistic category is transferred from one object of designation to another on the basis of a certain similarity between these objects when reflected in the mind of the speaker; b) the derived meaning of the linguistic unit formed in this way" [9, p. 334]. In the dictionary edited by V. T. Busel, it is stated that a metaphor is "an artistic tool consisting in the figurative use of a word or expression based on analogy, similarity, or comparison, as well as a word or expression used in this way" [1, p. 663]. According to A. S. Ovsienko, "metaphor is a means of secondary nomination, which represents innovative knowledge about the world through the use of resources available in language, is based on mental operations associated with attributing the characteristics of people to non-beings or characteristics of beings and non-beings – to a person" [5, p. 33]. Therefore, the main emphasis of linguists falls on the purpose of metaphor to serve as a means of verbalizing objects, dynamic or static features, the basis of which is the process of rethinking, built on associative connections. We would like to note that with the help of a metaphor, the perception of information becomes more accessible and easier, since it is based on images and concepts known to the recipient. In addition, in mass media texts, metaphorically used lexemes make the text figurative; causing certain associations and feelings, they affect the consumer of information emotionally.

In modern linguistics, we come across different classifications of metaphors, including their division into lexical and poetic ones. The first group includes the names of objects, animals, plants, mythical, mythological creatures, etc., used to refer mainly to people in order to actualize attention to their physical or mental characteristics, behavioral traits, etc. The sphere of others is formed by figuratively used words that originally and usually expressively characterize objects [11, p. 88]. A. S. Ovsienko presented a detailed classification of lexical metaphors 'attested' in media texts of the beginning of the 21st century. The researcher singled out nature-morphic, artifactual, mythomorphic and fairy-tale types, which she considered in the context of the influence of external factors, in the aspect of anthropocentrism, psycho-emotional and communicative-pragmatic load [5, p. 95–207]. The specified study algorithm will be applied to the description of metaphorically decorated nominations, selected from media texts during the active phase of the Russian-Ukrainian war, randomly focusing attention on secondary nominations, the modeling of which goes beyond the proposed classification schemes.

The full-scale invasion of russia directly affected the subject of newspaper publications, because starting from February 24, 2022, articles about combat operations, enemy losses, destroyed military equipment, Ukrainians who were injured as a result of shelling, etc. began to prevail. Undoubtedly, all these events affected the emotional state of both journalists and readers, which became a significant external factor in the dynamics of the lexical system in particular and changes in the language of Ukrainian media texts in general. We consider the attraction of metaphors to the information space to be a noticeable feature of newspaper journalism of the given period, which perform an important communicative and pragmatic-intentional role, and also serve as a means of interest and intrigue of the consumer of

information, contribute to the creative interpretation of the most important, convey the attitude of the journalist to the described. In some cases, the authors of newspaper articles put metaphorically presented lexemes in quotation marks, which indicates that such nominations are outside the usual contextual conditions.

Common feature to the media texts of 2022 – the beginning of 2023 is the dominance of lexical secondary nominations for the designation of enemies. Among the zoomorphic metaphors, the noun *pig dog* (*свинособаки*) is presented, formed by the method of basic composition: *Десять місяців палахкотить у нашії державі повномасштабна війна, розв'язана кремлівськими свинособаками* (*For ten months, a full-scale war has been raging in our state, unleashed by kremlin pig dogs*) (<http://pvisti.info>, December 29, 2022). Emphasis is made on those who were the initiator of the military aggression, as well as an indication of mindless subordination to the head of russia, lack of national self-awareness, and unquestioning obedience is realized by the dependent adjective *kremlin*. The secondary nomination of *тварюка* (beast), structurally complicated by the suffix of rudeness *-юк-*, expresses a negative emotional and evaluative color and strengthens the expression: *Ніколи не вибачу російським тварюкам! Історія харківської активістки, що врятувала свою сім'ю від війни* (*I will never forgive Russian beasts! The story of a Kharkiv activist who saved her family from the war*) (headline) (<https://te.20minut.ua>, April 07, 2022); *Сьогодні кляті рашистські тварюки серед білого дня атакували наше мирне місто* (*Today, damned racist beasts attacked our peaceful city in broad daylight*) (<https://mig.com.ua>, March 22, 2023) – the publication talks about rockets hitting a high-rise building, as a result of which peaceful people died. Given the implementation of the communicative-intentional function, the metaphorical word *щури* (rats), used in the mass media to refer to russian high-ranking officials, oligarchs, kremlin elite, etc., gravitates to the specified lexeme: *Зеленський: З Криму вже мігрують найбільш далекоглядні щури РФ* (*Zelensky: The most far-sighted rats of the Russian Federation are already migrating from Crimea*) (headline) (<https://www.pravda.com.ua>, March 21, 2023); *Жирні щури починають тікати з путінського корабля, – Піонтовський* (*Fat rats are starting to flee Putin's ship, – Piontkovsky*) (headline) (<https://espresso.tv>, September 11, 2022). In the second sentence, the negative color is also achieved thanks to the dependent attributive unit *fat*, which directs the reader to certain associations: representatives of pro-government structures are often obese. Moreover, they cause disgust not only with their appearance, but also with their behavior, tendency to profit, participation in corruption schemes, theft, etc. In media texts, we come across the specified zoomorphic metaphor, given in russian language and framed in quotation marks as a quote from an intercepted story of the occupier: *У російських окупантів наразі дуже низький бойовий дух. Перші дні війни в Україні деякі з них бігали як «позорные крысы»* (*The russian occupiers currently have a very low morale. In the first days of the war in Ukraine, some of them ran like "disgraceful rats"*) (<https://gazeta.ua>, March 29, 2022). The highlighted phrase emphasizes the low morale of the occupiers, their lack of motivation to fight.

Among the zoomorphic ones, there are metaphors for the head of russia. A group of such metaphorically used lexemes is formed by an established compound built on the model of comparisons like *загнаний звір* (driven animal), which has the meaning 'exhausted, frightened, prostrate', for example: *...Путін зараз як загнаний звір. Він помилувався під час вторгнення в Україну, зробив усе протилежне до того, чого прагнув досягти* (...Putin is now like a driven animal. He made a mistake during the invasion of Ukraine, he did the opposite of what he wanted to achieve) (<https://gazeta.ua>, April 11, 2022). Blackmail with nuclear weapons, which repeatedly sounded from the lips of putin, became a prerequisite for the use of the substantive-attributive phrase *ядерна мавпа* (*nuclear monkey*). This secondary nomination directs the reader to the established combination of monkey and grenade, which is used to name people, emphasizing their unpredictable behavior. For example:

Найголовніше – зробивши ставку на мотивованих українців, (Вашингтон. – Авт.) створює новий прецедент успішної держави. Перемігши яєрну мавпу завдяки, в основному, американській військовій та економічній допомозі. При цьому зруйнувавши імідж «непереможної російської армії» (The most important thing is that by betting on motivated Ukrainians, (Washington. – Author), to create a new precedent for a successful state. Defeating the nuclear monkey thanks largely to American military and economic aid. At the same time, destroying the image of the “invincible russian army”) (<https://gazeta.ua>, May 12, 2022).

At the beginning of the full-scale invasion, the sphere of the frequently used structures was added by the mythomorphic metaphor of *орки* (the orcs), which became viral: *У Запорізькій області орки обстріляли спалили пшеничне поле та склад із зерном* (In the Zaporizhzhia region, the orcs burned down a wheat field and a grain warehouse with shelling) (headline) (<https://gazeta-fp.com.ua>, July 21, 2022); *За добу орки вивезли майже сотню дітей з Маріуполя* (Over the course of a day, Orcs took almost a hundred children from Mariupol) (headline) (<https://umoloda.kyiv.ua>, April 19, 2022); *Почався бій. Згодом ми дізналися, що це була одна з перших спроб російських орків прорватися у місто, але наші бійці вицент їх розтроцили* (The battle began. Later, we learned that this was one of the first attempts of russian orcs to break into the city, but our fighters completely crushed them) (<https://horodok.city>, March 14, 2022). As it is known, before the hostilities of current Russian-Ukrainian war, the lexeme *орcs* was usually used to denote fantastic, stocky barbarians who commit atrocities, prone to meanness and violence. This nomination is associatively related with the expression of such features of the russian occupiers in newspaper publications, the topics of which are quite diverse: about mockery of civilian and military Ukrainians, including children; continuous bombings; ruining of infrastructure, as well as the destruction of the russian occupiers. In media sources, the mythomorphic metaphor of *орки* (orcs) is often accompanied by other linguistic units that add expressions, paraphrase the text, and sometimes even vulgarize it, further characterizing the enemies, for example: *Безжальні орки, зазнаючи поразок на фронті, мстяться мирному населенню* (Ruthless orcs, suffering defeats at the front, take revenge on the civilian population) (<http://pvisti.info>, December 29, 2022); *Та не встигли військовослужбовці РФ те приміщення впорядкувати й занести туди якісь ящики з-під босрипасів, як їм знову скомандували на виїзд, – загадує Мишко. – Щойно орки зійшли, як ми полізли той підвал «інспектувати»* (– Before the russian servicemen had time to tidy up that room and bring some ammunition boxes there, they were again ordered to leave, – recalls Myshko. – As soon as the orcs blew up, we climbed into that basement to “inspect” it) (<http://www.golos.com.ua>, July 01, 2022). The analyzed metaphor can be traced in the headlines, which are quotes from the statements of ordinary citizens, other journalists, artists, singers, presenters, politicians, heads of regional military-civilian administrations, etc.: *«Орки бояться і готуються до наступу ЗСУ» – Братчук про дії окупантів на Херсонщині* (“The Orks are afraid and are preparing for the offensive of the Ukrainian Armed Forces” – Bratchuk on the actions of the occupiers in the Kherson region) (<https://gazeta.ua>, July 03, 2022); *Енергетики Кіровоградщини на Херсонщині: «Найважче було бачити, що там орки нарobili»* (Energy workers of Kirovohrad Oblast in Kherson Oblast: “The most difficult thing was to see what the orcs did there”) (<https://persha.kr.ua>, January 03, 2023); *Здохніть, орки – «За Вінницю», «За Миколаїв»: ЗСУ гідно відповіли рашистам за ракети по цивільних* (Die, orcs – “For Vinnytsia”, “For Mykolaiv”: the Armed Forces of Ukraine responded with dignity to the Russians for firing missiles at civilians) (headline) (<https://www.5.ua>, July 15, 2022). Most headlines-quotes convey an adequate verbal reaction to the bombing of cities, the destruction of civilian infrastructure, resulting in the deaths of the civilian population, including children. It seems interesting to use the analyzed metaphorically designed noun in the topic of transportation, which gives the text an ironic-sarcastic sound, predicts the content of the publication and conveys its negative

tone, for example: *Орки взяли квитки на експрес до пекла* (Orcs took tickets for the express to hell) (headline) (<https://gazeta.ua>, August 30, 2023). In order to express hatred towards the Russian aggressors, their cynicism and cowardice, as well as to raise the spirits of the Ukrainian readership, journalists use substandard, in particular, obscene language, which complements the metaphorical context: *Червоно-чорний Визвольний Прапор України з Тризуба ще вранці 26.10.2022 зірвали спарашки. Певно, щоб орки не обісрались від Прапору УПА!* (The Red and Black Liberation Flag of Ukraine was torn from Trident on the morning of October 26, 2022 by separatists. Probably, so that the orcs would not be pissed off by the UPA Flag!) (<https://porokhivnytsya.com.ua>, November 1, 2022).

We come across a complex nomination, which negatively characterizes the Russian invaders, in the sentence *Ми повинні очистити від російських орко-бомжів святу українську землю!* (We must cleanse the holy Ukrainian land of russian orcs-hobos!) (<https://glavcom.ua>, June 03, 2022). A peculiar effect of contrast is created by the phrase “holy Ukrainian land”, which awakens feelings of patriotism and gives confidence in victory.

Quantitative limitation is revealed by using the metaphor *орки* (orcs) for IT specialists who tried to penetrate into the operation of computer systems. Attested with such a semantic nuance, the secondary nomination functions with substandard vocabulary, which, although it vulgarizes the text, does not provoke the reader's condemnation, but on the contrary increases sarcasm, conveys hatred for everything hostile-russian: *«Горіть у пеклі, срані орки! Просто горіть у пеклі, тварюки! Бажаю вам залишитися без футболу назавжди до кінця ваших днів! Виродки!!»*, – емоційно відреагував на атаку хакерів коментатор матчу Уельс – Україна Віктор Вацко (“Burn in hell, you shitty orcs! Just burn in hell you critters! I wish you to stay without football forever for the rest of your days! Freaks!!!”, – the commentator of the match Wales - Ukraine Victor Watsko emotionally reacted to the hacker attack) (<https://bigkyiv.com.ua>, June 05, 2022). In view of the insignificant frequency of the functional manifestation, the singular metaphor *орк* (orc) for the head of the russian federation belongs to the linguistic periphery: *Наші доблесні воїни дають гідну відсіч росіянам, яких вже покнали на полі бою майже 104 тисячі. Головний орк путін не зважає на великі втрати і кидас на вірну загибель нові полчища* (Our valiant warriors give a worthy rebuff to the russians, who have already killed almost 104 thousand on the battlefield. Main orc putin ignores heavy losses and throws new hordes to certain death) (<http://pvisti.info>, December 29, 2022).

Disgust and hatred are caused by the secondary nomination *зомбі* (zombies) used in the mass media, which describes russian occupiers, deprived of human likeness and the ability to think on the narrative imposed on them about the need to destroy the Banderites invented by them, who allegedly discriminate against the Russian-speaking part of the population of Ukraine or even threaten russia: *Бездушні зомбі: з'явилося відео отшування росіян про Бучанську трагедію* (Heartless zombies: a video of a survey of russians about the Bucha tragedy appeared) (headline) (<https://apostrophe.ua>, April 04, 2022); *Зомбі, які думали, що «рятують» нас, – лікар з Маріуполя про російських окупантів* (Zombies who thought they were “saving” us – a doctor from Mariupol about russian occupiers) (headline) (<https://24tv.ua>, July 31, 2022). According to our soldiers, the enemies, especially the mercenaries of the “Vagner” PMC, often go on the offensive under the influence of narcotic substances, which neutralizes their instinct for self-preservation: *Сунуть хмарою зомбі. Військовий опублікував свіже відео наступу росіян на Соledар* (Zombies are pushing as a cloud. The military published a fresh video of the russians' offensive on Soledar) (headline) (<https://www.nta.ua>, January 12, 2023). We come across the analyzed lexeme in publications not only about the military, but also about the majority of russian citizens who are in an information vacuum and do not know the whole truth about the war in Ukraine. Russians do not even try to make an effort to objectively assess the situation, they believe the fictions

of Putin, his entourage and propaganda television channels: *Як із росіян зробили зомбі і чому з ними марно говорити* (How Russians were made into zombies and why it is useless to talk to them) (headline) (<https://kr.ua>, March 07, 2022); *Росіяни – дуже деградована каста. Це зомбі, психічно ненормальні люди, космічне сміття* (Russians are a very degraded caste. These are zombies, mentally abnormal people, space debris) (<https://gordonua.com>, October 24, 2022). In the second sentence, the effect of expression is also achieved thanks to the use of several metaphorically designed secondary names that implement the stylistic technique of gradation.

The field of mythomorphic metaphors includes the lexeme *іроди* (Herods), which is semantically close to the nominations *орси* and *зомбі*, usually presented in contexts about the atrocities of the occupying forces: *Російські іроди влаштували істеріку...* (Russian Herods threw a tantrum...) (<https://gazeta.ua>, May 05, 2022). It implements shades of contempt, anger, condemnation of the Russian military. The same communicative and pragmatic potential is demonstrated by this nomination, designating the head of Russian Federation: *Путін – ірод XXI століття* (Putin – Herod of the 21st century) (headline) (<https://df.news>, January 12, 2023). Its functional equivalent is a two-component metaphor *виплодок сатани* (Satan's offspring), which also conveys a negative attitude towards the Russian president: *Виплодок сатани путін – нині найогидніша, найпроклятіша істота на планеті, бо розпалив неспровоковану війну проти України, безкарно сіє смерть і розрух* (Putin, offspring of Satan, is currently the most disgusting, cursed being on the planet, because he started an unprovoked war against Ukraine, sows death and destruction with impunity) (<http://pvisti.info>, March 23, 2023).

The connotative shade is revealed by the word *орда* (horde), which, in addition to the meaning of “occupational army”, contains an indication of a large number of limited, vile, cruel people whose goal is to cause suffering to others. The formation of such an image of the invaders is connected with the behavior of the enemies, in particular, their arrogance, desire to destroy everything, kill people and at the same time feel impunity. The lexeme *орда* not only indicates the scale of the army, but also evokes associations with the danger that threatens Ukrainians: *У наступні дні осаженіла російська орда намагалася прорватися у місто на інших напрямках* (In the following days, the maddened Russian horde tried to break into the city from other directions) (<https://horodok.city>, March 14, 2022). In this sentence, negative semantics is also provided by the subordinate lexeme *осаженіла* (maddened), which expresses the aggressiveness and treachery of the occupiers.

The modeling of behavioral stereotypes of the enemy army involves verbs that not only contribute to the creation of an objective image of the invaders and point to the evil, terror, and violence associated with them, but also help to form in the minds of readers an aversion to the occupiers, cause anger, indignation, as well as emotionally fill the text: *Орки обчистили банки: дніпровський фотограф показав зруйнований Кульняськ* (Orcs cleaned the banks: a Dnipro photographer showed the destroyed Kupyansk) (headline) (<https://nashemisto.dp.ua>, October 06, 2022); *У Мелітополі окупанти «обчистили» будівлю педуніверситету для облаштування там казарми* (In Melitopol, the occupiers “cleared” the building of the pedagogical university in order to set up barracks there) (headline) (<https://gazeta.ua>, June 24, 2022); *«Злодії, душогуби!»: Ніна Матвієнко розповіла, як кадирівці «обчистили» квартиру її сестри в Бучі* (“Thieves, murderers!”: Nina Matvienko told how the Kadyrivites “cleaned” her sister's apartment in Bucha) (headline) (<https://tabloid.pravda.com.ua>, April 12, 2022); *Орки є орки: у Запорізькій області окупанти поцупили музею мармуровий унітаз* (Orcs are orcs: in the Zaporizhzhia region, the occupiers stole the museum's marble toilet) (headline) (<https://www.volyn.com.ua>, March 14, 2022); *Окупанти крадуть шкарпетки в українських захисників та «полюють» на їхній американський камуфляж* (Occupiers steal socks from Ukrainian defenders and “hunt” for their American

camouflage) (headline). *Окупанти «полюють» за шкарпетками, які видають війнам ЗСУ* (The occupiers are “hunting” for socks issued to soldiers of the Ukrainian Armed Forces) (<https://2plus2.ua>, July 09, 2022). In addition, metaphorically used lexemes make it possible to more vividly describe the failures of the invaders: *Південний фронт: російські окупанти провалили штурм під Запоріжжям* (Southern Front: Russian invaders failed the assault near Zaporizhzhia) (headline) (<https://gazeta.ua>, August 18, 2022). The contextual unusualness of the functioning of words of the analyzed variety, which contribute to the conversational nature of the texts and at the same time serve as a means of emphasizing sarcasm, is evidenced by frequent use of quotation marks in them.

Media journalists resort to metaphors, presenting not only the behavioral characteristics of the Russian military and the head of Kremlin, but also describing the pro-government leadership of the aggressor state. Such a functional potential is revealed by the word *байкар*, interpreted in the dictionary as “compiler, author of fables” [1, p. 56], and used in newspaper journalism to refer to Russian politicians who produce various fakes: *Можливо, справа не тільки в кремлівських байкарях, а й у самому російському народові...* (Maybe it's not only the Kremlin hawks, but also the Russian people themselves...) (<https://armyinform.com.ua>, August 17, 2022).

The corpus of the research material is formed by sentences in which several linguistic units are aimed at the realization of negative coloration and expression. For example, in the structure *Тож не зрозуміло, чому за час кровопролитної війни російський народ із задоволенням поглинає інформаційні помилки, які їм подають у постійних зведеннях від міноборони ерефії...* (Therefore, it is not clear why, during the bloody war, the Russian people are happy to absorb the informational slop that is presented to them in constant summaries from the Ministry of Defense of the Erefiya...) (<https://armyinform.com.ua>, August 17, 2022), except for the secondary nomination *інформаційні помилки* (information slop), the abbreviated derivative *erephia* is used, which implements the tone of colloquialism. The use of several secondary nominations creates the effect of stringing together and gives the statements an ironic-sarcastic sound: *росія – іржава бензоколонка, її армія – гарматне м'ясо, командування – ідіоти, – ось що насправді відкрилося взамін гучних заяв: «друга армія світу», «можемо повторити», «Київ за три дні»* (Russia is a rusty gas station, its army is cannon fodder, the command is idiots, this is what actually opened up instead of loud statements: “the second army of the world”, “we can repeat”, “Kyiv in three days”) (<http://pvisti.info>, January 05, 2023). Such constructions prove that stylistically colored vocabulary is a powerful journalistic tool that not only emphasizes the text, but also exerts a communicative influence on the reader. Material containing evaluative verbal markers is distinctly different from “dry” news content, attracts and interests the reader.

Among the expressive means of speech, we define an anthropomorphic metaphor as a tendency, the focus of which is on attributing actions, signs, and characteristics, inherent in a person, to war. War as a living being is verbally presented in the following sentences: *Війна вступила в нову фазу – голова європейської дипломатії* (The war has entered a new phase – the head of European diplomacy) (headline). *В оборонному відомстві ЄС визначили три фази війни в Україні і зараз вона заходить у глухий кут* (The EU Ministry of Defense identified three phases of the war in Ukraine, and now it is reaching a dead end) (<https://www.radiosvoboda.org>, February 01, 2023); *Заступник начальника ГУР стверджує, що війна в Україні сильно виснажила російську армію* (The deputy head of the GUR claims that the war in Ukraine has greatly exhausted the Russian army) (<https://www.radiosvoboda.org>, December 18, 2022). The image of war as a cynical killer is repeatedly in the field of view of journalists: *Ми відбудуємо дороги, будинки, театри, лікарні і пам'ятники. Але ми не зможемо оживити тих, кого вбила ця війна* (We will rebuild roads, houses, theaters, hospitals and monuments. But we will not be able to

revive those who were killed by this war) (<https://www.bbc.com, April 06, 2022>); «Ця клята війна забирає найкращих»: до сім'ї приїде в домовину батько двох дітей із Рівненщини ("This cursed war takes away the best": the father of two children from the Rivne region will come to the family home in a coffin) (headline) (<https://www.volyn.com.ua, May 13, 2023>). War can radically change people's lives: Сучасна війна ламає усі стереотипи (Modern war breaks all stereotypes) (headline) (<https://espreso.tv, January 30, 2023>); Справи лікарів. Як війна ламає долі і змінює життя медиків в Україні (Doctors' affairs. How war breaks destinies and changes the lives of doctors in Ukraine) (headline) (<https://www.rbc.ua, September 14, 2022>). Metaphorical nominations from the conceptual sphere of the external or internal world of man are often used as the object of creating an apt expression – first of all, these concepts are markers of *горе, біль, сльози* (grief, pain, tears), etc.: *Війна. Таке маленьке слово. І так багато горя воно несе* (War. Such a small word. And it carries so much grief) (headline) (<https://www.ukrinform.ua, August 14, 2022>); *Війна приносить за собою кров, розруху і біль від втрат. Іде країною, залишаючи по собі страшні сліди, болісні і незворотні* (War brings with it blood, destruction and pain from losses. It walks across the country, leaving terrible traces, painful and irreversible) (<https://www.bbc.com, April 06, 2022>). Some secondary nominations of the war are based on its comparison with certain objects, which gives grounds to talk about an artifactual metaphor: *Ця війна стала вражаючою вітриною військових злочинів російських агресорів* (This war became an impressive showcase of the war crimes of the russian aggressors) (headline) (<https://www.ukrinform.ua, March 14, 2022>).

Against the background of the war, the media present an image of russia, for which they often attract secondary nominations. Looting and theft by the russian invaders of things that are not of great value in the imagination of Ukrainians became an external factor of attracting to communication lexemes with a sarcastic tone, among which there are occasional linguistic units: *Подольак назвав причини поразки РФ у війні: «"Безунітазна" імперія підписала собі смертний вирок»* (Podolyak named the reasons for the defeat of the Russian Federation in the war: "The "toiletless" empire signed itself a mortal verdict") (headline). *«Історична логіка невблаганна. Тієї миті, коли перший солдат перейшов кордон України, дивна "безунітазна" імперія підписала собі смертний вирок», – зазначив він* ("Historical logic is inexorable. The moment the first soldier crossed the border of Ukraine, the strange "toiletless" empire signed its own death sentence", he noted) (<https://gazeta.ua, July 14, 2022>). In newspaper publications, journalists resort to the construction of statements in which russia serves as a marker of the occupiers, which gives reason to consider such language units as metonymic transfers. Together with them, lexemes denoting actions, processes, states, signs, etc., which are traditionally attributed to individuals, often function: *росія не має сил для наступу по всій лінії фронту і окопується поблизу Криму – військові* (russia does not have the forces to attack along the entire front line and is entrenched near Crimea – military) (headline) (<https://www.ukrinform.ua, April 04, 2023>); *Росія не має резервів для посилення основної фази наступу на Луганщині – ISW* (Russia has no reserves to strengthen the main phase of the offensive in Luhansk region – ISW) (headline) (<https://www.pravda.com.ua, February 20, 2023>); *Росія не зможе повторити наступ в стилі 24 лютого: експерт здивував висновками* (Russia will not be able to repeat the offensive in the style of February 24: the expert surprised with the conclusions) (headline) (<https://www.unian.ua, February 04, 2023>); *Логіка хижака. Чому Росія намагається знищити Україну?* (Predator logic. Why is Russia trying to destroy Ukraine?) (headline) (<https://www.radiosvoboda.org, November 26, 2022>); *Росія підла й цинічна: за чотири дні окупанти вбили 16 українських дітей* (Russia is vile and cynical: in four days, the occupiers killed 16 Ukrainian children) (<https://konkurent.ua, February 28, 2022>); *Про які переговори мова? На умовах Росії? Тепер, коли вона роззявила пащуку не лише на весь Схід, а й на весь Південь аж до Одещини?* (What negotiations are we talking about? On the terms of Russia? Now, when it opened its mouth not only to the entire East, but

also to the entire South up to Odeshchyna?) (<https://glavcom.ua, August 04, 2022>). The presented constructions are full of emotional value, which is aimed at the implementation of conversational units and lexemes that serve as a means of expressing linguistic aggression. Although their operation violates the principles of media journalism, it vividly conveys the image of a terrorist country formed in the minds of Ukrainians. When informing about the fact that putin, giving orders to shell Ukrainian cities with missiles, at the same time speaks of russia's good intentions to maintain friendly relations with other countries, journalists resort to imagery. The aggressor state appears as a person with a mental illness or a generally unhealthy being in need of medical intervention: *Психічно хвора держава. Про нову Концепцію зовнішньої політики РФ* (Mentally ill state. About the new Concept of foreign policy of the Russian Federation) (title). *По суті, ухвалення цього документу підтверджує діагноз психічного розладу Росії, що поєднує дві несумісні манії – переслідування та величі* (In essence, the adoption of this document confirms the diagnosis of Russia's mental disorder, which combines two incompatible manias – persecution and greatness) (<https://glavcom.ua, April 01, 2023>); *Росія хвора. Є єдиний спосіб її вилікувати* (Russia is sick. There is only one way to cure it) (headline) (<https://news.obozrevatel.com, May 10, 2023>). In contexts close in terms of semantics, the phrase *russian society* functions as an equivalent of the nomination *russia*: *Українці збережуть цивілізованість, а російське суспільство залишиться скаліченим на покоління* (Ukrainians will preserve civilization, and Russian society will remain crippled for generations) (<https://zn.ua, July 16, 2022>). The analyzed corpus of factual material proves that the emphasis on the personified image of the russian federation is often made in headline complexes.

In modern media sources, the image of russia is described in the context of its decline, the fall in the pace of economic development, the deterioration of the living standards of the population of this country: *Атакуючи Україну, Росія знищить усе, чого досягла за минулі 25 років – звернення Президента Володимира Зеленського* (Attacking Ukraine, Russia will destroy everything it has achieved in the past 25 years – address of President Volodymyr Zelenskyi) (headline) (<https://www.president.gov.ua, March 18, 2022>); *Але навіть із таким «запасом міцності» економіка Росії вже починає дивовижні мандри на дно* (But even with such a "safety margin", Russia's economy is already beginning a surprising journey to the bottom) (<https://gazeta.ua, July 14, 2022>).

In journalistic texts, we observe metaphors related to military equipment and weapons: – *Боковим зором я побачив ту смертоносну штуку сірого кольору, крикнув своїм: «Повітря!» – і впав на землю, вже відчуваючи, як тіло прошивають осколки, – згадує Владислав* (– I saw that deadly gray thing with my side vision, shouted to mine: "Air!" – and fell to the ground, already feeling how the body was pierced by fragments, – recalls Vladyslav) (<https://www.slk.kh.ua, February 1, 2023>); *30-ті гармати легко прошивали БМП-1. ... І «Гради» на нас летіли...* (30th guns easily pierced the BМП-1. ... And "Hrads" flew at us...) (<https://umoloda.kyiv.ua, June 13, 2022>); *На підступах до Бахмута ворожі снаряди лягають дедалі ближче від позицій ЗСУ, ворог промацує лінію оборони, яку тут тримають прикордонники* (On the approaches to Bakhmut, enemy shells are falling closer and closer to the positions of the Ukrainian Armed Forces, the enemy is probing the defense line, which is held here by border guards) (<https://www.unian.ua, April 08, 2023>). Metaphorically used attributive units take part in the modeling of statements, with the help of which media people try to figuratively inform about the destroyed equipment: *На Херсонщині ЗСУ звільнили село: від рашистів залишилася лише «мертва» техніка* (In the Kherson region, the Armed Forces of Ukraine liberated a village: only "dead" equipment remained from the rioters) (<https://konkurent.ua, July 11, 2022>); *Морпіхи показали впольований зі «Стугни» російський танк* (Marines showed a Russian tank captured from Stugna) (headline) (<https://www.pravda.com.ua, April 24, 2022>). A special comment is needed on the title *«Гарно падає нечисть! Три*

іранські дрони окупантів відправили в пекло!» (“The evil is falling beautifully! Three Iranian drones sent the occupiers to hell!”) (<https://tsn.ua>, October 07, 2022), in which the metaphorical nomination *нечисть* (*evil*) and the euphemism *відправили в пекло* (*sent to hell*) are used. It is important to add that in the dictionary, the figurative meaning of the lexeme *нечисть* is interpreted as “3. *figurative*. Animals, insects, etc., that cause in a person disgust, unpleasant feelings, etc. 4. *figurative, despised*. Unworthy, worthless people, mostly enemies who cause contempt” [1, p. 784]. Such an explanation makes it possible to assert the use of this word to refer to creatures. Traditionally, for the names of creatures, the compound *відправити в пекло* (*send to hell*) is used. Instead, in the selected sentence, the analyzed linguistic units nominate the subject.

In newspaper journalism of 2022-early 2023, we find metaphorically used lexemes in texts about the bravery and courage of Ukrainian fighters. Usually, such articles are about the destruction of Russian, less often Belarusian enemies and their equipment, the description of which includes lexemes from the culinary and gastronomic sphere: *ЗСУ «підсмажили» понад пів тисячі окупантів за добу, – Генштаб* (the Armed Forces “fried” more than half a thousand occupiers in a day, – General Staff) (headline) (<https://novyny.live>, May 06, 2023); *Замість шашлика – підсмажені окупанти: у лівго росіян біля Мелітополя завітала яскрава «бавовна»* (Instead of barbecue, the occupiers are toasted: a bright “bavovna”² visited the den of Russians near Melitopol) (headline) (<https://24tv.ua>, May 01, 2023); *Десантники 46-ї бригади просмажили російських окупантів* (Paratroopers of the 46th brigade roasted the Russian invaders) (headline) (<https://www.armyfm.com.ua>, February 03, 2023); *«Перетворимо їх на деруни!» Волинські тероборонівці показали, як готуються до наступу з Білорусі* (“We will turn them into rags!” The Volyn armed forces showed how they are preparing for an offensive from Belarus) (headline) (<https://konkurent.ua>, July 21, 2022). In addition to the analyzed verbs, verbs of other thematic groups, including neoderivatives, have undergone metaphorization. For example, with the meaning of ‘kill, destroy’, the lexemes *класти, прорідити, накрити* (to put, thin out, cover) are used, as well as a stable compound *стерти в попіл* (erase into ashes): *ЗСУ «кладуть» окупантів сотнями: Генштаб поділився свіжими даними втрат Росії в Україні* (the Armed Forces of Ukraine “put” the invaders by the hundreds: the General Staff shared the latest data on Russia's losses in Ukraine) (headline) (<https://www.unian.ua>, December 24, 2022); *Українські воїни на півдні добряче прорідили ряди російських загарбників та змусили ворога тікати. Окупанти завдали авіаційних ударів та вели наступальні бої неподалік Білогірки* (Ukrainian soldiers in the south successfully thinned out the ranks of the Russian invaders and forced the enemy to flee. The occupiers launched airstrikes and conducted offensive battles near Bilohirka) (<https://gazeta.ua>, August 22, 2022); *Стерли в попіл: під Бахмутом ЗСУ накрили з німецької САУ загін «кадрівців»* (Erased to ashes: near Bakhmut, the Armed Forces of Ukraine covered a detachment of “Kadyrivets” from German self-propelled guns) (headline) (<https://www.stopcor.org>, October 27, 2022). Sporadically in the titles of journalistic texts, the new predicate *затрофеїти* (to win as trophies) is recorded in the sense of “we took away enemy equipment”. *Воїни львівської ТРО розповіли, як завдяки російським дронам затрофеїли ворожі танки* (Soldiers of the Lviv Territorial Defense told how, thanks to Russian drones, they won enemy tanks as trophies) (headline) (<https://zahid.espresso.tv>, November 17, 2022).

The role of functional equivalents of the preceding verbs is performed by metaphors-euphemisms such as *відправили в пекло* (*sent to hell*), used instead of the usual predicates killed, liquidated, destroyed: *ЗСУ за добу відправили в пекло чималу партію російських окупантів* (the Armed Forces of Ukraine sent a large batch of Russian occupiers to hell in a day)

(headline) (<https://www.unian.ua>, May 05, 2023). The aptness of the expression, the realization of a shade of irony and a negative color is ensured by the phrase *законсервовані рашисти* (*preserved rashists*), which denotes enemies who, being in a tank, sank in the river: *На території Менської громади на Чернігівщині з річки витягли два російські танки й п'ятьох «законсервованих» там окупантів* (On the territory of Menska community in Chernihiv Oblast, two russian tanks and five “conserved” occupiers were pulled out of the river) (<https://konkurent.ua>, July 08, 2022). In the title sentence *«Спопеляють мерзоту»: бійці волинської бригади показали нове відео* (They destroy the abomination: the fighters of the Volyn brigade showed a new video) (<https://konkurent.ua>, July 15, 2022), in addition to the metaphorically presented verb, the lexeme of abomination is used to denote a vile, unworthy person and his behavior, actions, deeds [1, p. 660]. It nominates the russian invaders in general terms, elaborates the statement, gives it expressiveness.

In the descriptions of the elimination of the occupiers, journalists often use metaphorical epithets, using them with the opposite meaning, which contributes to the expression of irony: *«Гарячі ночі для окупантів»: спецпризначенці СБУ розповіли, скільки цілей знищили за місяць* (“Hot nights for the occupiers”: special forces of the SBU told how many targets were destroyed in a month) (headline) (<https://donpatriot.news>, April 19, 2023); *Підрозділи Тероборони на Київщині влаштували привітну зустріч російським окупантам. Наші захисники знищили п'ять одиниць ворожої техніки, а їх особовий склад від отриманого загару більше не захотів повертатися додому* (Teroborona in the Kyiv region gave the occupiers a warm welcome (headline). Teroborona units in the Kyiv region arranged a friendly meeting for the Russian occupiers. Our defenders destroyed five units of enemy equipment, and their personnel did not want to return home due to the sunburn they received) (<https://glavcom.ua>, March 31, 2022). The same stylistic effect is realized by predicatively used adverbs: *На Запоріжжі окупантам гаряче: місцеві жителі повідомляють про численні вибухи* (In Zaporozhye region, the occupiers feel hot: local residents report numerous explosions) (headline) (<https://mig.com.ua>, May 10, 2023); *На Херсонському напрямку зараз дуже спекотно, – Братчук* (It is very hot in the Kherson direction right now, – Bratchuk) (headline) (<https://24tv.ua>, September 04, 2022); *У тимчасово окупованому місті вже кілька днів «спекотно». Сьогодні вранці там прогрімилі нові вибухи* (It has been “hot” for several days in the temporarily occupied city. There were new explosions this morning) (<https://www.unian.ua>, May 13, 2023).

4 Conclusion

Thus, journalism of the beginning of the 21st century is distinguished by an extensive system of expressive means that perform not only an informative role, but also implement a number of communicative strategies and pragmatic-intentional tasks. Among the linguistic units involved in the verbalization of thought, metaphors occupy a prominent place. Their differential features include reinterpretation of well-known images and concepts based on associative connections, transmission of hidden meaning, evaluation, emotional and expressive coloring, often going beyond the canons of newspaper journalism, sometimes “shaking” stylistic boundaries. In the Ukrainian media discourse of 2022–2023, metaphorically used lexemes of different thematic range are presented, the emergence of which is based on stereotypes of the perception of modern reality, in particular, military actions in Ukraine. A significant group consists of secondary names of enemies and the president of russia. An important role in their marking belongs to nouns – the names of animals and mythical and mythological creatures that form groups of zoomorphic and mythomorphic metaphors, respectively. Expressing the meanness, cynicism, cruelty, and callousness of the occupiers, such words evoke in the reader disgust, anger, condemnation, and hatred for everything connected with the terrorist state. In order to strengthen the negative coloration, attributive, in particular occasional, units function alongside them, which give the texts an ironic-sarcastic

² In Ukrainian military slang which emerged during current Russian-Ukrainian war, the word “bavovna” means explosion

sound, give them conversational nature, sometimes even vulgarize them. The use of several metaphorically designed secondary names implementing the stylistic technique of gradation is aimed at achieving this goal. The modeling of behavioral stereotypes of the enemy army involves verbs that not only contribute to the creation of an objective image of the invaders, pointing to the evil, terror, and violence associated with them, but also convey irony and sarcasm. Among the words of this part-language class, colloquial forms dominate, which serve as a powerful journalistic tool and exert a communicative influence on the reader. Expressive means of linguistic aggression include anthropomorphic metaphors built on the attribution of human actions, signs, and characteristics to war and Russia. Metaphorization related to military equipment and weapons is prominent in journalistic texts. Secondary nominations are characterized by originality and expression, their formal representatives are lexemes of the culinary and gastronomic sphere, presented in publications about the destruction of Russian, less often Belarusian enemies and their equipment.

The perspective of the research is the description of positively evaluating metaphors in media texts about the war in Ukraine.

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DIDACTIC CONDITIONS FOR THE IMPLEMENTATION OF ANDRAGOGICAL SUPPORT FOR STUDENTS IN THE PROCESS OF LEARNING A FOREIGN LANGUAGE

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Abstract: Andragogical support is presented in the article as the activity of a teacher, focused on the personal development of a student as an adult learner in a situation of overcoming difficulties in the learning process and implemented through the cooperation of all subjects of the educational process, taking into account individual typological characteristics and life experience of the individual. It is shown that the effectiveness of the implementation of andragogical support for students in the process of teaching a foreign language is ensured through the use of the following didactic conditions: taking into account individual difficulties and subjective educational experience of a student as an adult; practice-oriented nature of the content of training that meets the goals and needs of adult learners; integration of individual, group, and collective forms of educational activity; application of game and problem teaching methods; the relationship and interdependence of control and self-control of the results of students' educational activities.

Keywords: andragogy; adult learning; cognitive competence; heutagogy.

1 Introduction

Universities play a dominant role in the development of the adult education system. They are not only increasingly more representing educational institutions that train highly qualified specialists for various fields of science and production, but are becoming world and regional centers of continuous education, accumulating resources for improving knowledge and skills, which play an important role in the socialization of the individual, preparation for obtaining a particular social status and fulfillment of respective roles, in the integration and improvement of society.

At present, due to the rapid expansion of international contacts in various fields of activity, the training of specialists with knowledge of foreign languages is of particular importance. The recognition of the need for knowledge of foreign languages in modern conditions is convincingly evidenced by statistics. In particular, according to official EU data, in 15 European countries, 31% of the population aged 55 and over, 39% of the population aged 40 to 54, and 52% of people aged 25 to 39 speak a foreign language. In the current conditions, the issues of language teaching occupy an important place in the educational policy of many countries of the world [6]. The increased status of a foreign language in the modern world is explained by various factors: the expansion of economic, political, and cultural ties between countries; development of digital mass media; increased labor migration; interstate integration in the field of education; wide access to higher quality education at home country and abroad.

Students of higher education institutions are considered adults both socially and in the law. In turn, the success of teaching adults a foreign language is largely determined by the extent to which it is possible to foresee and diagnose their possible difficulties in the educational process. However, in modern pedagogy, the issues of diagnosing, predicting, and correcting difficulties of various levels, searching for technologies that ensure the effective mastering of a foreign language by adults, aimed at self-development of the student's personality in the process of overcoming difficulties, are not sufficiently developed.

University students, as adults, are motivated to learn if they see the need for learning and the opportunity to apply its results to improve their activity and performance. At the same time, they strive to actively participate in the process, bringing situations from their own experience, their life values into training, and correlating training with their goals and objectives. Adult learning depends on individual characteristics, and the development of new knowledge and skills takes place at different speeds, so it is necessary to take into account an individual approach in order to increase their self-esteem. Adult

education acts as an intermediary in a person's awareness of himself in this world, "merges" with the general life process and personal development, and continues throughout life.

The andragogical approach allows improving and accumulating professional skills during studies at the university. This contributes to the rapid adaptation of students to continuous changes in all areas of work, which ensures their future sustainable competitiveness in the labor market. Thus, adult education is the most effective tool for maintaining a high professional status, which makes it possible to remain competitive in the labor market at any time during an individual's work activity.

Nevertheless, with all the undoubted theoretical and practical significance of research in this area, various aspects of supporting adults in the educational process remain insufficiently developed today. At the same time, as the experience of the best pedagogical practice of world universities shows, teaching adults a foreign language will be successful if this process includes andragogical support aimed at the personal development of an adult in a situation of overcoming difficulties in the learning process and implemented through a practice-oriented nature of learning content, active forms and methods of learning activities, taking into account individual difficulties and subjective educational experience of an adult student [5]. The relevance of the study is determined by a number of factors, including: the social order of society for a free, competitive person who speaks a foreign language; the need to develop scientific foundations for teaching adults a foreign language, taking into account their difficulties and educational experience; the need to develop a support technology aimed at developing an active position of a university student in the learning process.

2 Materials and Methods

The theoretical and methodological basis of the study was the theory of subjectivity, the concept of lifelong education, the main ideas of andragogy as a science of adult education, the provisions of the psychology of adult education, the theory of pedagogical support, the theory of a student-centered approach to teaching, a communicative approach to teaching a foreign language.

The research methods included a theoretical analysis of the psychological and pedagogical literature on the research topic, a comparative analysis of andragogy and heutagogy teaching practices.

3 Results and Discussion

In the 1980s the world went global. Companies began to enter the global market, and a huge number of people had the opportunity to enter the global labor market. The rapid development of technology has forced enterprises to change production methods, automate them, and transfer them to countries with cheaper labor. Millions of people, especially in developed countries, for the first time in their lives, faced with instability and the need to change their activities, set of competencies and even profession in the middle of a career path. There was a need to relearn - quickly, effectively, based on practice, not theory. At this point, andragogy was born. At that time, the American scientist Malcolm Knowles published his fundamental work "The modern practice of adult education. Andragogy versus Pedagogy", in which he formulated the basic principles of adult education [16]. In the developing socio-economic realities of the late 20th and especially the early 21st century, it became necessary to apply the andragogical paradigm to the education of university students, in order to bridge the gap between university education and the realities of the post-industrial, and now digital, labor market. Today, knowledge becomes obsolete even faster, and the set of necessary competencies of a university graduate has significantly expanded

with interdisciplinary knowledge and skills, as well as soft skills, including emotional intelligence, leadership, cross-cultural competence, digital literacy, creativity, reliance on the principle of life-long learning, etc. One of the most important skills today, increasingly acquiring the role of "literacy of the 21st century", is the knowledge of a foreign language (mainly English). Now mechanical labor is increasingly performed by robots with the help of modern technologies. At the same time, there is a growing demand in creative fields that require different skills and attitudes to organize work - more autonomy, freedom, and innovation. Moreover, freelancer marketplaces are actively developing: one person can often simultaneously carry out projects for different companies, no longer linking his life with one organization. This trend will continue to develop.

Today, the speed of creation and accumulation of information and its availability are changing the traditional attitude towards knowledge and learning. Encyclopedic knowledge and mechanistic skills are rapidly losing their relevance, which means that forms of learning designed for "cramming" and repetition of monotonous actions become irrelevant. There is a need to develop skills of a different order - meta-skills, which help to synthesize knowledge from different sources, combining them with own experience and, as a result, creating own unique knowledge base [14].

There is a growing need to develop other educational models that would provide fundamentally new competencies. Given the speed of socio-economic change and the global nature of labor markets, they will need to be updated much more frequently than just a decade ago. There is a big demand from business and states for innovation and technological development in all spheres of society. All this is not done mechanically - it is creativity, discoveries, ideas, communication between specialists from different fields. In innovation, the unified actions of a large number of people will not lead to a result, but the creativity and individuality of each person matters. A more important role is played by the employee as a subject, his personality and individuality, rather than the team and institution [4, 19]. Accordingly, at the center of educational approaches, there is the harmonious and conscious development of an already established personality, and not the "fitting" of a person to the requirements of institutions, companies, or the state.

When we talk about learning, the key difference between adults and children is a special attitude to the essence of past, present, and future. An adult makes plans differently from a child: as a rule, he has a specific vision of his future, with which he correlates any training. Accordingly, his program should be built taking into account these three components [1, 10, 22, 24]. An adult, including a university student (especially in senior years), has established mental models, a positive, practical for him as an individual, experience of stereotyped social behavior, comprehension of the specifics of professional activity, etc. However, this experience becomes obsolete or transforms into other schemes, individual models come into conflict with personal or corporate or community goals, skills, and requirements, which makes it difficult for an adult to learn. Comparing and distinguishing between pedagogical and andragogical means and methods of educational activity, it should be said that pedagogy is the basis for the individualization and social adaptation of children in society, while andragogy is the process and result of social and professional adaptation of adults in a social, communicative, and business environment. The initial condition for the correct use of the andragogical model of education is the substantiation of referring the contingent of students to the category of adults. Summarizing various interpretations, American researchers propose the following definition of term "adult": "An adult is a person who has physiological, social, psychological, moral maturity, economic independence, life experience and a level of self-awareness sufficient for responsible self-governing behavior" [9].

Different approaches make it possible to resolve the theoretical and practical pedagogical problems that arise in education

(including for adults). The organization of the learning process involves the implementation of various approaches: activity-based, individual-personal, continuous, systematic, practice-oriented, and many others. However, the andragogical approach occupies a special place in the system of lifelong education, since the priorities of such education (inherent incompleteness of education for adults) are currently identified, which implies a constant process of improving the adult population.

The andragogical approach is the systematic use of the features of teaching adults who already have some organizational experience, choose what should be taught to them, and can provide self-control of the learning process. The andragogical approach involves modeling learning based on andragogical principles and technologies focused on adult education, which allows building the educational process based on the existing professional and life experience of individuals, as well as ensures the rapid application of new knowledge in practice [21].

It is possible to form a model of a system for managing the success of adult education using an andragogical approach to learning, which includes two subsystems:

1. Organizational subsystem, assuming: a model of a complex of psychological and pedagogical conditions ensuring learning success.
2. Didactic subsystem that combines models of successful elements: teaching; learning technologies; content of education; learning outcome.

As a part of the accompanying strategy, the greatest scientific interest is inherent in research aimed at developing technologies for working with knowledge in a rich information environment, with the quality and speed of searching and processing information and its application in the educational process, as well as personalized technologies associated with the identification of new learning stimulants, the development of situational interest and emotional experience of the need for learning, for obtaining new knowledge, mastering a new skill. One should also mention here communication technologies and corporate-style learning models associated with the recognition of the value of live communication, maximum comfort both in obtaining knowledge and evaluating own educational achievements.

The comparative educational strategy is associated with the transition of society to the next phase of post-industrial development, when all subsystems have changed so much that without a higher level of scientific understanding of reality, it has become impossible to solve emerging problems. It has led to a new type of "non-linear" thinking, which also applies to educational problems. The principles of such thinking, that form the methodological basis of the comparative educational strategy, reflect the transformed reality of education. The comparative approach makes it possible to move away from unambiguous and unified solutions, providing a "pulling together" of disparate disciplinary knowledge into a whole. As the basis of an appropriate educational strategy, it forms the ability of a person to manage own development in an unstable, complex world through the development of a new culture of thinking, a culture of behavior, and a culture of feelings [5].

An analysis of the literature allows identifying the following stages of the implementation of andragogic support in the educational process: diagnostic, design, activity, and result [14, 20] (Figure 1).

The tasks of the diagnostic stage are to analyze the degree of readiness of an adult for participation in the educational process, for acceptance of the role of a student, to diagnose the personal difficulties of an adult learning a foreign language. According to researches, such personal qualities as shyness, complexes, self-doubt, inadequate self-esteem, increased personal anxiety make it difficult to learn a foreign language [3].

At the design stage, taking into account the results of the diagnostics, the goals and objectives are determined, the content

of training is selected, possible ways and means of providing andragogical support are outlined, which allow achieving the goals set under given conditions; the type and form of monitoring and evaluation of the results obtained, which are of a supportive nature, are determined.

At the activity stage, various forms and methods are implemented that encourage adult learners to take an active position and contribute to the removal of difficulties. The tasks set are solved by integrating individual, group, collective forms of educational activity using educational and speech situations, role-playing games, a problematic teaching method in order to create a positive "bridgehead" - the basis for maintaining the required level of the subject's performance, resolving the difficulty that has arisen, etc.

The result stage is the stage of summing up the results of joint activities and evaluating achievements. The basis for the implementation of this stage of andragogical support is the reflective activity of students, the organization of final control by the teacher. With the help of a conversation, an essay, a questionnaire, students are invited to evaluate their achievements, draw conclusions and determine what had a significant impact on achieving positive results.

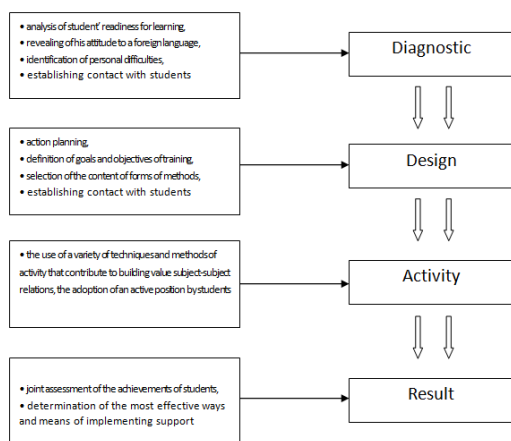


Figure 1. Stages of implementation of andragogical support in education [17]

Since the implementation of andragogical support is carried out in the educational process, an adult will certainly undergo changes at the cognitive level. However, the achieved level of knowledge and language skills may be different depending on whether the support was implemented or not. The orientation of adults to the practical goal of learning determines that in adults, along with the need for knowledge, the need for achievement acts as the leading motive for cognitive activity, which, first of all, manifests itself in a focus on results [19]. This type of orientation prevails in non-professional language training over the orientation towards the learning process.

With supportive relationships, learning a foreign language takes place in constant communication and interaction. Therefore, a foreign language is a means of developing communication skills, the level of sociability and the formation of a positive communicative attitude, both in a foreign and native language.

The effectiveness of the implementation of andragogical support in the process of teaching a foreign language is ensured through the use of the following didactic conditions: taking into account individual difficulties and the subjective educational experience of an adult; practice-oriented nature of the content of training that meets the goals and needs of adult learners; integration of individual, group, and collective forms of educational activity; application of game and problem teaching methods; the relationship and interdependence of control and self-control of the results of educational activities of students. At the same time, the evaluation of the effectiveness of the implementation of

andragogical support in the process of teaching a foreign language is carried out according to the following criteria: the presence of achievement motivation; level of language knowledge and skills; the presence of a positive communicative attitude; level of sociability; emotional state of an adult as a subject of learning; the level of self-esteem of the student's personality.

According to the principles of andragogy, an adult student has a leading role in the learning process. Being a mature personality, he sets himself specific learning goals and strives for independence, self-realization, self-government. Interestingly, andragogy implements the most ancient formula of education: *non scholae, sed vitaediscimus* — "we learn not for school, but for life" [10].

To support adults in the manifestation of individuality, personal strengths, capabilities and abilities, the educational process is based on the integration of individual, group, and collective forms of educational activity, as it was mentioned above. To stimulate activity for the purpose of support, speech situations should be used that stimulate the speech-thinking processes of students, their emotions, imagination, force them to express what they understood, studied, reveal the capabilities of adults, create an atmosphere of relaxed relations, even greater trust between the teacher and students, required strong independence of thought.

The typology of situations, the vocabulary of a professionally oriented sphere, a set of tasks for the development of communicative skills characteristic of a particular situation of professional communication, their classification should prepare students for an adequate, demanded by educational practice foreign language professional communication. At the same time, in the course of modeling professionally oriented situations, an understanding of the essence of the profession occurs, professionally important qualities of future professionals are formed - independence, activity, initiative, competitiveness, creative thinking.

Leading US universities (Ivy League universities) in teaching foreign languages are guided by the creation of a specially organized foreign language environment based on coping strategies that take into account the relationship between independent learning activities of students and the determination of personal activity, initiative, the disclosure of students' creative abilities when teaching a foreign language in non-linguistic university [1]. This is considered especially important due to sound increase of American language learners diversification (see Figure 2 below), and was adopted, to some extent, namely as the solution of this emerged challenge for university language teaching.

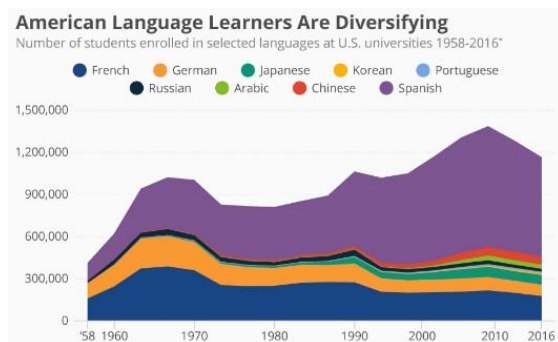


Figure 2. Dynamics of American language learners diversification increase

Source: Statista

To organize independent work of students in the field of foreign language education in a non-linguistic university, the main areas of optimization are included [1, 6, 10]:

- Inclusion of applied material related to the future activities of students in the curriculum in a foreign language;
- Promoting the growth of positive motivation for the discipline being studied, independent learning activities by means of a foreign language;
- Stimulation and support of students' manifestation of independence, activity, initiative in learning;
- Fostering students' understanding of the importance of independent learning activities;
- Improvement of the cognitive reserve of students, development of their memory, logic, will, and attention;
- Development of readiness, ability, and need to use in practice the system of theoretical knowledge;
- Stimulation of students' desire for creative self-realization;
- Implementation of individualization and differentiation in training.

The teacher predicts in advance the possible difficulties of each type of foreign language speech activity, monitors the individual characteristics of students and the likely difficulties in learning, informs students about them. The teacher also draws attention to the peculiarities of the students' temperament, various types of memory, the ability of perception, attention, speech performance, rigidity, emotional excitability/lethargy, the pace of neuro-cognitive reactions, the student's activity, the meaningfulness of his actions. Separately, the difficulties associated with the peculiarities of foreign language speech are addressed in accordance with certain norms and rules of the language, various kinds of gaps (grammatical, spelling, punctuation) are filled. This provides for the methodological support of the educational process of learning a foreign language, which implies the following functions of a teacher [6]:

- Selection and structuring of the content of training, forms and sequence of its implementation;
- Development and structuring of strategies, methods, and techniques of the educational process;
- Development of a set of tasks in their logical sequence, definition of tasks.

In addition to mastering foreign language communicative competence, teaching a foreign language in a non-linguistic university also involves initiating a dialogue of cultures, shaping cross-cultural competence. It follows that a person is perceived as an intermediary between representatives of different cultures, a full participant in the dialogue of cultures.

One of the criteria for evaluating the effectiveness of andragogical support is the emotional state of student as an adult. A favorable emotional state (joy, cheerfulness, interest, confidence, purposefulness, optimism) contributes to personal development and the inclusion of the subject in productive learning activities. An unfavorable state (fear, disappointment, fatigue, resentment, etc.) causes a lower range of manifestations of mental processes (thinking, imagination, memory, perception, etc.) and, accordingly, lower productivity of educational activities. As one of the criteria for evaluating the effectiveness of andragogical support, we also consider the level of self-esteem of a person. Self-esteem is considered by most authors as the core, internal regulator of behavior, the driving force behind personality development [20]. Achievements in educational activity also depend on the degree of adequacy of self-assessment, self-esteem.

The Scottish researcher M. Osborne (cited in Tappin' monographic research) classifies the categories of adult students in more detail. He takes into account not only the motivation, but also the social status of students who enter a university a few years after receiving secondary education ("delayed traditional students"), those who have experienced life's troubles, such as layoffs or divorce, and need a "new start" ("late starters"), those who are single parents, those who are currently employed and want to improve their qualifications for career advancement ("careerists"), those who see in the new qualification a chance to change an unpromising position to a promising ("escapees"),

those who acquire education for the sake of personal self-development ("personal growers") [21].

In this context, it should be noted that in the process of independent learning, the ability to learn begins to play the most important role. The double loop learning theory was developed at Harvard University. A single loop occurs when, after the first cycle of Premises → Action → Result, which ends in failure, a person his different solutions to a problem, but does not consider their original beliefs and goals. That is, he does not ask himself questions: "Why am I doing this? Why am I doing it this way?" And even if the problem is being corrected at the moment, this approach does not allow determining its causes, which can lead to new complications in the future. The double learning loop, in turn, involves reflection, analysis of the decision-making process or strategy choice itself. This approach allows getting to the root of the problem or abandon erroneous attitudes and ineffective goals in time [12]. In learning, especially problem-based or project-based learning, such reflection (as well as other metacognitive skills) helps to draw the right conclusions from the experience gained and move in the right direction.

Currently, the latest technology for undergraduate and postgraduate education is emerging – heutagogy. "In heutagogy the assessments are more a learning experience rather than tools to measure attainment. As in the andragogy approach, in heutagogy the instructor also facilitates the learning process by providing guidance and resources. But the learning path process is owned by the learner, who negotiates learning and determines what will be learned and how it will be learned" [7]. The conceptual evolution from pedagogy to andragogy and then to heutagogy is shown in Figure 3.

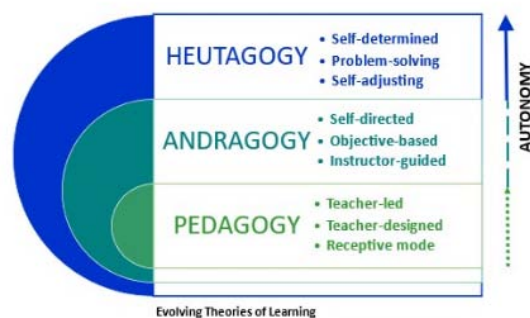


Figure 3. The concept of evolution from pedagogy to andragogy and heutagogy [7]

The prerequisite for the emergence of heutagogy as a scientific direction was a new understanding of the purpose of education in human life in the 21st century. According to the authors of the concept, the rapid pace of changes in society and the so-called information explosion have led to the need to find a new approach to organizing learning, in which the student will determine for himself what he will study and how the learning process should be built [2, 12]. In this sense, the doctrine of independent learning can be seen as a natural transition from established scientific theories and methods, in particular the theory of ability development, and may well, according to the authors, provide an optimal approach to learning in the 21st century. Heutagogy places particular emphasis on 'learning how to learn', universal learning opportunities, non-linearity of the learning process. In this vein, it can be considered as one of the concepts of lifelong education, combining the achievements of pedagogy and andragogy in solving new scientific, pedagogical, and educational problems.

In other words, heutagogy takes on the search for answers to questions related to the development of human potential that previous research and scientific theories could not answer. As an example, the authors of the concept cite the situation with distance learning, noting that, despite the flexibility of the forms

offered to students, studies show that distance learning remains centered on the teacher, and not on the student. Individual curricula based on a competency-based approach are cited as an example of the organization of learning, as opposed to another model in which "people with potential" are able to manage their own learning. Heutagogy recognizes the need for a flexible approach to learning, in which the teacher provides resources, but the student develops the actual course that he or she can learn, by negotiating with the teacher. Thus, the student can review critical articles, reviews, questions and choose what is of interest and value to him, and then discuss further possible reading materials and necessary assignments. In this situation, assessment becomes more of an educational experience than a measure of achievement [17]. Heutagogy begins with the student taking responsibility for his own learning.

In the classroom, situations of success are created that form in students a subjective state of readiness to engage in the educational process at the level of their capabilities and provide conditions for such inclusion [18]. The atmosphere of success makes it possible to activate and form achievement motivation, significantly increase the level of students' positive emotionality, prevent overwork, hypertension, anxiety, and other negative mental states that hinder the effectiveness of the learning process. Andragogic support technology is also implemented through the use of game and problem-based learning methods. At the same time, the role-playing game ensures the optimal activation of the communicative activity of students in the classroom, allows graduate students to act more confidently and in liberated manner, serve as a means of overcoming communication barriers. When distributing roles, the subjective educational experience of students, their difficulties, individual characteristics and wishes are taken into account. As a result of solving problem situations, students develop a discussion culture, which is based on critical thinking, initiative, the ability to communicate without conflict, the ability to independently solve problems, select and present arguments, proving the truth of own judgments.

Speaking about the gaming method of learning, it should be noted that the concept of "gamification" is not identical to the concept of role-play. Gamification implies the use of certain elements of the game for professional, but not entertainment purposes [3]. Gamification also differs from many standard role-playing practices in that reality does not turn into a game, but remains reality, while the student is given game settings that correlate with reality. To ensure that the process of gamification does not turn into a thoughtless earning of game points for the student, both gaming and educational tasks are set throughout the course using gamification. At the same time, game tasks help to develop intrinsic motivation to perform priority educational tasks [8, 11]. In addition, unlike other gaming practices, gamification does not have an imitative nature of activity, and with the same educational content, it makes it possible to qualitatively modify the way of organizing educational activities.

Werbach and Hunter in their work [23] compared the development and implementation of gamification with building a house, where it is necessary to have an idea of three levels: the most general and abstract level, i.e., about designing a house; middle level of abstraction, that is about the installation of structures; the third level, i.e., about tools and materials for construction. By analogy, the authors presented a typology of game elements on three levels of abstraction: dynamics, mechanics, and game components.

The highest degree of abstraction and conceptualization is at the level of dynamics. Dynamics refers to the general aspects of the gamification system that should be taken into account, but they cannot be directly implemented into the game due to their abstractness. Dynamics includes such aspects as time limits, theme, plot, emotions, relationships. Mechanics is understood as the basic processes that drive actions. Each element of mechanics is a way of implementing one or more elements of dynamics. Thanks to the elements of this level (virtual rewards, statuses, points, tests, cooperation, feedback), students move

forward and become even more involved in the learning process. The third level of abstraction is the components - these are the most specific mechanisms that embody the dynamics and mechanics of the game: points, levels, medals or "badges", avatars, achievements, achievement board, the ability to open new levels, and more. Given the three levels of abstraction of gamification elements, Werbach and Hunter also presented a methodology for integrating gamification technologies based on six stages of the "6 D's": define, delineate, describe, devise, don't forget, deploy [23].

At the first stage - "define"- it is necessary to determine the goals of using gamification. At the second stage, "delineate", it is needed to describe the desired behavior of students, i.e., activities to complete during the course. The third stage - "describe" - involves the description of students, because when introducing gamification, as well as for the learning process itself, it is necessary to understand the audience of learners. This will help to enhance the effect of introducing gamification elements, thereby improving learning outcomes. In the fourth stage, "devise", it is necessary to develop cycles of activity, which include cycles of engagement and cycles of promotion. Engagement cycles describe the actions of the players and the feedback that the system gives in response to the actions of the students. Feedback can be expressed in points, rewards, the opening of a new task or level, and it is the feedback that creates an incentive for the student to follow up. Thus, the engagement cycle is a closed cycle consisting of action, feedback, motivation, where each element 'provokes' the next. However, one cycle of engagement is not enough to create an interesting game, because if the player's experience does not differ on the first and tenth day of the game, then such a process will quickly become boring. Therefore, it is also necessary to create promotion cycles.

Promotion cycles are macro-level changes that transform gamification from an iterative process into a player journey. For the promotion cycle, it is important to ensure the non-linearity of the learning process, the effect of surprise and the gradual complication of levels. At the fifth stage, "don't forget", it is needed to make sure that the developed gamification really contains an entertainment component, and students will be interested in completing tasks. The final stage - "deploy" - is the stage of introducing gamification elements. At this stage, the necessary mechanisms and components are selected. The choice of components is carried out at the last stage of integration, because after passing the previous five levels, it becomes obvious which components should be used for what purposes, since to achieve the effectiveness of the introduction of gamification, the choice of components must be justified.

Due to the implementation of the basic didactic principles by means of gamification elements (instant (corrective) feedback, the ability to choose an individual trajectory, a multimedia-dynamic form of presenting material, etc.), one can talk about the didactic potential of using gamification in teaching foreign languages. The methodological potential of technology is revealed in a special organization of educational activities in a foreign language class (without changing the content), which allows moving from passive to active methods, implementing problematic teaching methods, search activities and research projects, organizing self-assessment and group assessment, developing critical thinking, revealing creativity, stimulating self-education of students.

Based on the best practice in teaching foreign languages to student audiences, we can briefly summarize some effective teaching methods:

- 1) Game technology that allows simulating a real situation of communication, where the communicative, creative, and professional skills of the student are involved. The following types of games can be attributed to gaming technology: grammar, lexical, phonetic, communicative, role-playing, business;

- 2) Gamification is the concept of applying game methods and techniques to non-gaming activities such as learning or work. The entire learning process or its individual stages can be represented as a game in which students reach a certain level, moving to the next one, becoming increasingly more involved in the process. The essence of this technique is to involve students in the learning process, in which they can feel satisfaction from their achievements. Interactive services can serve as a vivid example of such technology;
- 3) The case method, in which the student needs to understand real situations of an economic, social, business, engineering, or other professional nature in the language being studied, suggest possible solutions to the problem and choose the most appropriate option. This method promotes the development of thinking skills, information processing, cooperation and decision making;
- 4) Round table, where participants are asked to discuss some contentious issues, express and prove the correctness of their point of view, and hear other participants in the conversation;
- 5) The method of projects, where students independently or in groups solve a certain problem in the language being studied, while using their research, creative, practical, communication skills. The project is divided into several stages, including the distribution of roles among the project participants, the search for information on the topic of the project, the formulation of hypotheses to solve the problem, the discussion of hypotheses, the search for arguments that prove or disprove the hypothesis, the presentation of real results;
- 6) Brainstorming, which is based on the use of students' life experience to find solutions to the identified problem. This method reveals not only the communication skills of students, but also teaches teamwork, forms extraordinary ideas and actions.

These andragogy techniques are designed to develop the ability to speak immediately in the target language according to the following scheme: *I hear a phrase in a foreign language - I speak a phrase in a foreign language*, and at the same time avoid translating phrases into native language. All of these methods constitute the basis of the communicative methodology of teaching a foreign language within the framework of the andragogy paradigm, which forms the student's communicative, linguistic, sociocultural, compensatory, educational, and cognitive competence. When teaching students a foreign language within the framework of the andragogical didactic paradigm, it is necessary to take into account the level of language complexity in students, professional trajectory, the role characteristics of students in group and individual work, the selection of adult teaching methods, the development of learning content taking into account namely the needs of adults, the definition and accounting of educational material.

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HUMOR AS AN OPPOSITION TO ENEMY PROPAGANDA IN THE CONDITIONS OF THE STRUGGLE FOR THE INDEPENDENCE OF UKRAINE (20TH -21ST CENTURIES): HISTORICAL AND LINGUISTIC ASPECTS

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Abstract: The article examines the peculiarities of the use of linguistic and visual means of humor in the texts of letters to the enemy, created with the aim of countering Russian propaganda in the context of the struggle for Ukraine's independence in the 20th and 21st centuries. For this purpose, the text "Letter of the Zaporizhzhians to the Turkish Sultan" (1676) and nine letters, which are its variations, created in different periods of the liberation struggle of Ukrainians against Russia, were studied. In particular, texts from the period of the Bolshevik-Ukrainian war of 1917–1921 and the Russian-Ukrainian war of the 21st century were analyzed. Visual means of representing texts in the form of pictures and illustrations were also studied. Part of the sources discovered by researchers in archival repositories is being introduced into scientific circulation for the first time. As a result of the conducted research, it was found that in the analyzed texts, there is a generalized image of the addressee, who is the enemy. The concept of the ENEMY is represented in the persons of heads of Russian state, for example O. Kerensky, A. Hitler, V. Putin, or in the person of lower-level officials: commissars or a separate administrative body. The most popular linguistic means of comic creation are the traditional use of Ukrainian folklore: a) vocabulary with dehumanizing semantics, mostly with zoomorphic characteristics; b) words with the semantics of pointing to physical defects of the opponent; c) phraseological units; d) abusive words and obscene vocabulary; e) curses; e) connotative proper names and connotonymous derivatives; f) conceptual metaphors. The creation of paradoxes and the use of homonyms as a basis for a play on words are also recorded. A feature of the texts devoted to the modern Russian-Ukrainian confrontation (2014–2023) is the use of means that mock the negative peculiarities of the Russian reality. In particular, the following narratives were recorded: a) backwardness of Russian regions; b) violation of democratic rights and freedoms in Russia; c) lack of quality roads in Russian regions; d) Russian military losses; e) looting of Ukrainian houses by the Russian military.

Keywords: discourse of information war; language means of suggestive influence; concept; conceptual metaphor; narrative; struggle for independence of Ukraine; Cossacks; Central Ukraine; Ukrainian revolution; "Zaporozhka Sich"; Zaporozhians; lexical and grammatical means of the Ukrainian language.

1 Introduction

The current stage of Ukraine's stay in the state of repelling enemy aggression has proven the ability of civil society to actively join the fight against the enemy. The information bridgehead of modern military conflict has become no less important than the direct conduct of hostilities, and has demonstrated the active use of linguistic and visual means of humor in order to counter enemy propaganda. The successful use of certain words, compounds, expressions, as well as visual forms can neutralize harmful informational influence or at least reduce its effectiveness. In particular, the creation of folklore and post-folklore texts that reflect the specifics of the course of a conflict, as well as the attitude of the addressees to the described events or persons, becomes important. Therefore, the study of such means of countermeasures is now becoming particularly relevant. The use of linguistic means in the context of the Russian-Ukrainian information conflict has been studied in the works of many linguists. In particular, N. Kostusiak, N. Shulska, and N. Kostyrytsia devoted their works to this topic [16, p. 60–65] – they investigated the metaphorical verbalization of the WAR concept in the headlines of the Ukrainian media. Such a

phenomenon as the "language of victory" is explored in the investigations by V. Suprun [24, p. 131–142]. Linguistic innovations of the discourse of the Russian-Ukrainian information war are studied by S. Hrytsenko [11, p. 9–13], H. Vusyk and N. Pavlyk [26, p. 52–57], M. Zhulinska and O. Kruglii [29, p. 103–110], I. Bozhko [4, p.89–99], O. Volyanyuk [25, p. 47–52], I. Shakhovska [23, p. 111–114]. Peculiarities of linguistic reflection of the armed conflict in post-folkloric texts were studied in the works of O. Kyryliuk [13, p.32–49; 14, p. 162–167; 16, p.212–242]. The author analyzed in detail the texts of online folklore in the context of resistance to Russian aggression, in particular, regarding the use of humorous means. It is also important to compare modern countermeasures with those used in the context of previous stages of the Ukrainian struggle for independence, which makes it possible to follow traditions and dynamics in the use of linguistic and visual means of humor.

The study of Ukrainian humor has its own historiographical tradition. At the beginning of the 21st century, Doctor of Historical Sciences Viktor Brehunenko initiated the publication of a series of popular science publications entitled "About Ukraine with Honor and Humor", and in the book "Brotherly influx". Wars of Russia against Ukraine of the 12th – 21st centuries", the historian analyzed the use of linguistic and visual means of humor on the example of leaflets of soldiers of the Ukrainian Insurgent Army [5, p.180]. Elements of the analysis of Ukrainian humor in the circle of insurgents during the liberation struggle of 1917–1922 can be found in the pages of Yuri Gorlis-Gorskyi's novel "Cold Yar". The author of memoirs, written in the form of a fictional novel, repeatedly verified by historians, cited many cases related to the use of humor among the Holodnoyarsk rebels in the conditions of the struggle against the Bolshevik occupiers [10, p. 54–55]. Historians Volodymyr Chop and Ihor Lyman in the books "The Free City of Berdyansk" and "Makhno Rebels of the Northern Azov region" analyze episodes related to the means of humor of the Makhnovists, soldiers of the Partisan-Insurgent Army of Ukraine named after N. Makhno [17]. Alla Demicheva analyzed modern political humor as a multifunctional phenomenon. She investigated various forms and functions of political humor [8, p. 96–100]. Among historians, the role of humor in the context of opposition to the official ideology of the Soviet era was expertly analyzed by Professor Yuriy Kaganov. In the article "Laughter through Tears: Soviet Ukraine in the Mirror of a Political Joke", he called this genre of humor a protective mechanism and a form of official opposition to propaganda. Kaganov also proposed directions for further study of the problem, in particular, the study of the role of the anecdote in the formation of Ukrainian national identity [12, p.106–109]. One of them, according to the authors of this publication, is the tradition of using the "Letter of the Zaporozhians to the Turkish Sultan" by participants in the liberation struggles of the 20-21st century.

The analysis of linguistic means of this letter, related to the context of the struggle for the independence of Ukraine in the 20-21 centuries, is the object of the authors' research. The revival of interest in this source was facilitated by the discovery of the historian Taras Chuhlib. In 2019, he managed to discover the Polish version of the "Letter of the Zaporozhians to the Turkish Sultan" in the manuscripts department of the Polish Academy of Sciences in Krakow. The problem of verification of the specified source, its historical reliability, is currently debatable. The American scientist Daniel Waugh assessed the "Letter of the Zaporizhzhians to the Turkish Sultan" as a forgery and connected its appearance with the process of formation of national Ukrainian self-awareness [27, p.169]. Currently, the question of the historical authenticity of the source (original or fake) and the time of its appearance remain debatable, although this document immediately after its publication and distribution (we currently have several versions of it), became the object of research and

discussion among historians. Mykola Kostomarov expressed uncertainty about the historical authenticity of this letter: "It is difficult to decide whether such an answer was really sent, or whether it is a fiction, but an old, Zaporozhian one", while Dmytro Yavornytskyi, a well-known specialist in the history of the Ukrainian Cossacks, noted in his work on Ivan Sirk that the letter, perhaps, is not real, but composed in the spirit of the Zaporizhia Cossacks [28, p. 335–342].

This opinion of a well-known expert on the customs and mentality of the Cossacks is important for connecting the linguistic means used by the unknown author of the letter with the traditions of Ukrainian folklore and post-folklore. When translated from Ukrainian to another language, this letter loses its flavor and connection with the environment of its appearance or the authors' associations with this community. In the future, the descendants who associated themselves with the Zaporozhians used and continue to use the traditions of this letter as a linguistic means of fighting the enemy. The study of various aspects of analysis and use of the "Letter of the Zaporozhians to the Turkish Sultan" has not lost the interest of modern historians. V. Sayenko analyzed the historical authenticity of this document, highlighting the tradition of interpreting this letter in the context of mythologizing [24, p. 418–420]. Historian Y. Mytrofanenko drew attention to the use of linguistic means of Ukrainian historical folklore by the participants of the Ukrainian Revolution of 1917–1921, who associated themselves with the historical heritage of the Zaporizhzhya Cossacks [21, p. 253–258]. In the Central State Archive of the Higher Authorities of Ukraine, he managed to find a letter-reply of the "Zaporizka Sich" soldiers to the Russian Red Army, based on the example of text of Zaporozhians' letter to the Turkish Sultan [6, p. 104].

An important place in the context of resistance to enemy aggression is occupied by the creation of a narrative of correspondence between Ukrainians and the enemy. Such correspondence is represented mainly within the framework of humorous discourse and has the form of an "open letter", that is, a public appeal, aimed not so much at a specific enemy, but at society. Such texts mainly contain a large number of means of creating a comic effect, and are also examples of fixation of linguistic means at a certain stage of development of society and its language. So far, we have not recorded works that presented the dynamics of the use of such humor during the struggle for Ukrainian independence in the 20-21st century. This determines the relevance and, accordingly, the purpose of our research.

2 Materials and Method

Language units and visual means of creating a comic effect became the material of the research, and the source of analysis was the texts of 10 letters of Ukrainians to the enemies in different periods of the liberation struggle for Ukraine's independence, in particular: the primary "Letter of the Zaporozhians to the Turkish Sultan" (1676), "Answer to Hetman Petlyura" (1919), "Cossack response to the order of the Revolutionary Council of the Workers' and Peasants' Red Army" (1919), "Letter of the partisans of the N detachment to Hitler" (1943), "Letter of ATO¹ fighters to Putin" (2014), "Letter to Putin from Zaporozhian Cossacks" (2014), "Letter of Cherkasy Cossacks to Putin" (2014), "Letter of Zaporozhian Cossacks to the Moscow devil" (2018), "Letter of Ukrainian deputies to Putin" (2018), "Letter of the Dnipro City Council to the administration of the Russian city of Kremenka" (2023). Also, visual humorous means in paintings and illustrations are analyzed: I. Repin's painting "Zaporozhians writing a letter to the Turkish Sultan" (1891), an illustration in the magazine "Gedz" (1917) [9, p. 4].

These documents were found among the ego-sources of the participants of the events, in museum collections and archival repositories. One of the sources - a letter-reply to the Red Army from the soldiers of the "Zaporizka Sich" division of the Active

Army of the Ukrainian People's Republic in 1919 ("Cossack response to the order of the Revolutionary Council of the Workers' and Peasants' Red Army") - was first introduced into scientific circulation [6, p. 104]. Linguistic and visual sources of the modern Russian-Ukrainian war are also used in the study.

During the research, the authors used interdisciplinary methodical optics. To identify the peculiarities of the use of these letters by the participants of different periods of the struggle for independence, we applied the principles of historicism, used a critical approach to the analysis of historical sources, applied comparative analysis, approaches of comparative studies, historical hermeneutic analysis, and the historical-typological method.

Linguistic methods of material research were also used, in particular: the component analysis of the discursive sample of word usage; seminal component analysis was used to determine the main methods of influence; the method of conceptual analysis helped to establish the concepts actualized in the texts; the method of contextual analysis was used to study changes in the connotative components of the word's semantics.

The purpose of the presented research is to investigate the peculiarities of the use of linguistic and visual means of humor in the texts of letters to the enemy, created with the aim of countering Russian propaganda in the context of the struggle for Ukraine's independence in the 20th-21st centuries.

The research sets the following tasks: 1) to identify a set of linguistic means of humor in the analyzed texts; 2) to classify the selected array of words and compounds that create a comic effect; 3) to determine folklore and post-folklore features of the studied texts; 4) to compare the use of linguistic means of humor by different generations of independence fighters in the 20-21st century.

The object of the study is the discourse of "correspondence with the enemy" in the context of the struggle for Ukraine's independence in the 20-21st century - in particular, the "Letter of Zaporozhians to the Turkish Sultan" and its interpretation by the participants in the struggle for independence of the 20th-21st centuries.

The subject of the study is the use of linguistic means of creating a comic effect in the researched discourse in the context of the struggle for the independence of Ukraine in 1917–1921 and 2014–2023.

3 Results and Discussion

It is expedient to consider the analyzed texts within four historical eras: 1) the era of the Cossacks, to which the original letter refers (17th century); 2) the period of the Ukrainian Revolution (1917–1921); 3) World War II (1939–1945); 4) the Russian-Ukrainian war (2014 – present).

I. The age of the Cossacks (17th century).

Source No. 1. The original "Letter of Zaporozhians to the Turkish Sultan" (1676).

The document, which historians called the "Letter of Zaporozhians to the Turkish Sultan", was made public by researchers in the 19th century. In the 1870s, during the period of active development of Ukrainian folkloristics under the influence of 19th-century romanticism, archaeologist and folklorist Yakiv Novytsky discovered a strange letter dated 17th century and signed by Ivan Sirk, the Kosh chieftain. It was not the original, but a draft or copy in appearance with a very cheeky and witty content. Currently, several versions of this document are known. The historical basis of its origin is the Zaporozhian wars with the Ottoman Empire, which were particularly fierce in the 17th century. According to a historical legend, the Turkish Sultan sent a letter to the Society of the Zaporizhzhya Army in which he demanded to obey him. In response, the Zaporozhians sent him an answer in the form of a parody of a diplomatic letter,

¹ ATO (anti-terrorist operation) - the name of the actions of the Ukrainian army against Russian and pro-Russian military formations in the East of Ukraine from 2014 to 2018

full of folk humor and swearing. Below, there is one version of this letter (see Figure 1 below).

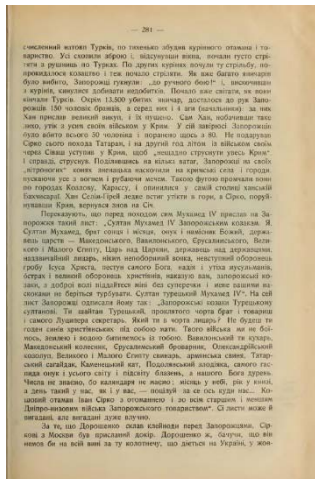


Figure 1. Photo from the book by M. Arkas "History of Ukraine-Russia" (1912)

The comic effect in depicting the enemy was achieved in the analyzed text thanks to the use of several linguistic means:

1. 'Depreciation' of the sultan's personality due to naming him by lexemes to denote: a) professions typical of the common strata of the population (*свинопас, колесник, кухар, козолуп, блазень*) (pig herdsman, wheelwright, cook, goatherd, jester); b) dehumanizing vocabulary (*шайтан, чорта брат*) (shaitan, devil brother); c) a combination of dehumanizing vocabulary with words used to denote professions (*люцифера секретар*) (Lucifer's secretary); d) substantive adjectives (*поганий, пюгавий*) (bad, dirty); e) the use of the pronoun *ти*, which in the Ukrainian tradition of communication is a sign of contempt or familiarity; e) abusive language (*гаспид, дурень, срака, в чорта*) (asp, fool, asshole, to hell).
2. Preservation of traditional epistolary formulas at the end of the letter, but their complete content leveling (for example, instead of indicating the number, year and month, we record the phrase "The years were not counted, the moon is in the sky, the number is in the calendar").

Regardless of whether such a letter is real, it can be stated that its linguistic means correspond to the general Ukrainian folklore tradition, in particular with regard to the functioning of the swearing vocabulary traditional for the Ukrainian language, oriented to the use of words and phraseological units with zoomorphic semantics (pig's face, pig), and also a mention of evil power (demon, devil and derivatives).

The letter became widespread among the Ukrainian scientific community. Historians and poets have used it many times. In particular, the literary version of the letter authored by Stepan Rudanskyi is known. However, painting "Zaporozhians writing a letter to the Turkish Sultan" by I. Repin, painted at the end of the 19th century, under the influence of the text of the initial letter of the Zaporozhians, which was introduced to him by the historian Dmytro Yavornytskyi, brought the greatest popularity to this source (Figure 2). Mykola Arkas added this letter to the list of sources on the history of Ukraine and used it on the pages of the popular book "History of Ukraine-Russia", which was published in 1912 [2, p. 281].

Source 2. Painting by I. Repin "Zaporozhians writing a letter to the Turkish Sultan"



Figure 2. "Zaporozhians writing a letter to the Turkish Sultan" by I. Repin Taken from https://zn.ua/ukr/HISTORY/zaporozhchishut-lista-tureckomu-sultanu-zahoplive-minule-y-povchalne-sogodennya-282414_.html

II. The period of the Ukrainian revolution and struggle for independence 1917-1922

The primary letter, as a kind of manifestation of national identity, gained popularity among Ukrainian lovers, so it is not surprising that in the conditions of the revival of the Ukrainian nation and the processes of restoration of Ukrainian statehood in 1917, it was mentioned again - this time during the conflict between the Ukrainian and Russian revolutions and its governing bodies, the Central Rada and the Provisional Government. The Russian authorities ordered the Ukrainians to recognize the authority of the Provisional Government over Ukraine. In the context of the political struggle between the Central Rada and the Provisional Government, the Ukrainian satirical magazine "Gedz" offered its version of this letter (Source No. 3) using political terminology of the time. Using a well-known plot from the Ukrainian past, recreated by I. Repin on the canvas "Zaporozhians write a letter to the Turkish Sultan", the artist of "Gedz" created a humorous cartoon in which, instead of Zaporozhians, the leading figures of the Ukrainian revolution were depicted: members of the Central Rada and the General Secretariat, who responded to the wishes of Alexander Kerensky, head of the Provisional Government of Russia, to preserve a united and indivisible Russia, and prepared an answer in the style of the Zaporozhians. The picture is supplemented by the text of an unknown author under the pseudonym "Mr. Kotskyi", who expressed his attitude towards the Russian authorities in numerous paraphrases, stylized according to the original text of the letter: "*шайтан кадетський*" ("cadet devil"), "*буржуйський кухар*" ("bourgeois cook"), "*більшовицьке опудало*" ("Bolshevik scarecrow"). In the text, we find a decisive and categorical answer to the overthrown head of the Provisional Government: "*Не вартий ти українців під собою мати!*" ("You are not worthy of having Ukrainians under you!"). The artist puts these words into the mouth of a person who enjoyed unlimited authority among Ukrainian citizens - the "father of Ukrainian cooperation" Mykola Levitskyi. Linguistic means of humor are complemented by visual ones. On the cartoon of the well-known picture of I. Repin, in the image of Zaporozhians, we see figures of the Central Rada and the General Secretariat [9, p. 4]. (Figure 3).



Figure 3. Taken from https://zn.ua/ukr/HISTORY/zaporozhchishut-lista-tureckomu-sultanu-zahoplive-minule-y-povchalne-sogodennya-282414_.html

In 1919, Zaporozhians' letter to the Turkish sultan was used several times as a language tool to fight against enemies. In the conditions of the second war of Bolshevik Russia against the Ukrainian People's Republic (1918–1921), in the winter of 1919, the communists, with the help of populist propaganda, managed to attract to their side Ukrainian insurgent leaders and their numerous units: Zeleny, Grigoriev, Kotsur, Khimenko, Makhno [19]. Vasyl Bozhenko's Taraschan Division also fought on the side of the Bolsheviks. This "red captain" was born in the territory of Central Ukraine, in the Cossack village of Berezhinka. A significant part of the fighters of the Taraschan Division, formed at the end of 1918 in the neutral zone in Chernihiv Oblast, were Ukrainians. Bozhenko considered himself a Ukrainian by nationality, he communicated with his soldiers in the Ukrainian language. His unit, together with the Bohun Division of Mykola Shchors, took part in the capture of Kyiv by the Bolsheviks in February 1919 [20].

In April 1919, the command of the Bolshevik Ukrainian Front, headed by Volodymyr Antonov-Ovsienko, received a letter from the military leadership of the Ukrainian People's Republic, which urged them to stop the war in Ukraine in order to save the lives of the soldiers. In response, the "red captains" V. Bozhenko, M. Shchors, V. Primakov, K. Kvyatyk, the heads of the divisions of the Red Army, decided to respond to the soldiers of the Ukrainian People's Republic, using the traditions of Ukrainian historical folklore.



Figure 4. "Answer to Mr. Hetman Petlyura" (1919). Taken from the website istpravda.com.ua

The authors of the text (Figure 4) use constructions that connect it with the already well-known letter of the Cossacks ("As in the old days, as Zaporozhians to Sultan, so we answer you"). For the same purpose, the concept of COSSACKS was used, the representatives of which are the words: Cossacks of the Red Army.

The comic effect in portraying opponents is achieved thanks to the use of the following linguistic means:

- 'Depreciation' of the person of the addressee (Petlyura) by using: a) a lexeme with zoomorphic dehumanizing semantics (*собака, собача брехня*) (dog, dog lie); b) epithets (*собака, собача брехня*) (damned), c) the pronoun *ти* (*ми тобі відповідаєм*); d) abusive language (*брехун*) (liar); e) phraseological units (*з розуму звихнувся, боки напарили*), e) connotative proper names (*Иуда*) (Judas).
- Creating vivid visual images (*руки ... досягають до цього літа*) (hands ... reaching for your throat; you will not manage to wear pants this summer).

The text of the letter is built with the use of suggestive means of influencing the recipient, in particular, an implicit antithesis is built within the binary opposition of *own - alien*. This organically represents the general grand narrative of Bolshevik ideology, in which the mentioned opposition is represented in the concepts of *БІДНІ – ПАНИ* (POOR – MASTERS). The following words and compounds become verbalizers of the concept *БІДНІ POOR* (that is, own): poor peasants, working poor, poor peasantry, poor hungry people, working poor people of Ukraine, poor workers, free peasantry, Cossack peasants, Russian workers, free Hungary. *MASTERS* are placed in the category of alien. In the text, the concept of *ПАНИ* (MASTERS) is verbalized by the following linguistic units: (*пан, польські пани, поміщики, чужинці* (французькі, грецькі, румунські цуки), жадні узурпатори, кривоніці, кулаки, польське шляхетство, українські живоглоту кулаки, царські генерали, французькі буржуї, пан-гетьман буржуїне французької та польської милости, etc.) (pan, Polish pans, landlords, foreigners (French, Greek, Romanian pikes), greedy usurpers, bloodsuckers, kulaks, Polish nobility, Ukrainian gluttonous kulaks, tsarist generals, French bourgeois, pan-hetman bourgeois French and Polish mercy, etc.). In this way, the conceptual metaphors *POVERTY as VIRTUE, WEALTH as DEFICIENCY* were formed. In order to have a suggestive effect on the reader, the authors resort to the technique of connection, which consists in introducing the word-seme, which was not present in its systemic meaning, by introducing the word into a certain micro-context [3, p.86]. In particular, the word representative of the addressee (Petlyura) is assigned a negative seme, since words with negative connotations are used both for him and for his surroundings.

This text can be considered an indicator of the embodiment of the narratives of the Bolshevik occupation of Ukrainian territories. It coincides with the modern Russian narrative, built within the boundaries of the division of peoples and countries according to the category of *own - alien*, where Russia and Hungary are represented as *own*, and Poland, France, Greece, Romania - as *alien*, foreign. Also units of Soviet slang, in particular, the language of hostility (*буржуїни, кулаки*) (bourgeois, kulaks) is used. In favor of the fact that the text was created on the basis of the Russian Bolshevik ideology, the existence of its Russian-language version also testifies (Figure 5).

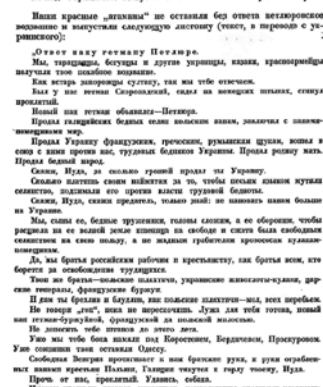


Figure 5. Russian-language version of the letter (taken from V. Antonov-Ovsienko's book "Notes on the Civil War". Book 3. <http://irbis-nbuv.gov.ua/ulib/item/UKR0008752>

It is also important to focus attention on individual formulations and refute false information from this source of Bolshevik propaganda:

1. “Був у нас гетьман Скоропадській, сидів на списах німецьких” (“We had a hetman of Skoropadskiy, sitting on German spears”) - in this line, the authors hint that the allies of the hetman of the Ukrainian State P. Skoropadskiy were German and Austro-Hungarian troops.
2. “Продав [Петлюра] Галиційських бідних селян польським панам. Змовився з ними...” (“He [Petlyura] sold Galician poor peasants to Polish lords. Conspired with them...”) - manipulation of the Bolsheviks. In 1919, Petlyura did not conclude an agreement with the Poles regarding Galicia. In 1919, the Army of the People's Republic of Ukraine fought against the Poles in Volyn.
3. “Заключив договір з поміщиками” (“Concluded an agreement with the landlords”) - false information. Petlyura was a socialist, so he did not enjoy the support of the wealthy strata (bourgeoisie) and did not introduce laws in favor of entrepreneurs and landlords (large landowners).
4. “Продав рідну Україну чужинцям – французьким, грецьким, та румунським цукам, зробив зв'язок з ними проти нас, працюючого бідного люду України. Продав рідну неньку, продав бідний голодний люд” (“He sold his native Ukraine to foreigners - French, Greek, and Romanian pikemen, and made a connection with them against us, the working poor people of Ukraine. He sold own mother, he sold poor, hungry people”) - a manipulation of the Bolsheviks. Petlyura did not conclude any agreements with France, Greece, or Romania regarding military aid.
5. “Твої ж брати – польське шляхетство, українські живоглоти кулаки, царські генерали, та французькі буржуї” (“Your brothers are the Polish nobility, Ukrainian kulaks, tsarist generals, and the French bourgeoisie”) - Bolshevik manipulation. In 1919, the Ukrainian People's Republic led by Petlyura fought in Volyn against Poland; Russian generals - Denikinians, supporters of a single, indivisible Russia - considered Petlyura their bitter enemy. The French did not provide any support to the UNR, which was headed by Simon Petlyura.
6. “Пану-гетьману Петлюри” (“To Mr. Hetman Petlyura”) - false information, because Petlyura never used the term “hetman” in relation to his position.

Source No. 5. “Cossack response to the order of the Revolutionary Council of the Workers' and Peasants' Red Army” (1919).

On June 10, 1919, during the war with the Russian Bolsheviks in Ukraine, the Cossacks of the “Zaporizka Sich” division (formed by Ataman Yukhym Bozhko in January 1919) received an order from the Reds to lay down their arms. In response, the soldiers of this unit, who tried to adhere to the traditions of the Zaporizhzhya Cossacks, sent a letter to the Russian Red Army [18, p. 57–63]. Its content also confirms the use of means of Ukrainian historical folklore: “Letter of Zaporozhians to the Turkish Sultan” [6, p. 104]. The text is presented below:

«Брехали Вашого московського батька сини та ж ви з ними. Українська армія під проводом батька Петлюри за 15 днів дійшла з боєм від Кременця аж до Деражні 200 верстов із гаком. Далеко куцо́му до зайця, ватажків повстанських не вам, невмивакам розстрілювати, бо на славній Україні, де грак – там козак, а де байрак, там сто козаків.

Які Ви в дідька трудящіся, Ви коли і трудитесь над тим, щоб пограбувати Український люд! Але й воша певно пріє, коли смокче людську кров.

Не вам, пройди́світам, нам козакам видавати накази, бо негодні ви цілувати нас там, звідкіля ноги ростуть. Не Петлюра брехав та обманював нас, то ви, собачня, брешете на нашого батька. Та гаразд. Ми за це це не раз натовчемо вам пику.

Не дождати вам, хлопці, щоб козаки вийшли з білим прапором. З грабіжниками переговорів не ведуть, зброї не кладуть, а, піймавши, мов собаку, б'ють.

З московської влади (подумаєш, яка пишна пані) сміємося, а її червоної армії з комісарами та чре́звичайками не боїмося. Щоб ви так дихали, як стара собака після па́дла бздить, коли насрав хто-небудь!

Свою козацьку старшину ми добре знаємо, з нею в купі хліб і сіль споживаємо і вас, харцизяк, разом з нею чухраємо...

Отже, раз і назавжди знайте, що наказів ваших виконувати ми й не гадаємо на чуба вашу злодіяцьку «раду» на ву́ха, на спину і те місце, що нижче від спину натягаємо, шомполами одчухраємо. Помилювання нікому не буде.

Ваш наказ ми уважно прочитали, крім дурниць нічого в ньому не знайшли і вам на нього відповідь склали – дурно часу не гайте, наказів не висилайте, цупкіше штани підтягайте та з України, куди очі глядять утікайте – нам таких дурнів не треба.

А папірець на якому Ви цей наказ друкували присилайте. Чистий спробували й наче нічогенький, м'який, цупкий і не рветься для козацької потреби пригодиться.

Запоріжського війська старшина та козацтво».

“The sons of your Moscow father lied, and you along with them. The Ukrainian army under the leadership of Petlyura's father in 15 days reached with a battle from Kremenets all the way to Derazhna over 200 versts. It is far from a lame to hare, the leaders of the rebels are not for you, unwashed people, to be shoot, because in glorious Ukraine, where there is a rook, there is a Cossack, and where there is a bairak, there are a hundred Cossacks.

What kind of working men you are, when you work hard to rob the Ukrainian people! But a louse also probably sweats when it sucks human blood.

It is not for you, rascals, to issue orders to us Cossacks, because you are not fit to kiss us where our legs grow from. It wasn't Petlyura who lied and deceived us, you, bitch, are lying about our father. That's okay. For this, we will repeatedly beat your head.

You guys will not see the Cossacks to come out with a white flag. We don't negotiate with robbers, we don't lay down our weapons, but when we catch them, we beat them.

We laugh at the Moscow government (imagine what a “magnificent lady”), but we are not afraid of its Red Army with its commissars and special forces. We wish you breathe like an old dog barks after a carrion when someone shits!

We know our Cossack foreman very well, we eat bread and salt in heaps with it, and we eat you together with it...

So, know once and for all that we don't want to carry out your orders and do not think about your thieving “council” on the forehead, on the ears, on the back and the place that is lower from the back, we pull it open with ramrods. There will be no pardon for anyone.

We carefully read your order, found nothing but nonsense in it and wrote an answer for you - don't waste time, don't send orders, pull up your tighter pants and run away from Ukraine as far as you can see - we don't need such fools.

And send the paper on which you printed this order. We tried the clean one, and as if it were rather good, soft, pungent and does not tear, it would be useful for Cossack needs.

Foreman and Cossacks of the Zaporizhzhya army”.

In this text, there is also a Cossack theme, in particular, it is telling that all the authors of the analyzed letters call themselves Cossacks. The means of the comic are also common. In particular, abusive language was also used in relation to the opponent (брехати, дурні, пройди́світи (lying, fools, scoundrels)), lexemes with zoomorphic semantics were used (собачня, стара собака, воша (dog, old dog, louse)). The authors also resort to expressing the text with idioms (куди очі глядять; натовчемо вам пику; далеко куцо́му до зайця; де грак – там козак, а де байрак, там сто козаків) (where the eyes look; we'll give you a pike; the lame is far from the hare; where a rook is a Cossack, and where a bairak, there are a hundred Cossacks)). Moreover, this letter uses curses traditional

for Ukrainian folklore, which was not recorded in the two previous letters (*Щоб ви так дихали, як стара собака... (Wish that you breathed like an old dog...)*). At the same time, the representatives of the categories *own - alien* are different from the text of the previous letter. In particular, the “own” category is represented by the concepts of the Ukrainian army, Petlyur’s father, and the “alien” category by the concepts of the *московська влада, московського батька сини, червона армія, комісари, чрезвычайки, злодіяцька «рада»* (Moscow government, the sons of Moscow father, the Red Army, commissars, emergency forces², the thief “council”³).

The authors of both letters use the connection method. The negative semes in this text are imposed to the concept of the Revolutionary Council of the Workers’ and Peasants’ Red Army. For example, the representatives of this COUNCIL as a concept are the words *зrabіжники, невмиваки (robbers, scoundrels)*, etc., and the epithet *злодіяцька (thief)* is used in relation to the council itself.

In 1920, we again notice an attempt to use the humor of Ukrainian historical folklore as a means of Russian political propaganda. In the 19th century, when the linguistic and visual version of the original letter appeared, the Russian authorities formed a narrative that the Zaporozhians were part of not only Ukrainian, but also Russian history. Russia tried to appropriate the history of the Ukrainian Cossacks, so it used a fragment of Ukrainian folklore for its own political propaganda, understanding its powerful potential. But the Russians used only the picture of I. Repin, while they could not use the text, probably, realizing that during the translation into Russian, Ukrainian historical folklore will lose its strength and color. In 1920 and 1926, we have two interpretations of I. Repin’s painting “Zaporozhians writing a letter to the Turkish Sultan” (Figures 6-7). In the first case, it was used as an illustration of the answer of the Bolshevik authorities to the English diplomat Lord D. Curzon during the discussion of the border issue between Bolshevik Russia and Poland. And the second one concerns answer to Chamberlain in 1926. In both cases, we see an attempt to use the visual version and the recognition of the inability to offer a version of the letter in Russian.



Figures 6-7. The cartoons of 1920 and 1926 are taken from https://zn.ua/ukr/HISTORY/zaporozhci-pishut-lista-tureckomu-sultanu-zahoplive-minule-y-povchalne-sogodennya-282414_.html

III. The period of the Second World War

Source No. 6 “Letter of partisans of the H detachment to Hitler” (1943).

During the Second World War, many Ukrainians fought in the ranks of the Red Army and were members of the resistance partisan movement. The Ukrainian identity of one of the Polissia partisan units was revealed, in particular, in the writing of a letter to Adolf Hitler, the Führer of Nazi Germany, following the example of the message of Zaporozhians to the Turkish Sultan. This letter to the enemy, dated July 1943, was written by “partisans of the N detachment” in the Zhytomyr region. We offer for analysis one of the versions of this letter [7, p.1].

² *Emergency forces* - formed from the name of the Russian punitive body: the All-Russian Extraordinary Commission for Combating Counter-Revolution and Sabotage (Extraordinary Commission, Cheka)

³ The Revolutionary Council of the Workers’ and Peasants’ Red Army is a variant of the name of the Russian Red Army

The concept of ENEMY (*БОГОЙ*) in this text is verbalized by the anthroponym *Hitler*. The comic effect in portraying the enemy is achieved by using the following linguistic means:

1. ‘Depreciation’ of the enemy’s personality due to calling him with the following means: a) lexemes with a derogatory connotation (*посіпака, пелька; несусвітній ти теплень; дурний, як пень!*) (*apostate, erysipelas; you are an utter fool; stupid as hell!*), b) words with zoomorphic semantics (*скажений собака, кобиляча твоя голова, свиняче рило, осячі вуха, задрипана собака, хоч сказися*) (*a mad dog, your mare’s head, a pig’s snout, donkey’s ears, a shabby dog, stomping and screaming around*); c) obscene vocabulary (*скурвий сину, арийська ти залуна, та й мати твою вйоб!*) (*you dirty son, you’re an Aryan scumbag, and your mother is a bitch!*), which we did not record in previous letters.
2. The use of curses traditional in Ukrainian folklore (*осиновий кіл тобі в спину; побажаєм тобі від щирого серця, сто болячок у реберця, сто чортів у твою пельку, щоб ти швидше ліг в земельку, в осиковий гроб; щоб тебе громом убило*) (*an aspen stake in your back; I wish you from the bottom of my heart, a hundred sores in your ribs, a hundred devils in your mouth, an aspen grave; wish that you are killed by thunder*).
3. Creation of paradoxes. For example: in the sentence (*кланяємось тобі голим задом і просимо вас поцілувати в сраку нас*) (“*we bow to you with our bare backs and ask you to kiss us in the ass*”), the paradoxical effect is achieved thanks to the combination of tokens with a touch of officiality (*кланятися, просимо*) (bow down, please) and words to indicate a part of the body traditionally used in Ukrainian insults (*зад, срака*) (*ass, asshole*).

Moreover, traditional similes are used (*як води з моря не випити, як вітру в полі не спинити, так і нас партизан ... – не здолати*) (*like drinking all water from the sea is not possible, like stopping the wind in the field is not possible, and we partisans... - cannot be defeated*), which also indicates the creation of texts on the basis of Ukrainian folklore.

IV. The period of the Russian-Ukrainian war (2014 – present).

In the conditions of the Russian-Ukrainian war, which began in 2014, Ukrainians again began to use the means of Ukrainian historical folklore as an original way of countering Russian information propaganda. We recorded 5 texts that stylistically imitate the original Zaporozhian’ letter. The addressee in all these letters is Russian President V. Putin.

Source No. 7. “Letter of ATO fighters to Putin” (2014).

The text is as follows: «*Якщо ти, надлюка, сюди прийдеши, ми тобі дамо копняка під зад. Разом із мишкою своїм, Жириком твоім паршивим і всією твоєю армією. А Яника, собаку цю, – на палю. Або віддай нам – ми його на кіл посадимо. А опосля на ялинку посадимо. На йолку! Постскриптум. Ла-ла-ла-ла-ла*» (August 29, 2014; <https://www.youtube.com/watch?v=LsB29AJSqNU>)

(“*If you, bastard, come here, we will give you a kick in the ass. Together with your bear, your lousy Zhiryk and your entire army. And Yanika, this dog - to the stake. Or give it to us - we will impale him. And then we will put him on the spruce. On the spruce [written as it sounds in Russian – yolka (ёлка)]! Postscript. La-la-la-la-la*”)

This text was written by soldiers of the 95th Separate Mechanized Brigade of the Armed Forces of Ukraine. In the text, the concept of МИШКА (BEAR) (a toy-symbol of the “Russian world”) is updated. Also, the authors mention as negative characters Zhiryk (the nickname of the Russian politician Volodymyr Zhirynovsky, who supported aggression against Ukraine), Yanyk (the nickname of the ex-president of Ukraine Viktor Yanukovich, who fled the country in 2014 and

appealed to Putin with an official letter to introduce Russian troops into the territory of Ukraine).

Means of comedy in the analyzed text are used against Putin and his henchmen: a) abusive and other vocabulary with the semantics of disdain (*падлюка, паршивий*) (*scum, lousy*); b) lexemes with zoomorphic semantics that have a dehumanizing effect (*dog*); c) traditional phraseologized threats (*дамо коняка під зад, на кіл посадимо*) (*we'll give a kick in the ass, we'll impale*); d) modernized threat "*посадити на ялинку / на йолку*" ("*to put on a spruce*") (related to a comical situation when during a speech V. Yanukovich forgot the Ukrainian word *ялинка* and after a long pause used the Russian lexeme *ёлка*). This word quickly became a meme and to deepen its comic nature, it became to be written in the Ukrainian transliteration "*йолка*" "*yolka*", hinting at the low level of education of the ex-president.

The text also contains a euphemistic replacement for an obscene lexeme. In 2014, after Ukrainian football fans shouted "Putin - hu#lo! La-la-la-la", the nickname "Hu#lo" was attached to the President of Russia. The fact that it was publicly voiced by the Minister of Foreign Affairs of Ukraine, A. Deshchytisa, and quoted by world publications testifies to the popularity of this catchphrase and the nickname it gave rise to. This fact was also reflected in online folklore: «*Цитую "Гардіан" по суті / Усе прозоро ніби шкло / Andriy Deshchytisia: who is Putin? / Khui!o!*» ("The Guardian literally quotes / Everything is transparent like glass / Andriy Deshchytisia: who is Putin? / Khui!o!") (account of "Cox Kwasniewski" on facebook.com). In the analyzed list of warriors, in replacement of lexemes Hu#lo, only another part of the chant was used - La-la-la-la, that nevertheless should be understood like a hint on the obscene nickname of the Russian president.

Source No. 8. "Letter to Putin from Zaporizhzhya Cossacks" (2014).

The text is as follows: "*Вовану Путлеру, хану Московському. Гей ти, хан Вован, не вчиняй у нас дерибан. Не будеш ти, сучий сину, під собою гордих українців мати, а будеш ти, піджавши хвоста, від нашого війська тікати. Землею і водою будемо битися з тобою... Так, як в ООН твій Чуркін балака, в нас на болоті жаба квака. Тому до біса твої натяжки, Вова, у нас найкраща у світі мова. І як на дупі чиряки, потрібні нам кисельови й жирики та інші москальське трепло. Щоб у них у горлі пір'я поросло. Не потрібні нам поради усліякі. Засуньте їх собі, вибачте, до дупи. ... Це тобі сказали козаки та показали дупи от такі. Сиди тихенько, московський сич, не то розсердиш Запорозьку Січ*" (April 30, 2014, <https://www.youtube.com/watch?v=091cjWHP1ZU>).

("To Vovan Putler, Khan Moskovsky. Hey, Khan Vovan, don't organize embezzlement in us. Son of a bitch, you will not have proud Ukrainians under you, but will you bite your tail and run away from our army. We will fight with you on land and water... Just as your Churkin is a chatterbox in the UN, in our swamp the frog quacks. So to hell with your hints, Vova, we have the best language in the world. And like a teal on the ass, we need kiselovs and zhiryks and other moskal slur. Wish them feathers grow in their throats. We don't need all kinds of advice. Shove them, sorry, up your ass. ... That's what the Cossacks told you and showed you their butts. Sit quietly, Moscow owl, otherwise you will anger the Zaporozhian Sich")

The means of comedy in the text are lexemes indicating a contemptuous attitude towards the addressee. In particular, the rough (*Вован*) or familiar (*Вова*) form of the name Volodymyr is used in relation to him. The following lexemes and compounds become representatives of the PUTIN concept: a) with zoomorphic semantics - clearly expressed (*сучий син, московський сич*) or implicit (*піджавши хвоста тікати*); b) with the semantics of Nazism (*Путлер* (*Putler*)) is a contaminated name from Putin + Hitler); c) rhyming pseudo-label compound (*хан Вован* (*Khan Vovan*)); d) persuasive

constructions with the semantics of intimidation (*сиди тихенько*).

The similarity with the previous text also lies in the fact that the letter contains references to persons who have become symbols of Russian lies, for example: the above-mentioned V. Zhiryynovsky (Zhuryk), the Russian journalist-propagandist Dmytro Kiselyov and the representative of Russia at the UN (in 2014) Vitaly Churkin. The mention of the first two persons is given in the form of generic names in the plural form (*кисельови й жирики*). So, it is about full appellation, that is, writing the surname and nickname with a lowercase letter due to the negative connotations of these words as a result of a negative assessment of the activities of their carriers. In relation to these persons, the following means of creating a comic effect were also used: a) a comparison with an animal (*Так, як в ООН твій Чуркін балака, в нас на болоті жаба квака*); b) the use of traditional folk curses (*Щоб у них у горлі пір'я поросло*); c) abusive language (*москальське трепло, засуньте ... до дупи*).

Source No. 9. "Letter of Cherkasy Cossacks to Putin" (2014).

The text is as follows: "*Ти, фюрер кремлядський, чорт московський і проклятого Гітлера брат і товариш, самого люцифера секретар. Не будеш ти, сучий сину, синів українських під собою мати. Твого війська кайнового не боїмося. Землею і водою будемо битися з тобою. Кайн ти проклятий Богом, висерок ти сталінський, сухумський, грузинський злодій, південноосетинський козолуп, клятий вбивця дітей і матерів Беслана, глядачів у "Норд-Ості", моряків «Курська», усього світу блазень, Геббельса подобець, самого антихриста онук, нашого лалалала гак, свиняча ти ботоксна пика, кобиляча срака, дика фашистська собака, антихристів лоб... Ось таке тобі українські воїни й черкаські козаки висловили, карлик ти шизоїдний. Тепер кінчамо, числа не знамо, календаря твого фашистського не мамо. Місяць у небі, рік у книзі, а день такий у нас, як і у вас. Поцілуй у дупу нас*" (September 21, 2014; <https://www.youtube.com/watch?v=McbSwSAudF8>).

("You, the Führer of the Kremlin, the devil of Moscow and the brother and comrade of the cursed Hitler, the secretary of Lucifer himself. Son of a bitch, you will not have Ukrainian sons under you. We are not afraid of your army of Cain. We will fight with you on land and water. Cain you are cursed by God, Stalin' shit, Sukhum, Georgian thief, a South Ossetian scapegoat, a cursed killer of children and mothers of Beslan, spectators in "Nord-Ost", sailors of "Kursk", a buffoon of the whole world, a Goebbels imitator, the grandson of the Antichrist himself, our lalalala hook, you swine and botox face, a mare's magpie, a wild fascist dog, an antichrist's forehead... This is what Ukrainian soldiers and Cherkasy Cossacks have said to you, you schizoid dwarf. Now let's finish, we don't know the date, we don't have your fascist calendar. The moon is in the sky, the year is in the book, and the day is the same with us as it is with you. Kiss our ass")

The analyzed text, unlike the previous two, is full of allusions to the events in which the authors consider V. Putin to be guilty. In particular, the periphrasis to Putin "*клятий вбивця дітей і матерів Беслана*" ("a cursed murderer of children and mothers of Beslan") is an allusion to the events of September 1, 2004, when hostages were taken at a school in the city of Beslan (North Ossetia - North Caucasus Federal District of the Russian Federation). During the assault, 334 hostages (mostly children) died. The phrase "*клятий вбивця глядачів у "Норд-Ості"*" is an allusion to the events with the hostage-taking during the viewing of the musical "Nord-Ost" in Moscow; in the assault, an unknown gas was used, as a result of which 130 to 174 hostages died, according to various sources. The paraphrase "*клятий вбивця моряків "Курська"*" is an allusion to the situation when the Russian submarine "Kursk" sank. The mass media have repeatedly accused the Russian authorities of delaying the rescue of the sailors. All crew members of the submarine died.

The text also contains compounds that make fun of the physical characteristics of the Russian president: *ботоксна пика* (*botox*

face) (an allusion to the narrative widespread in the media discourse that V. Putin allegedly does cosmetic procedures), *карлик шизоїдний (schizoid dwarf)* (the second lexeme is a hint of short stature, and the first – on the behavior of the Russian president). There are also lexemes indicating the closeness of Putin's person with the Soviet dictator Stalin (*висерок ти сталінський (Stalin shit)*), as well as with the Nazis Hitler (*фюрер, проклятого Гітлера брат*) and Goebbels (*Геббельса подобець*). The epithet *кремлядський* is also used, which is a contaminated derivative from two creative bases: the adjective *Kremlin* and Russian obscene lexeme.

Source No. 10. "Letter of the Zaporizhzhya Cossacks to the Moscow devil" (2018).

The text is as follows: "Ти шайтан, чорт московський, проклятого дідька брат і товариш, і самого Люцифера секретар. Який ти в біса лицар, якщо ти навіть з голою сракою їжака не вб'єш... Не будеш ти, скурвий сину, над козацькими синами панувати. Війська ми твого не боїмося. Землю і водою будемо битися з тобою. Щоб у тебе срака поперек тріснула, а при ходьбі лякала! Вавилонський кухар, македонський колесник, ерусалимський пивохлюб, александрійський козолуп, худобина ти пітерська, великого й малого Єгипту скотиняка, татарський сагайдак, хай вищипне тебе в пуцьку рак, кам'янецький кат, усього світу й підсвіту блазень, гаспидна онук і поросячого пруття кряк, собача ти морда, кобиляча срака, півень гамбурзький... Отак запорожці тобі написали. Не будеш ти навіть свиней наших пасти, не те, щоб над Україною панувати. Тепер кінчасмо, бо числа не знаємо, календаря не маємо. Місяць у небі, рік у книзі. А день такий у нас, як і у вас. І поцілуй у сраку нас!" (October 14, 2018, <https://www.youtube.com/watch?v=vD3U3So0eXg>)

"You are the devil, the demon of Moscow, the brother and comrade of the devil, and the secretary of Lucifer himself. What the hell kind of knight are you, if you don't even kill a hedgehog with your bare ass... You, dirty son, won't rule over the sons of the Cossacks. We are not afraid of your troops. We will fight with you on land and water. So that you have a crack across your back, and when you walk, it claps! A Babylonian cook, a Macedonian charioteer, a Jerusalem beer-drinker, an Alexandrian goatherd, you are the cattle of St. Petersburg, a cattleman of Great and Little Egypt, a Tatar quiver, may the crayfish bite you in the butt, the executioner of Kamianets, the jester of the whole world and the underworld, the grandson of asp and the hook of a pig's rod, you are a dog's face, a mare's bitch, a Hamburg rooster... That's how the Zaporozhians wrote to you. You won't even herd our pigs, not to rule over Ukraine. Now we finish, because we don't know the date, we don't have a calendar. A month is in the sky, a year in the book. And our day is like yours. And kiss us in the ass!"

In this text, despite the preserved stylistics of the original version, we see the verbalizers of modern concepts. In particular, the authors point to the origin of V. Putin with the help of a zoomorphic characteristic in combination with a relative adjective: *худобина* and *пітерська*. The lexeme *пітерська* is an indication of V. Putin's hometown - Peter (St. Petersburg). Also, the verbalization of the concept of PUTIN is the slang compound *півень гамбурзький* with a hint of contempt, used in particular to denote a person at the lowest level of the prisoners hierarchy.

In the represented text, language means related to the names of parts of the human body are used. The most common is the image of the buttocks, which is represented four times in a reduced version - *срака*. However, while this lexeme was also recorded in previous texts, in this version of the letter there are already two mentions of genital organs: *хай вищипне тебе в пуцьку рак, поросячого пруття кряк*, where *пуцька* and *прутьне* are the names of the male genital organ.

Source No. 11. "Letter of Ukrainian deputies to Putin" (2018)

The well-known story was also used by members of the Ukrainian parliament. They published photos in the style of the famous painting by I. Repin and published the text, which is almost identical to the original letter, only the addressee has been changed. In particular, the lexeme *president* is used, which is not recorded in the previous versions: "Ти, президент, чорт московський, і проклятого чорта брат і товариш, самого Люцифера секретар!" ("You, the president, the demon of Moscow, and the brother and comrade of the cursed devil, the secretary of Lucifer himself!") (November 7, 2018, account "Alexey Goncharenko" on facebook.com <https://www.facebook.com/alexeygoncharenko/posts/pfbid0kTbcY96LiG4exuQUqGcL yUMK9NVRVxpVwjNTa9xy2agfmRNpABzpzAbuj7FcYdgyI>)

All these letters were presented in the form of a staged action that resembled the well-known painting by I. Repin. Famous Ukrainian personalities, including singers and actors, took part in some of these productions.

Source No. 12. "Letter of the Dnipro City Council to the Administration of the Russian City of Kremenka" (2023).

Within the defined topic (correspondence with the enemy), it is appropriate to consider the text of the official response of the Dnipro City Council to the open letter of the administration of one of the Russian cities. Although the answer has an addressee of a lower level than the head of state, by its nature it is aimed at a generalized image of the enemy and contains linguistic means of creating a comic effect, with the help of which narratives with a mocking content are formed.

At the beginning of 2023, the Russians published an "Open letter to the mayor of the city of Dnipropetrovsk Filatov B.A." (see Figure 9), in which they expressed dissatisfaction with the dismantling of monuments to Russian figures in the city of Dnipro. They noted that such monuments can "пробудить национальное самосознание, любовь к своей родине, уважение к ее истории и культуре" ("awaken national self-awareness, love for one's motherland, respect for its history and culture"), and therefore offered to hand over these monuments to them "в обмен на дрова для гражданского населения Украины" ("in exchange for firewood for the civilian population of Ukraine"). In this phrase, there is a mocking semantics as a reaction to the fact that the Ukrainian population was forced to be without heat and light due to Russia's missile strikes on critical infrastructure. The reaction to this appeal was the official response of the Dnipro City Council, in the text of which humor was used (see Figure 10).

First of all, it is worth considering actualized concepts and narratives that create a comic effect:

1. The narrative of the backwardness of Russian regions has been actualized with the help of the concepts of *КРИОСЧЕ ПРАВО* and *ИТЕРНЕТ*. For example, the authors of the text question whether information about the abolition of serfdom could have reached the administration of a small Russian settlement: "Почти уверен, что новость об отмене крепостного права также достигла ваших околиц". In particular, the compound "почти уверен" "almost confident" is used, where the word "почти" ("almost") means "so that a little is not enough for something". That is, the addressee expresses doubt that the generally known information reaches the Russian addressees in time. The narrative of the backwardness of the regions is embodied in the sentence "Письмо пришло к нам по электронной почте, поэтому просим принять искренние поздравления с тем, что в ваш рабочий поселок дотянули интернет" ("The letter came to us by e-mail, so please accept our sincere congratulations on the fact that the Internet reached your working village").
2. Narrative of violation of democratic rights and freedoms in Russia, in particular regarding prohibition of well-known social networks. This narrative is embodied with the help of a combination of the concepts *ФЕЙСБУК*, *ИНСТАГРАМ*, and *ЗАБОРОНА*: "Надеюсь, вы даже

успели застать такие соцсети, как «Фейсбук» и «Инстаграм» до их запрета Роскомнадзором” (“I hope you even managed to catch such social networks as Facebook and Instagram before they were banned by Roskomnadzor”).

- The narrative of the lack of high-quality roads in Russian regions. The authors put a mocking meaning in the sentence “А нормальные дороги, судя по фото Вашей деревни, к вам еще не дотянули” (“But normal roads, judging by the photo of your village, have not reached you yet”).
- The narrative of the destruction of the Russian cruiser “Moskva” by the Ukrainian army. To embody this narrative, a language game based on the onyms of different categories was used. In particular, the catchphrase “Москва не сразу строилась” (“Moscow was not built at once”) with the meaning “everything happens gradually” is taken as a basis, which is analogous to the saying “Rome wasn't built in a day”: “Но, как у вас там говорится, и Москва не сразу строилась, и утонула, кстати, тоже не сразу” (“But, as you say, Moscow was not built at once, and it drowned, by the way, not immediately either”). The comic effect is achieved by using the verbs “строилась and утонула” in relation to one name Moscow. In the compound “Москва строилась” the proper name becomes a toponym, that is, it denotes a settlement, while in the compound “Москва утонула” the onyme passes into the category of an ergonym - it denotes the proper name of a ship which, according to information released by an official representative of the US Department of Defense, was hit by a Ukrainian missile (washingtonpost.com, April 15, 2022).
- Narrative of the robbery of Ukrainian houses by the Russian military. The basis for this abusive narrative was the repeated testimony of Ukrainian citizens that the Russian military had stolen household appliances and plumbing fixtures from their homes, including toilets. The letter states that the monument to the Russian writer Gorky in the city of Dnipro has received the popular name “Горький на унитази” (“Gorky on the toilet”) because of its appearance (Figure 8).



Figure 8 Monument to M. Gorky (photo from the website www.dsnews.ua, February 04, 2023)

The administration of the Ukrainian city offered the Russians to exchange this monument for firewood, however, a part, called by the people a toilet bowl, for the greater course than the very sculpture of a writer, and commented it as follows: “поскольку мы с вами вместе понимаем, какую ценность представляют унитази для каждого россиянина” (“because we together understand how valuable toilet bowls are for every Russian”). In the above fragment, the authors go as far as to create the conceptual metaphor УНИТАЗ (toilet bowl) as ЦИННІСТЬ (value). Such a metaphor also deepens the narrative of the backwardness of Russian regions.

The administration called for the exchange of “Горького без унитаза или унитаза без Горького, в зависимости от того, какая именно часть памятника более лучше способна “пробудить национальное самосознание, любовь к своей родине, уважение к ее истории и культуре” у жителей

Вашего муниципального образования” (“Gorky without a toilet bowl or a toilet bowl without Gorky, depending on which part of the monument is better able to “awaken national self-consciousness, love for one’s homeland, respect for its history and culture” among the inhabitants of your municipality”). This part of the fragment is a direct quotation from the Russian letter, and such its introduction into the context forms conceptual metaphors: TOILET BOWL as WAKENING OF NATIONAL CONSCIOUSNESS, TOILET BOWL as AWAKENING OF LOVE FOR THE FATHERLAND, TOILET BOWL as AWAKENING OF RESPECT FOR HISTORY AND CULTURE.

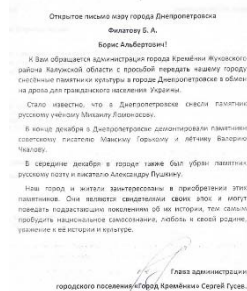


Figure 9. The text of the letter from the administration of the Russian city (photo from the Facebook page of the secretary of the Dnipro City Council, O. Sanzhara)

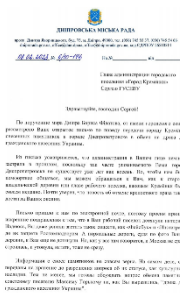


Figure 10. The text of the reply letter (from the page of the secretary of the Dnipro City Council O. Sanzhara on the Facebook network)

4 Conclusion

The analysis of researched material gives reason to draw a number of conclusions.

Communicating with the enemy in a mocking humorous context is an ancient tradition of Ukrainians and is always relevant during various military conflicts. “Letter of Zaporozhians to the Turkish Sultan” becomes the basis for the creation of a separate epistolary discourse, saturated with a large number of linguistic and visual means of creating a comic effect in communication with the enemy.

In all analyzed letters, we record a generalized image of the addressee - the enemy, represented in the person of the immediate heads of state, for example, the Turkish sultan, the Bolshevik commissar, the leader of Nazi Germany A. Hitler, the president of the Russian Federation V. Putin, or in the person of lower-level officials or a separate administrative body.

Some lines from the original letter are repeated almost verbatim or with minor variations in later texts. The most productive means of comic creation are the traditional use of Ukrainian folklore: a) vocabulary with dehumanizing semantics, mainly with zoomorphic characteristics; b) words with the semantics of pointing to physical defects of the opponent; c) phraseological units; d) abusive words and obscene vocabulary; e) curses; e) connotative proper names and decononymous derivatives. Less often, authors resort to the use of conceptual metaphors.

The date a text was written also has an imprint on the linguistic means used in it. Despite the use by the authors of almost identical constructions as allusions to the original letter, we still note the peculiarities of the reflection of linguistic units relevant in a certain era and the then political terminology of the period of the Ukrainian liberation struggle of 1917-1922 (*cadet devil*, *Bolshevik scarecrow*). In particular, only in the letter of 1943, do we record the use of obscene vocabulary. Similar language units are also presented in the texts of 2014. In some letters, there are such tools as creating paradoxes and play on words. In some cases, lingual means of humor were complemented by visual ones. In 1919, we meet the only attempt to translate the Zaporozhians Letter to the Turkish Sultan into Russian. The translation turned out to be unsuccessful, so similar attempts were abandoned in the future. In the 1920s, the Russian Bolsheviks used visual interpretations of I. Repin's painting "Zaporozhians write a letter to the Turkish Sultan", without even trying to translate the text into Russian.

Five out of ten analyzed texts were written during the modern Russian-Ukrainian war. Their common feature is the means of mockery, with the help of which the President of Russia and people close to him were ridiculed, and his comparison with representatives of Nazi Germany was made. We also record a significant number of means of marking the male genital organ as representants of the person of the Russian president. In addition to comic means, we also note the desire of the authors to use language units that indicate the commission of crimes by the head of Russia.

In the letter of 2023, special attention was paid to the coverage of widespread narratives with a mocking content, which point to the negative features of the Russian reality and the inadequate behavior of the Russian army in Ukraine. In particular, the following narratives were recorded: a) backwardness of Russian regions; b) violation of democratic rights and freedoms in Russia; c) lack of quality roads in Russian regions; d) the destruction of the Russian cruiser by the Ukrainian army; e) looting of Ukrainian houses by the Russian military.

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ORGANIZATION OF STUDENTS' INDEPENDENT WORK WITHIN STUDYING ENGLISH IN MODERN DIGITALIZED EDUCATIONAL CONDITIONS: CHINA AND EUROPE COMPARATIVE CONTEXT

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Abstract: The article is related to the organization of independent work of non-language faculties students while learning a foreign language. Comparative analysis of the organization of students' independent work within the course of studying English in Chinese higher education institutions is carried out with the reference to western- and Eastern European models (in particular, on the examples of France, Czech Republic, and Ukraine). The relevance of the research is proven with the fact that independent work of students is one of the most important elements of education and upbringing in higher education, thus its proper organization is crucial for the development of independence, creativity, and competitiveness as the major leading personality traits of a specialist with a university education. Moreover, it is demonstrated that students' individual perception and motivation during English classes have ethnopsychological background, which should be taken into account in designing methods and tools of teaching. The aim of the research is to present analysis of its main features, forms of presentation during English classes and benefits for the modern university learners along with the examples of the group of practical tasks. The outcomes of the ongoing research have witnessed the following advantages of the students' independent work within learning English: it provides the most complete fusion of knowledge, skills, personality orientation; it assumes various forms of students' activities; it ensures the highest level of knowledge acquisition, the formation of abilities, skills, contributes to the activation of their mental, creative activity; it is the basis of the future self-education of a specialist; it forms the appropriate motives that contribute to the implementation of the modern educational paradigm, which is based on the provision that learning is going on continuously throughout life; it affects the formation of different personality qualities in students, such as accuracy, diligence, self-criticism, organization, discipline, responsibility; it helps to develop strong-willed qualities - purposefulness, determination, perseverance and tenacity, initiative and independence.

Keywords: students' independent work; digitalization; on-line activities; English; information and computer technologies; practical English trainings.

1 Introduction

The development of modern society requires from the higher school the training of highly educated specialists capable of making non-standard decisions. In the conditions of growing integration of education, science, and of production, the task of preparation and formation of even more creative personality of a specialist stands out, as well as the task of gradual transformation of educational student's activity in professional sphere. Any real education is achieved only through self-education – namely it can provide constant growth of professional qualifications and self-improvement of a specialist, contributes to the improvement of the style of activity, encourages creative search [8; 33].

In this context, the task of a higher school is to educate a specialist who is constantly capable of improving own professional skills. According to the terms of the Bologna Declaration, in the process of learning, the proportion of direct information to the student decreases, while the use of interactive forms of student work under the guidance of a teacher, the share of independent work, self-organization, self-education of students are gradually increasing [7, 23; 38].

Independent work of the student in laboratories, reading rooms, participation in scientific research forms a modern specialist capable of assimilation and practical application of meaningful information. Modern requirements for specialist with a higher

education are focused not only on the level of his specialty knowledge, abilities and skills, but mastering a foreign language is also one of the key requirements facing the modern specialist and increasing his competitiveness in the labor market [3; 5; 9]. The problem of activating students' independent work is one of the main ones [2, 30, 42, 50]. The activation of independent work of students is understood as a purposeful joint activity of a teacher and students, involving the improvement of the content, forms, methods, techniques of cognitive activity in order to form positive educational motivation, increase the professional competence of future specialists based on the development of such personal qualities of students as activity, creativity, independence. Activation of independent work of students in the educational process is an important condition for improving their knowledge. It contributes to the formation of skills and abilities to apply the acquired knowledge in practice, leads to their deep and lasting assimilation, leads to a change in the position of the student in the educational process, turning him into an active subject of learning in universities and is possible if students master all the components of self-educational activity (motivational, goal-setting, organizational, procedural, controlling and evaluative). Pedagogical practice uses various ways of activating students' independent work, the main of which are: problem-based learning, a variety of forms, methods, teaching aids that stimulate the activity and independence of students.

The problem of activation of students' cognitive activity during study of foreign language as an educational subject is now acquiring increasingly more value. Teachers face the task of organizing the process of learning foreign language in such a way that students could experience it in practice, increasing the level of their knowledge; however, this type of activity causes the most difficulties in students. So the organization of independent work of the student becomes one of the priority tasks in the work of the teacher in educational institutions of any level [25, 50].

However, the concept of modern linguistic training should include, along with the study of languages, the study of a multinational, multiethnic culture, characterized as a set of material and spiritual achievements of peoples united by a planetary space [1, 46]. In particular, the modernization processes taking place in Chinese education in the last decade are aimed at solving strategic problems in this area. In the context of the rapid renewal of the content of education, a clear understanding of the changes in the language educational space of the country is necessary, in particular, in order to improve the methodology for teaching Chinese students English as a foreign language. The special mentality, socio-cultural, academic, ethnopsychological, and other traditions and characteristics of the representatives of the PRC suggest some specificity in determining the content and technologies of teaching a foreign language.

English is currently one of the most prestigious foreign languages in China. According to some estimates, it is studied by more than 200 million people living in mainland China, i.e., approximately one in six [32]. At the beginning of the new century (starting in 2001), the Chinese Ministry of Education began to encourage the transition of university programs to English-language instruction. Moreover, in modern China, projects to improve the level of English proficiency among the population receive significant support from the state, as contributing to the creation of a positive image of China. In addition to creating a positive image of China, government and public support for the teaching of English has a number of other reasons. In particular, English is the official language of the UN, the language of international communication, and knowledge of it is the main condition for career growth. However, as Chinese experts note, such transformations in the higher education

system are often associated with a number of difficulties: a lack of qualified teaching personnel, poor quality of teaching materials, lack of a language environment, and a learning situation that is more focused on passing an exam rather than acquiring new knowledge [31, 34]. Thus, the study of the possibilities of effective teaching of English in Chinese universities, taking into account both the best world practices and national characteristics, is a very relevant scientific task.

The purpose of this work is not only accumulation of professional knowledge, skills, and abilities by students, but it should create an opportunity for the development of students' creative abilities. Independent work of students is available as one of the components of the educational process, therefore it represents a system of organizational and didactic measures aimed at training specialists for various directions and specialties. Depending on the place and time of the event, the nature of the teacher's leadership and the way of controlling its results, there are the following types of independent work of students within learning a foreign language:

- Independent work during basic practical classes;
- Independent work under the teacher's control in the form of planned consultations, creative contacts, credit;
- Extracurricular independent work when the student performs homework, educational and creative tasks [6; 7; 39].
- Traditionally, independent work of students is carried out according to the following forms [24, 25, 55, 56]:
- Individual (referential message, course, diploma design, independent research work, individual consultations, Olympiads);
- Group (project and problem-based learning, cooperative learning, games design, group consultations, optional classes, classes in circles);
- Mass (project training, programmed training) (Figure 1) [18; 41].

Thus, considering the actuality of the students' independent educational work, the aim of the research is to present comprehensive theoretical analysis of its main features, forms of presentation during English classes and benefits for the modern university learners within ethnocultural context of students' background, along with the examples of the group of practical tasks, as well as conference paper themes formulations.

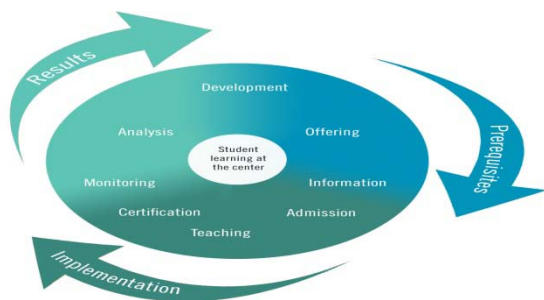


Figure 1. Students' independent work: main educational operations

Moreover, analyzing the changes that the modern education system has undergone at all levels as a result of a sharp jump in the development of digital technologies, it should be noted that namely in teaching a foreign language technical means are most in demand, allowing mastering the skills of perceiving information in a foreign language and reproducing speech samples, taking into account features of the sound pronunciation of specific letter combinations in words.

Currently, the potential of modern digital technologies greatly expands the ability of teachers to present educational material, to form linguistic competencies and, through the study of a foreign language, professional competencies [7].

Teaching a foreign language at a university is based on the creation of an artificial foreign language environment. The inclusion of educational and methodological materials developed through digital technologies in the learning process brings the educational process out of the traditional learning format, expands the prospects for teaching a foreign language at a university [24, 45, 49]. The advantages of digital technologies are the high speed of providing educational and methodological materials to students, the one-time provision of information to a large circle of people, the multimedia nature of high level and quality, which allows increasing the level of information perception and mastery of subject aspects, the technical simplicity of digital tools that are used to develop and create educational materials. Technologies based on artificial intelligence, as well as virtual and augmented reality, are increasingly being used.

Also, among the digital tools that contribute to the development of foreign language competencies, one should note the presence of educational platforms, the content of which can be used both in foreign language classes and as students' self-training. The combination of project and case learning methods and platform communications gives very impressive results, as evidenced by the experience of a number of countries, not only of the "Western" model, but also, in particular, China.

2 Literature Review

The term "independent educational work" is considered in the Pedagogical dictionary as "a type of educational activity in which a certain level of independence of the student is present in all of its structural components - from the production problems to the implementation of control, self-control and correction, with the transition from performance of the simplest types of work to more complex ones that have exploratory nature, and in a means of forming the cognitive abilities of students, their focus on continuous self-education" [39, p. 134].

The concept of "independent work" is multifaceted, so it is natural that it did not receive a single interpretation in the pedagogical literature. For us, it is important to consider the concept of "independent work" in detail and analyze its essence in relation to different levels of education, because now the issue of acute relevance at all stages of life is continuous education of the individual. The only education system, where "each link would solve the problem (and apply the appropriate techniques and methods) that correspond to specific learning goals, leading learning motives and the age characteristics of the students is the task that is now on the agenda" [7, p. 24].

Researchers dealing with the problem of organizing independent work in relation to higher education emphasize that the term "independent work" has a different meaning. In particular, the concept of "independent work" is interpreted: as an independent search for necessary information, acquisition of knowledge, use of this knowledge for solving educational, scientific and professional tasks [38]; as an activity consisting of many elements: creative perception and understanding of educational material during the lecture, preparation for classes, exams, assessments, completion of coursework and diploma work [3, 12, 17, 33, 34].

Representatives of pedagogical science understand various types of independent work by individual, group cognitive activity of students in classes or in extracurricular time without direct supervision, but under supervision the teacher. B. Johansen and other researchers examine the organization of independent work in higher education institutions as a system of activities for the education of activity and independence as a personality trait [4; 14; 21].

Independent work is also understood by a number of authors as a system organization of pedagogical conditions that ensure educational management activities which take place in the absence of the teacher. Moreover, sometimes independent work is equated with self-education [24].

As can be seen from the above definitions and interpretations, independent work is considered, on the one hand, as a type of activity that stimulates independence, cognitive interest, and as a basis of self-education, pushing for further qualification improvement, and on the other hand – as a system of measures or pedagogical conditions that provide guidance for independent activity of students.

Thus, Drăcșineanu believes that “independent work in higher education exists as a specific pedagogical means of organization of independent management activity in the educational process” [11].

On the one hand, in opinion of Hamidah et al., independent work is an educational task, the object of the student's activity, offered by the teacher or programmed manual, on the other hand – it is a form of manifestation of a certain method of the activity of performing the corresponding educational task, namely the way of human activity in relation to obtaining completely new, previously unknown to him, knowledge, or about arrangement, deepening of existing knowledge [17].

Assaf describes independent work as “fulfillment of various educational tasks, production, research of self-educational nature, which act as a means of assimilating the system of professional knowledge, methods of cognitive and professional activity, formation of skills and abilities of creative activity and professional skills” [2].

According to Candlin and Mercer [8], the following characteristics are inherent to the independent work of students:

- It forms in the learner, on each stage of his movement from ignorance to knowledge, and requires a certain volume and level of knowledge, skills and abilities to solve cognitive tasks;
- It forms in the student's psychological attitude to the systematic replenishment of own knowledge and developing skills to navigate the flow of scientific information;
- It is the most important condition of self-organization of the learner is mastering methods of professional activity, cognition and behavior;
- It is a tool of pedagogical guidance and management of independent cognitive and scientific and industrial activity of the student in the process of study and professional self-determination (Figure 2) [4; 13; 29].

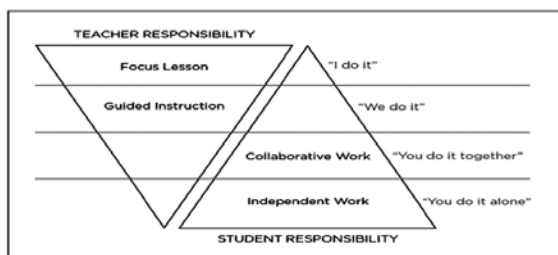


Figure 2. Cooperation between students and teachers within independent work

3 Methodology

Learning a foreign language is a process of direct immediate development and self-development of the student. Namely for this reason, a foreign language should be treated as a discipline for developing practical skills, and the grammar-translation approach in teaching should be moved away [3; 9]. The major purpose of learning a foreign language lies in the development of communicative competence of students, which is the basis of language skills. In turn, the development of communicative competence depends on social-cultural and sociolinguistic knowledge and skills providing the interrelationship with the society and contributing to the socialization of the individual in this society. Thus, the elements of ethnocultural direction in andragogy are applied in the article.

The overall methods used in the course of the present research are as follows: theoretical (studying and analysis of linguistic, methodological, pedagogical, psychological literature on the research problem); pedagogical (monitoring the course of the educational process; conversations with teachers and students); immanent (description, analysis); fact-gathering method; generalization [9; 51].

The effectiveness of pedagogical interaction in the classroom depends on numerous factors, namely: successful determination of the goals of joint activities, compliance of pedagogical tactics with the specific task of this interaction, the activity of students. Along with this, the factor of optimal choice of teaching methods is of particular importance – their implementation in the specific conditions of the educational institution gives a high level of quality of students' training [12; 18; 19].

The analysis of research and practice allows us to distinguish the main approaches and methods of teaching foreign languages in higher education institutions. The classical teaching methodology is based on studying grammar, reading books, understanding the language as a full-fledged means of communication, and involving focused work with all language components [4].

The main methods of teaching in the process of foreign language communicative training involve demonstration of a new foreign language material and ways of operating it:

- Management of learning activities;
- Organization of students' independent search;
- Teacher's explanation;
- Organization of training;
- Control of students' progress [9; 13].

4 Results

To activate independent work, it is necessary to observe the following conditions:

- Ensuring the correct combination of the volume of classroom and extra-auditory space for the independent work of students;
- Methodical organization of all types of independent works of students;
- Providing the student with the necessary methodical materials for the purposeful transformation of the process of independent work into a creative process;
- Control over the organization and progress of independent work;
- Use of student incentives for quality performance of independent work [23, 22; 41].

Among the most effective methods in modern pedagogical practice of independent work of students, contributing to individualization and intensification of educational process, one should highlight [2; 12; 35]: problem-searching methods; method of project education; methods of collective mental activity. The method of applying the latest information and communication technologies in training should also be included here [12; 29; 41].

Problem-searching methods are aimed at activating cognitive student activities. The application of these methods encourages students to conducting independent research and increases the motivation for further work, promotes the development of logical thinking; as a result, the development of their creativity independent activity takes place. The ideal result of learning by problem-solving methods is the formation of skills to rationally apply every component of systems of these methods in development and interconnection. Composite part of these methods is the student's independent work and his work under the guidance of the teacher. The method of independent work is used in various types of educational activities, for example: extracurricular work with authentic or specialized literature; work with authentic or professional literature in lessons; working with authentic or professional literature in foreign languages,

setting the goal of acquiring the skills to obtain the necessary information without distortions of technical content [6; 12; 36].

Working with an article, for example, can include the following stages:

1. Understanding the task.
2. Overview reading of the entire article.
3. Identification of informative text.
4. Reading the identified parts to obtain complete information.
5. Informational and semantic analysis and recording of the required information by means of native or foreign language [20; 30; 34].

Figure 3 demonstrates the effectiveness of various language active learning methods.

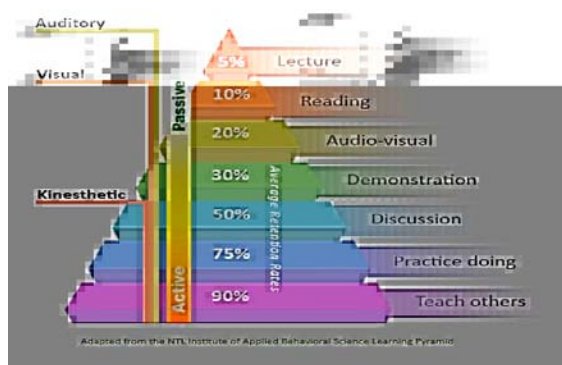


Figure 3. The percentage results of the English language active learning methods

In China, the use of organizational forms of teaching English to Chinese students in a blended learning environment has its own characteristics. In particular, when doing written work in electronic form, Chinese students expect editing. The teacher uses commenting “in the margins” of the document, without interfering with the trainee’s thinking. The ability to leave text comments is available in many Google document formats: text, spreadsheets, presentations, and drawings [19]. This tool is indispensable in those forms of organization of “teacher-student” interaction that require the support of the student - help, advice, feedback, and not just the final scoring or control. It is also possible to comment on the work of students by voice.

Classes with online simulators or other electronic resources can be implemented both in the classroom and in independent work at home. Online simulators, educational platforms, or other electronic resources can be used as one of the stages of the lesson, as a stage of explaining the material (presentation, video, etc.), independent homework or extracurricular English classes. The WORDWALL platform is one of the innovative and versatile tools that can be used to create interactive and printed materials for practicing lexical, phonetic, and grammatical skills. The method of operation of this platform is similar to popular among teachers Learning Apps, but WORDWALL has a much higher functionality used in blended and distance learning. Printed versions can be used as self-study assignments. Even the free version gives the access to a huge stock of exercises.

Particular attention is paid to the development of reading skills and abilities of Chinese students. A testing based on the Stroop experiment, which is used in psychology to determine the flexibility of cognitive thinking, is applied. If a person can quickly switch from reading words to designating colors, then his cognitive thinking is quite flexible. It is about a contradiction between what was read and what was seen. In the classroom, the teacher explains task 1 (name the color of the word in English), and an online simulator is offered for self-training, which is located in the QR code in Figure 4.



Figure 4. Examples of tasks for the development of cognitive linguistic thinking in Chinese universities [53]

Wedge table exercises (Figure 5) are used to expand the horizontal and vertical components of the clear vision spot. Daily work with wedge-shaped tables for 5–7 minutes will help to significantly speed up the speed of reading and reading comprehension.

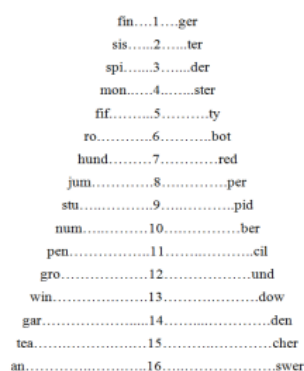


Figure 5. An example of an exercise with wedge tables [52]

To organize independent individual reading, the famous series of adapted popular science books by the Oxford University publishing house Read and Discover for English learners, starting from the Elementary level, is used. Colorful, well-structured manuals are popular with Chinese students as additional material. In addition to learning English and improving reading skills, one can learn interesting facts about the life of our planet and the surrounding galaxy, unusual historical, scientific, and non-scientific hypotheses. Books of the Read and Discover series are completed with audio versions and workbooks, which allows them to be used in any foreign language lesson, as well as for independent work. Every week students listen, read, and translate into their native language 3-4 chapters of the book (Figure 5), writing out 7-10 new words with their definition in English. Then they record a video reading of one chapter for a test reading and send it to the teacher in a personal chat, and after the test they perform various tasks on the chapters they have read. Gradually, students begin to develop tasks for their classmates themselves and discuss the contents of the book together. This type of work allows students to plan a weekly amount of reading, increases the motivation for reading due to the various possibilities of working with text [53].

Linguistic studies of recent years demonstrate a particular interest in the phenomenon of multilingualism (polylingualism). The Department of Language Policy of the Council of Europe defines polylingualism as “a person’s knowledge of several foreign languages (at different levels of competence)” [22]. As a result, knowledge of foreign languages becomes a very significant skill in the field of personal and professional communication of a person and contributes to the formation of an internationally oriented personality. The use of various types and methods of work in multilingual lessons contributes to the formation of both subject and meta-subject results: students develop skills in working with texts in two languages, the ability to get out of a difficult situation in the face of a shortage of

language tools when receiving information, the ability to freely switch from one language into another, refract learned lexical and grammatical moments in a different speech situation, which is extremely important for successful independent work of students.

The strategy of the new Internet Plus Education in China is developing faster every day, and the deep integration of the Web into the educational process has become the vanguard of innovation and reform in the field of education. Compared to traditional learning, digital learning of a foreign language includes relatively new content, organization of the educational process, principles, approaches, components and concepts. The curriculum includes digital learning resources and educational service systems, mainly in the format of images, videos, PPT presentations, and other comprehensive educational presentation resources. There is an increase in the number of platform solutions for learning languages - in this China is even ahead of European countries. At present, in China, three types of platform solutions that are used in the educational process are distinguished [50, 52]:

1. Multidisciplinary platforms: The content of this type of platform is comprehensive, including the humanities and fields such as society, education, art, science, etc. The content is co-created with well-known schools, qualified teachers and professional teams (institutional platform or school platform), such as Superstar Erya, NetEase, China MOOC University, etc.
2. Streaming platforms: Their hallmark is a high degree of interactivity. Compared with video recording, broadcasting, and other forms of online learning, streaming can enable effective communication and interaction, allow timely responses to questions, and maximize student offline learning, thus educational technology can become more efficient. During online streaming, the teacher can control the learning process of students, motivating them to focus on the lesson. Also, the teacher tries to ensure effective learning time and the degree of comprehensibility of the material by students. Streaming platforms not only improve the quality of video recording, but also have a beneficial effect on the development of distance learning (for example, Tencent Classroom, Duobei, Dingtalk, Yuketang, etc.).
3. Specialized platforms for learning a foreign language. Among the specialized platforms, we note the following:
 - Putclub Online forum for learning English; exercises in listening, speaking, reading, and writing in English. Practicing English for business communication, foreign trade, travel, interviews and other comprehensive courses; preparation for international exams in English: CET-4, CET-6, IELTS, TOEFL, SAT, GMAT; a large number of additional resources for learning English
 - Translation School. Software for learning English vocabulary and listening comprehension, videos with subtitles; informational video on the study of the theory and practice of translation
 - 51talk. An online platform for learning English, aimed at an individual approach to the student; teachers are native speakers. 51talk English is a professional online English language platform specializing specifically in individual learning.
 - Huijiang. Its products include Huijiang Net, CCTalk, Huijiang Net School, and Happy Cichang; learning English, Japanese, Korean, German, Spanish, Thai, and other languages; acquaintance with the basics of the language, practice of listening, speaking, vocabulary, reading, acquaintance with the culture and national specifics of the language being studied, preparation for passing the exam for studying abroad. Huijiang has successfully developed an intelligent learning system that contains a series of interconnected, integrated, and compatible technologies and functional modules that can effectively apply and combine digital technology with a variety of experiences of teachers and students in the learning and cognition process. The software script allows performing the functions of

teaching, learning, practice, and testing. In order to ensure the accessibility of the educational environment in remote primary and secondary rural schools, the founder of Huijiang in October 2015 initiated the Huija Project, a social welfare project in the field of distance education. It aims to change traditional education through distance learning, implement a joint course and exchange online courses throughout China, enable small schools in remote areas to use high-quality educational resources, and make learning easier, more accessible and more interesting [33].

It should be noted that in Chinese culture, the teacher plays a major role in the learning process. The authority of the teacher is indisputable. Respect for the teacher as a senior mentor in China is instilled from early childhood. As a result, students try to complete all tasks, following all the requirements of the teacher, since the competence of the teacher is not questioned. When introducing new, non-typical teaching methods, it is observed that Chinese students may experience difficulties. They are not ready to argue with their teachers, to enter into a discussion with them, as they expect the usual instructions from them. So that all participants in the educational process do not have problems in mutual understanding and communication, the teacher needs to model interaction with students in such a way that it does not contradict national characteristics. When working with Chinese students, it is necessary to take into account the peculiarities of their mentality. The Chinese rarely show initiative in communication, they try not to ask 'unnecessary' questions, being afraid to show disrespect and tactlessness to the interlocutor. National features of the Chinese character, such as modesty, unwillingness to impose own opinion, can make it difficult to conduct such communicative forms of work as discussions, brainstorming, round tables, and expressing opinions. In such an environment, namely independent work based on the use of digital tools comes to the fore as an effective means of teaching a foreign language.

The transition to problem-based learning can act as an alternative option. Students learn to make their own decisions and evaluate learning outcomes [6]. As part of problem-based learning, students develop their own projects. The project method is a universal method that can be easily integrated into any lesson structure.

In the EU countries, a number of other effective strategies and tools are used to organize independent work of students in learning a foreign language. In particular, in France, the development of transversal skills among engineering students is an important task on the way to solving the problem of producing a specialist who is adapted and competent to the requirements of the enterprise. The choice of new educational strategies underlies the competency-based approach to the educational activities of universities and the orientation of training towards practical activities, as provided for by modern educational standards [10]. Today, in order to be in demand in the labor market, a university graduate, in addition to professional competencies, must acquire communication skills, business communication skills not only in native language, but also in English, computer literacy, the ability to use Internet services, and adaptability to changes. Based on the experience of the European Union, leading European universities, French educators are aware that in the development of these skills, along with the content of education, the teaching methodology used plays an important role.

In particular, in one of the engineering universities in France, creative tasks were developed for the video material VideoTed.Talks, Andrew Forrest "A radical plan to end plastic waste" for the profile "Machines and apparatus for industrial ecology" for undergraduate students with an average level of foreign language proficiency. The teachers tried to develop exercises aimed primarily at developing skills such as expressing own opinion, problem solving, developing creative thinking, teamwork, and the ability to find the advantages and disadvantages of a given topic. The tasks below were preceded by a series of tasks for learning new vocabulary (translating new

words and phrases from English into French, answering questions on the video material, filling in the gaps, etc.).

1. Work in groups. Select all the possible statements from the video material and try to come up with your own or change the ones given.

2. We divide the class into several working groups. Group discussion. What is the role of the environmental engineer in industrial development? How does this affect the operation of the enterprise as a whole? Is teamwork important to produce fruitful results in dealing with pollution problems? Give reasonable justifications using lexical constructions from the video.

3. Work in groups. Imagine that you are the owner of a company that manufactures polymer products. The following questions are presented for group discussion:

- 1) What types of polymer products would you like to produce and why? Where would you put the issue of environmental protection (purchase of appropriate equipment, etc.) and making a profit? What imperative goal would you set first? How will it contribute to benefit and profit?
- 2) What criteria must the management personnel of such an enterprise meet in order to qualify for fame? Use the words and phrases from the video as much as possible.
- 3) If you start manufacturing hearing aids, what will it be like? What imperative goal would you set first? How will it benefit and profit?
- 4) Divide the class into four groups. Each group should think about the negative impact of plastic waste on the environment. Each group should make a mini presentation using the information from the video.
- 5) Try to answer questions and write a resume. What is an environmental engineer? What does an environmental engineer do? What is the job of an environmental engineer?

After conducting such classes, students were sent a questionnaire reflecting their personal opinions and interests. "Do you think that video lessons with VideoTed.Talks with tasks and exercises help develop creative thinking, expressing your opinion, teamwork, problem solving skills, organization, readiness to learn new things, but also, of course, enrich your engineering vocabulary and most effectively improve your speaking skills?" All students answered "yes" [7]. Thus, such an innovative synergistic form of teaching a foreign language simultaneously with teaching a specialty (in this case, engineering) is an effective form of learning that creates a stimulating language environment designed not only to improve language skills, but also to solve the key problem of developing students' transversal skills.

In the Czech Republic, educators with experience in working with computers seek to interest students in the "digital game", creating favorable opportunities for learning a foreign language through the use of computer games within the educational process or digital game-based learning, even MMORPG. In MMORPGs, the system of alliances and clans - in-game associations of players - is extremely important. Discussing the game, farming resources, negotiations with other clans, social institutions and leveling, joint events and complex quests - there are a lot of communication options. Communication is provided using chats or game servers, for example, in Discord. Moreover, in large alliances they often communicate using audio and video communications. MMORPGs are played all over the world, so English is considered the most common language in clans - thus, this is a unique platform for learning English.

In one study conducted in the Czech Republic, a group of 118 students improved their English skills in an MMORPG, while a control group of 102 students took classical classes with a teacher. The experiment itself took 2 months. The experimental group did not study according to the classical system. Instead, the students were given an MMORPG. Especially for this study, a training scheme was developed inside an online game for the

development of writing, reading, and listening skills. As part of the educational process, students were united in game groups ("parties") and sent to complete quests. Part of the training quests was specially created on closed servers to enhance the result - as part of the gameplay. In these quests, the researchers recreated the principles of repeating educational material in a game mode. The quest already had a certain number of new words, and in the course of its execution they were repeated. All completed tasks were rewarded with experience and loot, as well as more difficult tasks. At the end of the two-month experiment, all participants passed the final test, during which the experimental group showed markedly better results compared to the control group [32]. The experimental group improved their listening skills the most (which usually causes the greatest difficulties in classical English teaching). The dynamics of improvement was almost twice as high as in the control group. Reading and writing also improved markedly. Among the main reasons for this result, researchers identify interactivity and involvement in the process: the student does not just perform exercises, but completes game quests. Namely this ecosystem allows multiplying the results of the study. The advantage of this method is the principle of student independence and minimal teacher intervention. The specificity of the use of computer games as a means of motivation for learning a foreign language is the formation of sustainable internal motivation. The latter, in turn, originates from extrinsic motivation. The data obtained during the survey confirm the hypothesis according to which the passion for online games, which involve communication in English, contributes to the transformation of external motivation into internal one. The role of the teacher is to help students in the formation of their individual educational trajectory, taking into account the factor of live communication in English. A necessary condition for such work is a direct discussion and analysis of the difficulties that arise in the course of communication and the communicative success of students. Such work not only allows transferring knowledge directly, but helps to learn independently and continuously, gain knowledge and master new skills and abilities.

However, unlike Western culture, which puts the individual "Self" at the forefront, such a concept as "personality" in Chinese culture is not implied in the Western understanding of this concept, due to the fact that collectivism is superior to individualism in Chinese cultural 'profile' [38]. Namely for this reason, it is difficult for Chinese students to publicly express their opinions, because they are supposed to be part of a collective and need to agree with the majority. In addition, it is unacceptable for the Chinese to lose "face" (reputation), and as a result, many Chinese prefer not to express their thoughts in public.

Among the characteristic differences of Chinese students, one should note a special restraint: the difference between the Chinese and Europeans is that they try to avoid a situation that could put one of the interlocutors in an uncomfortable position. The Chinese strive to preserve both their own and someone else's 'face', which in China is called "culture of face (reputation)", that was formed historically. In discussions, Chinese students are primarily concerned with other people's feelings and express their opinions tactfully. After graduating from secondary education and entering foreign universities (including those whose branches are located in China but teach according to Western methods), it is difficult for Chinese students to adapt to a new educational environment in which, unlike most schools in China, communicative approach is applied. To overcome this gap, digital games-based learning seems to be a highly expedient tool.

The experience of Ukraine is also interesting. While organizing the annual students' conference on the Faculty of International Relations in one of famous national universities, the participants were proposed the following themes of their research papers within independent work module [55]:

1. Benefits of International Studying;
2. Differences between Ukrainian and Foreign Universities;

3. Respected Universities around the Globe;
4. Basic Requirements for Entering Universities in Different Countries;
5. Soft Skills as Important Abilities of Modern Professionals in Legal Area;
6. Studying Law in the UK (USA, France, Poland, Turkey, Spain, Germany, Italy);
7. On-Line Platforms for Learning English: Challenges and Opportunities;
8. International Programs for Studying Law;
9. International Programs for Learning English;
10. Travelling and Its Advantages for Self Development and Self Education;
11. Necessary Communicative Skills for Winning Debates and Negotiations;
12. Translator's Main Capabilities;
13. Distance Learning: Challenges and Opportunities for Modern Youth.

In Ukrainian higher education, it is considered desirable to pay more attention to working with periodicals in foreign languages to improve search tasks: write out a professional vocabulary, analyze the titles of articles, make an announcement according to the sample, plan an article that interests a student, write out and analyze advertising slogans and create own [25; 26].

The project learning method is aimed at achieving the predicted goals results of independent work. The project method allows organically integrate students' knowledge from different areas around solving one problems, gives an opportunity to apply the acquired knowledge in practice, while generating new ideas. The use of this method is impractical and impossible without a clear definition of didactic tasks, which students solve in educational activities according to various types of projects.

Regarding foreign language classes, the project is specially organized by the teacher as a complex of actions performed by students independently and it ends with the creation of a creative product. The project is valuable because namely in progress of its implementation, students learn to independently acquire knowledge, get experience of cognitive and educational activities. Project methodology is characterized by high communicativeness and implies students' expression of their own thoughts, feelings, their active inclusion in real life activity, acceptance of personal responsibility for advancement in education [1; 29; 54].

The project methodology is based on the cyclical organization of the educational process. A separate cycle is considered as a completed independent period of study, aimed at solving a certain problem in achieving a common goal of mastering a foreign language [27; 28]. The main goals of introducing the project method into the educational process are as follows: to show the ability of an individual student or a group of students to use the acquired learning process method, research experience; realize student' own interest in the subject of research, increase knowledge about it; to demonstrate level of foreign language proficiency; rise to a higher level of education, development, social maturity. A distinctive feature of the project methodology is special form of organization. When organizing work on the project, it is important to note that several conditions must be observed:

- a) The topic can be related to both the country of the language being studied and the country of residence;
- b) The problem is formulated so as to orient students to involving facts from related fields of knowledge and various sources of information;
- c) It is necessary to engage in work all students, offering each task taking into account their level of language skills;
- d) To activate students' activities, teacher should propose an interesting and relevant problem.

Project methodology combines verbal and other means of illustrative expression techniques: drawings, collages, plans, maps, schemes, questionnaires tables, graphs and charts. Thus, the development of communicative skills is reliably supported

by a variety of means that transmit other information. The project method can transform foreign language lessons in discussion-research, a club in which interesting, practically oriented solutions of significant and relevant problems for students are developed [11, 13].

At the heart of the implementation of any project, a certain problem lies, and its solving requires not only knowledge of the language, but also mastery of a large volume of various subject knowledge necessary to solve this problem. In addition, students need to possess certain intellectual, creative, communicative skills. Skills can be attributed to the first work with information, with text in English (or any another) (it implies highlighting the main idea, conducting a search for the necessary information in English text), analysis of information, making generalizations, conclusions for the competent use of the project method, a significant preparatory work [37, 42].

The experience of working with the project method allows highlighting the main requirements for using the project method, namely:

1. The presence of a significant research and creative problem/task that requires integrated knowledge, a research search for its solution (for example, the study of the history of the celebration of various holidays in English-speaking countries – St. Patrick's Day, Thanksgiving Day, Halloween, Christmas, Mother's Day and organization of appropriate events, organization of trips to different countries; problems of families, the problem of free time among young people);
2. Practical, theoretical significance of the expected results;
3. Independent (individual, pair, group) activity of students on English classes;
4. Structuring the substantive part of the project;
5. Use of research methods: definition of the problem, tasks implying the research resulting from it, the proposal of a hypothesis, finding solution, discussion of research methods, design of final results, analysis of the received data, summarizing, corrections, conclusions [17, 22, 41].

The choice of project topics can be different in different situations. Informed English language project method can be used within program material on almost any topic, since the selection of topics is conducted with practical relevance to those who study English (or another foreign language). The main thing is to formulate the problem that students will work on in the process of working on the topic programs. The role of the teacher in the preparation of project presentations consists in guiding and advising students, he can also prompt vocabulary and correct grammatical constructions if necessary. Performance evaluation of the project can be carried out by the group members themselves by voting, or the teacher independently evaluates students' projects, and it is mandatory to indicate the weaknesses and strengths of each project [17, 27, 29].

Application of the latest information and communication technologies in training consists in the use of computer technologies and the Internet as the main way of interest and encouragement of students to independent work. The use of computer technology caused the appearance of a new form of organization of the educational process – work with search engines. The Internet provides unlimited access to a large amount of language and country studies material, detailed description of the latest technologies, innovations, the opportunity to constantly increase the level of mastering language [4; 22, 44].

Figure 6 shows the vision of active learning methods as they can be applied in working with online sources and online educational communication.

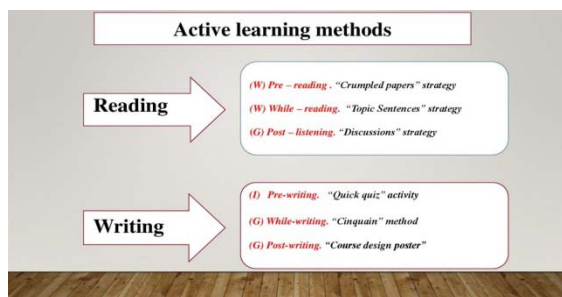


Figure 6. Students' independent work active learning methods in reading and writing

Communication of young people online with foreigners changes their attitude to a foreign language - it is transformed from an educational subject into a real means of communication. All this becomes a powerful motivational factor for learning a foreign language. The purpose of independent work with such systems can be: formation of the ability to independently select the material according to one specified subject; development of theoretical material; the ability to solve practical problems assignments from particular specialty and development of argumentation and drafting skills of a logically related message as suggested, or independently chosen topic. Today there are a number of computer programs for studying, development, and improvement of students' knowledge, abilities and skills [23, 24, 41].

The Internet is an excellent means of obtaining information about the latest events in the world, almost all significant newspapers in the world have their web pages. Information on the variety of periodicals can be obtained from by visiting the Media Info page (<http://www.mediainfo.com/emedial>), which offers links to many publications. In Ukraine, the use of online magazines in foreign language lessons, or blogs gradually receives spreading. A blog is a personal website that is organized in the form of a journal or diary, it is a bright form of independent work of students. Campbell University in its classification of blogs in use in teaching language disciplines claims that the learner blog is a blog supported by the student individually [9].

In the Internet, one can find many blogs, which are describing things at work, hobbies, social and political problems, and have their followers. Most bloggers today use Blogger (www.blogger.com) or WordPress services <http://wordpress.com> [9].

An important element of independent educational activity of students at mastering a foreign language is the use of video materials. Work with such materials diversify students' activities, increase the level of motivation for learning a foreign language, gives an opportunity to work with authentic samples of the language, which is especially relevant in view of the lack of foreign language environment. The effectiveness of video materials for communicative language teaching is obvious [6].

Video materials provide the most accurate representation of language in use because in them, language is used by specific speakers and is closely related to a certain speech language situation; moreover, communicative purpose is reinforced by a number of visuals, coded non-linguistic characteristics (postures, facial expressions, gestures) [3; 5; 8; 11]. Selection of the video material must correspond to the topics studied according to the program. Working with video material consists in conducting preparatory exercises implying a series of questions and review tasks being performed before viewing and understanding of the video material, as well as the final set of exercises on discussion of what has been seen and completion of creative written tasks. Task, which are performed before watching the video, contain exercises on predicting the content of the film, working with vocabulary, setting students to perception of relevant material, activation of background knowledge [6; 8; 27]. Discussion of movies and performing exercises helps to develop memory,

attention, logical and creative thinking, as well as deepening students' knowledge about the country, language which is being studied. The set of exercises should be aimed at the development of every types of speech activity, namely listening, speaking, reading, and writing [3, 13, 38].

The use of modern educational technologies with the application of electronic educational and methodological and test resources makes it possible to focus on the dominant cognitive style of each individual, stimulate his interest in the material being studied, develop his communication skills and thereby influence the quality of professional language training of a future specialist [5, 10, 46]. Significant advantages in the use of these technologies lie not only in the students' independent search for useful data on the Internet, but also in the active use of virtual, augmented, and mixed reality technologies in the formation of foreign language competence of students, especially of non-linguistic specialties. US universities are already widely using educational games using AR technology in the educational process. A significant experience in this area is the developments of the University of New Mexico on the creation of the game *Mentira*, a detective quest based on the historical events of the city of Albuquerque for students studying Spanish. *Mentira* uses the ARIS (Augmented Reality for Interactive Story telling) platform, which was developed by a small group of programmers led by D. Gagnon from the University of Wisconsin-Madison [51]. Portuguese researchers in their experiment also indicate that "the use of AR and VR in teaching foreign languages has a positive effect on the deepening of knowledge" [41]. The main purpose of the pilot study was to make the foreign language teachers of the university understand the advantages of using augmented and virtual reality as a tool that helps students immerse themselves in the language environment, which can be effectively used instead of classical listening exercises when the student does not interact with a native speaker. Of interest is the Virtual Speech solution - this program, using a virtual reality helmet, helps to feel like a speaker at a conference. It also develops communication skills in a foreign language, memory and listening skills of sounding foreign speech. In this application, there is a function of the ability to save the audio file of student' speech in front of virtual colleagues.

Today in China, VR is concentrated almost exclusively namely on education. There are few programs where Virtual Reality has been fully implemented. However, the government is encouraging different education groups in starting to transfer learning into VR [15]. "Both on a national and local level, Chinese educators are investing heavily. The Ministry of Industry and Information Technology established the first government-backed Industry of Virtual Reality Alliance. Despite this, crafting pedagogies for VR is proving difficult. Academics have called for new design guidelines, an assessment of the effective use of VR in everyday teaching and learning as well as greater awareness of how VR can address cultural sensitivities" [16]. Although AR and VR are used in China predominantly not in teaching foreign languages but in other disciplines, there is high potential of using this technology.

5 Discussion

It is important to enable formation of independent work skills in students as early as possible. It is known that graduates who successfully engage in the independent activities, subsequently successfully improve their qualifications and professional level. Self-education should be considered as the main direction of professional growth and as the most important means of 'civilized' ensuring the specialist's competitiveness on the labor market. The formation of the experience of self-education shows: firstly, the presence of a need to independently acquire and constantly improve the knowledge necessary for implementation of successful activities; secondly, mastering modern methods and means of using information; thirdly, the skill of rational organization of own cognitive activity - ability to plan, carry out, evaluate, adjust [4, 12, 51]. Figure 7 below clearly shows the effectiveness of active learning methods.

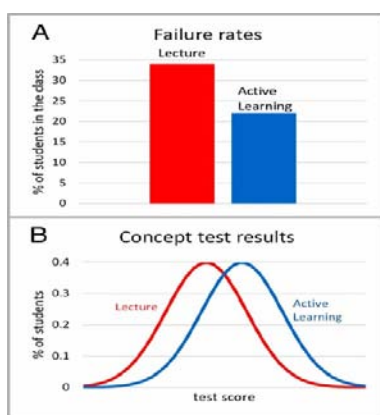


Figure 7. The effectiveness of active learning in students' independent work

In the psychological and pedagogical literature, the issue of reasons and factors causing inefficiency and non-productivity independent work of students are considered. In particular, among these reasons, there are weak orientation of the traditional education system on individualization and personal growth of the student as a subject of educational activity, lack of accounting his potential opportunities and individual psychological features, the level of his readiness for independent educational activity, lack of real educational cooperation of the teacher with students, shortcomings in the organizational and methodological support of the learning process [3, 12, 24, 34].

The effectiveness of independent work is also reduced by factors such as vagueness of assignments according to forms of independent work, vagueness in criteria assessments, late delivery of them to students, inconsistency of task topics with SRS ('road map') and topics of lecture classes, uneven load during the semester and the lateness of issuing tasks for the independent students' work, the lack of a room where students can be effectively engaged in the independent work, vague methodical instructions for performing tasks within independent work, students' formal approach to the implementation of the independent work, lack of creative independent work skills [1, 12, 20, 46].

In addition, among the limited opportunities of teachers in the implementation of individual work, incompetent approach to students is also noted: high complexity of individual tasks for the independent students' work and inconsistency of their systematic updating; high complexity of individual tasks verification; impossibility of timely delivery of results for checking tasks for each student and explaining errors and shortcomings due to large number of students in the group [8, 13, 25, 35].

To overcome the above-mentioned shortcomings, the following organization of students' independent work was proposed in the Ukrainian context, combining three conceptual learning environments (see Figure 8):

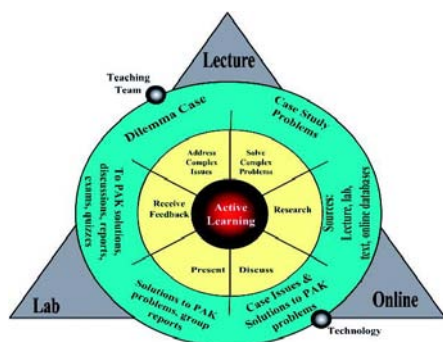


Figure 8. Three active English language learning environments

The tasks provided below were proven as effective for organization of students' independent work within learning English in Ukraine [11, 23, 38, 42]:

Educational Independent Work Training #1. Open the group discussion by paraphrasing the quotations below. Which one do you agree with? Why?

- The most important thing in communication is to hear what isn't being said. Peter F. Drucker.
- Good communication is just as stimulating as black coffee, and just as hard to sleep after. Anne Morrow Lindbergh.
- Communicate in a respectful manner – don't just tell your team members what you want, but explain to them why. Jeffrey Morales.
- Wise men speak because they have something to say; Fools speak because they have to say something. Plato.
- The single biggest problem in communication is the illusion that it has taken place. George Bernard Shaw.
- Effective communication is 20% what you know and 80% how you feel about what you now. Jim Rohn.
- There is only one rule for being a good talker – learn to listen. Christopher Morley.

Educational Independent Work Training #2. Show what you know. Study the following vocabulary giving extensive explanations; come up with statements including some of them as well as try to add couple of your own to this list. Consider the presented tips for using lexis:

- Look carefully through the list to make sure you know the words and are confident that you can use them in your written or spoken English.
- Look up the meaning of any new words and put them in a sentence. If you're not sure your sentence is correct, post it in the comments section at the bottom of the page and we'll check it for you.
- Make a handwritten note of any new words, ideally in a separate note pad that you carry with you. Whenever you have a few minutes – waiting for a bus, just before going to sleep, waiting for the kettle to boil – take out the list and look through, reminding yourself of the word and the meaning.
- Improving your vocabulary for IELTS takes practice, so try to use the new word(s) in any suitable situation over the next few weeks – using the new word will help you remember it!
- Write the new word a number of times – writing down vocabulary will help you remember it and will also help with spelling.

Educational Independent Work Training #3. Get acquainted with two scientific researches concerning advantages and disadvantages of internet communication skimming together with scanning two texts below. Prove the content comprehension with 10 questions for groupmates' discussion. Exchange the list of enquiries with other partners in form of dialogues and mini-presentations.

Educational Independent Work Training #4. Write an opinion essay based on topic "The Pros and Cons of Online and Offline Communication" applying the following linkers: to express opinion, in my opinion, personally, I think / I believe (that I strongly believe that, it is clear (to me) that, I (completely) agree/disagree with, it seems to me that, as I see it, in my view, from my point of view, as far I am concerned, I am sure / convinced that, I (dis)agree with the statement, because my main reason is/another reason, one reason for is, many people say / believe that, because, since, because of / due to.

Educational Independent Work Training #5. Broadly applying various possible modern translation techniques and appliances (paper Cambridge dictionary, on-line translation, on-line dictionaries), change the following into Ukrainian putting it in your own words. Comment on what you have read.

Educational Independent Work Training #6. Research activity: complete this list looking for as more as possible the newest expressions lately appeared in modern speaking on business.

Educational Independent Work Training #7. Make a project on the theme “Global Communication: Barriers and Opportunities” in three possible deliveries: a) presentation in front of audience with personal speech and comments; b) written report-analysis based on collective data from various sources; c) multimedia option presented by means of selected topical video.

Figure 8 explains the logic of these work trainings.

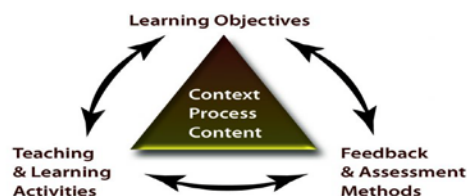


Figure 8. Cycle of the successfully organized independent students' work

At the same time, for Chinese students, such highly communicative methods of learning English will likely appear not effective, due to above-mentioned features of national mentality. The ethnopsychological characteristics of students also correlate with national differences in educational systems and prevailing teaching methods. When developing a methodological and didactic “canvas” of students' independent work within studying English, these features should be taken into account, since the success or slowdown in the process of forming skills and abilities of all types of speech activity in a foreign language directly depends on the level of their formation in their native language (or first foreign language) and is determined by the individual-subjective aspects of the process of assimilation/mastery of language and communicative competencies,

6 Conclusion

Thus, the correct organization of independent work of students at learning a foreign language will allow developing in students skills of independent activities, self-education skills and desire to professional self-improvement, the ability to independently make reasoned decisions. Application of the latest information and communication technologies represents extremely effective tools in self-organization works of students and deserves wide use. Computer technologies and the Internet create an opportunity for comprehensive development of speech, speaking, writing and listening skills, they allow a deeper understanding of the culture of the country whose language is being studied, encourage interest in learning a foreign language.

Therefore, it helps to increase the productivity of students' independent work using a differentiated approach to its organization and maintenance. Differentiated learning is a system of education that ensures development the personality of each student, taking into account his capabilities, interests, inclinations and abilities; it is a form of organization of the educational process in which the teacher works with a group of students formed taking into account availability of any general qualities significant for the educational process in them; it is a part of the general didactic system, which ensures the specialization of the educational process for different groups of students.

The main goal of organizing students' self-study and independent work is creating the most comfortable conditions for shaping effective learning personalities that ensure their achievement of such a level of assimilation material that corresponds to their cognitive abilities (but not below the minimum), as well as the development of these abilities.

In the basis of the organization of students' independent work, differentiation can be laid: according to characteristic individual and ethnopsychological student' traits; according to organizational form of education; according to the content of works; according to the form of providing pedagogical support.

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DERIVATIVE POTENTIAL OF UNOFFICIAL ANTHROPONYMS: LEXICO-SEMANTIC METHOD OF NAME PRODUCTION

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Abstract: The article carries out a derivational analysis of unofficial anthroponyms of Ukrainians, in particular, residents of Western Polissia. It has been found that nickname creation is a special linguistic phenomenon, which, on the one hand, is extraordinary in the manifestation of individual methods or word-formation models, and on the other hand, consistently preserves the dialectal word-formation norm. Despite the anthroponymic instability and the open nature of nickname nouns, they still represent a partial tendency in the use of specific lexemes, demonstrate a set of polyfunctional, patronymic, matronymic, patronymic-possessive formants inherent in this type of naming. It has been established that like in nicknames, two methods of creation are productive in surnames: lexical-semantic and morphological (suffixing). Among the analyzed folk anthroponyms, lexical-semantic formations, especially adjectives, prevail, which is caused by the productivity of nicknames-characteristics according to the external and internal features of the carriers. Such word-forming phenomena in the production of proper names as transonymization, onymization, double semanticization, semanticization of composites, compound forms, word combinations, and substantivization are characterized in detail. The lexical-thematic groups (LTGs) that most often undergo anthroponymization are comprehensively analyzed: fauna and flora names, names of clothes, shoes, dishes, details of household life, family relations, locative names, agentives. It was observed that along with the transition to the class of onyms, the word changes its emotional and evaluative color: it turns from neutral to positive (less often) or negative (comparatively more often). The following groups of onyms are subjected to transonymization during the production of nicknames: personal names, surnames, names of famous persons, movie or cartoon characters, toponyms, zoonyms. Among the factage of appellative-derived nicknames, the names of the "nomina personalia" categories are more manifested, less – "nomina impersonalia". Despite the laws of speech economy inherent in nicknames, very often an unofficial anthroponym can be formed by a phrase or a whole sentence. Such formations are more extensive and informative, because they always have several individual characteristics (name, indication of some trait, attachment to some event, family affiliation, etc.).

Keywords: anthroponyms; dialect; word formation; nickname.

1 Introduction

Ukrainian anthroponymy as an organic basis of the proper composition of the vocabulary is outlined by linguistic traditions and local features. The three-component official anthroponym system is represented by surnames, personal names and patronymics. Nicknames perform the main functions of anthroponyms in everyday communication, realized in the dialect spoken environment and in social micro-communities. A nickname is an additional name that is often given to a person in addition to the real surname and first name. These personal anthroponyms are always motivated. Nicknames with motivation lost at the level of the carriers function sporadically. Informal names in speech usually perform identification, nominative, differential, evaluative functions. They are necessarily connotative units, that is, they contain mainly a negative emotional component. Nicknames "reflect the cultural, socio-economic and political circumstances of the people's life, reveal the aesthetics of the people's thinking, the imagery and wit of the people's speech" [7, p. 17]. These names represent the original language of the people.

In the colloquialisms, there is evidence of a wide term synonymy for unofficial anthroponyms, which, on the one hand, is due to the instability of the all-Ukrainian anthroponymic term system, and on the other hand, the dialectal uniqueness of the language areas. The term *прівисько* (*prívisko*) functions productively, especially its phonetic variant *прóзвісько* (*prózvísko*). The forms *вулицне прівисько*, *прівиське влицьке* (*street nickname*) are

used. The use of the terms *меню'ха* || *миню'ха* || *миню'ша* (with the meaning 'offensive nickname') is traced. There are word-forming variants of *применю'ха*, *меню'х*. The term *прóзвище* is observed. In colloquialisms (dialects), the Polonism *назвісько* (*nazvúsko*) in the sense of "surname" functions sporadically. The terms *фамілія*, *відумка* (family, idea) are also used to designate unofficial anthroponyms. Jargonisms *клічка* || *клічка* are characteristic of youth communication, word-forming modifiers *клик'уха* || *клик'уха*, *клик'учка*, *поганя'ло*, as well as *сільські клічки*. Specific synonyms have been found in some of the researched dialects: *прізва*, *віслови*, *псевдо*, *візвиська*, *псевдоніми*, *відірки*, *тутулі*. I. Khmil recorded the form of *зідвиш* "a derogatory nickname in the village" (emphasis not indicated) in the dialects [11, p. 225].

Every modern surname is a kind of "preserved" ancient unofficial name (surname), which became hereditary and now lives only as a nominative sign in language practice. With this in mind, we consider it expedient to study the word-forming features of unofficial names of persons on the synchronous section, because "the functional analysis of nicknames is important both for understanding the nicknames themselves and for clarifying the nature of other proper names that appeared on their basis" [8, p. 214].

Yu. K. Redko states: "Nicknames and surnames (with the exception of only a small number of the ones based on foreign-language by origin) are names formed by the people themselves according to the laws of national word formation, and their creative bases are national appellative lexicon and proper names of other classes" [19, p. 7]. Morphological models of individual nicknames require detailed scientific consideration. From this point of view, there is no doubt that the word-forming status of each personal street name should be determined only through the involvement of motivational characteristics and connotative content as inseparable elements of the derivation act, which determines the word-forming uniqueness of these linguistic units. In nicknames that have a clear motivational sign, there can no longer be word-forming ambiguity or opacity, as in surnames where structural reconstruction is used to determine the way of word formation. Thus, the unofficial anthroponyms *Банячóк*, *Барабáнцьо*, *Кабáнчик* (*Banyachók*, *Barabántsyo*, *Kabánchuk*), which attest to the motivational feature of "stout, of short stature" and have an expressive diminutive component, appeared as lexical-semantic derivatives. This is confirmed by the reproduction of their appellative doublets *банячóк*, *барабáнцьо*, *кабáнчик*. In homonymic anthroponyms with motivational sign (MS) '*син* (*онук*)' ('son (grandson)'), family belonging, neutral connotation, relevant suffix formants of patronymic (propatronymic) *-ок*, *-ц'о*, *-ик*: are highlighted: *Банячóк* 'son (grandson) of *Баняк*', *Барабáнцьо* 'son (grandson) of *Барабáн*, *Кабáнчик* 'son (grandson) of the *Кабан*. Undoubtedly, such formations are morphological derivatives; together with word-formative and motivational differentiation, a functional one is also revealed in them: in the first case, anthroponyms vividly implement a characteristic function, in the second - a function of belonging. Only nicknames with lost motivation can have an ambiguous word-forming interpretation. The basic motivational feature and the functional factor determine the way of word formation in other classes of anthroponyms, cf. *Мирóн* < *Мирончук*, *Миронець* (*Мурон* < *Мурончук*, *Муронетс*) (rederivation), *Мирóн* (*Мурон*) 'son (grandson) of *Мирон* (*Мурон*)' (semanticization).

It has been established that both in nicknames and in surnames, two methods of creation are productive: lexical-semantic and morphological (suffixing). Researchers call anthroponyms of the first type primary, and the second – secondary. Word-forming analysis of nickname units shows that among unofficial names, semantics clearly dominates. According to the researchers, "as a result of reinterpretation, common names of objects, phenomena of nature and social life can acquire the function of epithets,

applications, nicknames of people, and later, losing their attributive meaning, turn into proper names, surnames of people" [20, p. 53]. The statistics of the researched anthroponymic register show that 65 % of all nicknames are lexical-semantic formations. As G. L. Arkushin notes, "surnames confirm the synchronic essence of lexical-semantic word formation as much as possible: a significant part of such unofficial names of people arise "before the eyes", "live" and "grow", becoming the creative basis for other derivatives, and some of these names may disappear; nicknames are created both from appellatives and from onyms" [3, p. 600].

Almost every nickname demonstrates lexical-semantic creation, even those that already have an affixal load, e.g., nicknames of pronominal origin such as *Гаврульчик, Гантонец, Петіще* have undergone the stage of transonymization: name → name variant → nickname, cf. *Гаврило* → *Гаврильчик* (*Gavriilo* → *Gavrilchik*) (name variant) → *Гаврі́льчик* (*Gavrúlchik*) (surname). Appellative nicknames-connnotations with qualitative affixes, such as *Вусьо, Вухар, Вусач* (*Vúsió, Vukhár, Vusách*), were only onymized, cf. *вусач* (*vusách*) (appellative designation of a person) → *Вусач* (*Vusách*) (nickname based on an external feature). O. V. Antoniuk emphasizes that "the boundary between onymous and appellative vocabulary at the level of a nickname nomination is extremely shaky, so sometimes it is difficult to trace the moment of transformation of an appellative into a proper name. At the same time, it is necessary to take into account the ability of a word to occupy a certain kind of transposition between common and proper names" [1, p. 9]. It was observed that along with the transition to the class of onyms, the word changes its emotional and evaluative color: it turns from neutral to positive (less often) or negative (comparatively more often).

Conducting a derivational analysis of the popular names of Ukrainians, we use scientific approaches to the description of the lexicon of the surnames suggested by L. O. Kravchenko [13], G. D. Panchuk [17], V. D. Poznanskaia [18], P. P. Chuchka [22]. We consider the dialectal approach to be important, since the nickname as a colloquial unit accumulates in itself all the features of local sayings, and the basis of many unofficial anthroponyms that appeared in a lexical-semantic way was the dialect vocabulary.

During the last decades, studies of the word formation of unofficial anthroponyms have intensified in Ukrainian onomastics. In particular, the derivational features of the nicknames of Boykivshchyna were studied by D. G. Buchko and G. E. Buchko; R. I. Ostash and O. S. Verbovetska covered Galicia with their study, G. D. Lishchynska of Pokuttya, M. P. Lesyuk – Hutsul region, Transcarpathia was covered by the research of P. P. Chuchka, Transnistrian region – M. Ya. Nalivaiko, Luhansk region – N. M. Fedotova, Donetsk region – O. V. Antonyuk, Nizhny Transnistrian region – V. A. Chabanenko, Western Polissia – G. L. Arkushin and N. M. Shul'ska. Researchers also pay attention to word-forming types of unofficial anthroponyms (L. I. Lonska) [14], emphasize the structural aspect, morphological and non-morphological methods of creation, production of derivational types of unofficial names (G. L. Arkushyn [4–6], O. S. Verbovetska [23; 24], O. I. Mykhalchuk [15], V. A. Pavlyuk [16], N. M. Shul'ska [21; 22]). However, the lexical-semantic type of word formation of popular household names needs detailed consideration, in particular, the study of its role in the process of the appearance of nicknames in the informal communication of Ukrainians.

2 Materials and Methods

The source base of the research was constituted of the own records of anthroponymic factage, made in the settlements of Western Polissia. The material was collected through written and dictaphone recordings directly from respondents of different ages, primarily dialect speakers. The work methodology is determined by the general goal and set tasks. The method of linguistic description and its main techniques are used: inventory and systematization of language material in synchrony. Of the specific linguistic methods of research, the method of word

formation analysis is used in the work. With the help of quantitative calculations, the composition and performance of the derivative models were established.

The scientific research represents the derivational analysis of unofficial anthroponyms of Ukrainians, in particular, the study of the lexical-semantic way of creating nicknames. Such word-forming phenomena in the production of proper names, such as transonymization, onymization, double semanticization, semanticization of composites, compound forms, word combinations, and substantivization are characterized in detail. The quantitatively most common lexical-semantic formations are differentiated. The lexical-thematic groups (LTGs), which most often undergo anthroponymization, are comprehensively analyzed.

3 Results and Discussion

Transonymization

People's common names can be formed from already existing proper names (25 % of lexical-semantic formations), which indicates the unlimited possibilities of unofficial anthropomorphization. When nicknames are nominated from existing onyms, transonymization is observed in this case. Transonymization in unofficial anthroponyms is demonstrated at different levels of nomination:

1. Use of proper personal names.

The structure of many unofficial anthroponyms can be related to full, truncated, truncated-suffixed personal names expressed by qualitative attributes (hypocoristics, diminutives, and pejoratives). Such formations mainly have a direct nominative motif relative to the bearer, and only in some cases it is possible to name according to a relative.

Among the anthroponymized full personal names, rare names or the names of some of the ancestors are most often found, cf. individual names-surnames: *Ібрагі́м, Кір'я́н, Марко́, Марті́н, Матві́й, Регі́на, Роза́ріо, Самсо́н, Са́ра, Яре́ма* (*Ibragím, Kiryan, Markó, Martín, Matvív, Regína, Rozárió, Samsón, Sára, Yaréma*). In this case, nicknames such as *Кири́ло* < Кирилюк, *Марті́н* < Мартинюк, *Юхі́м* < Юхимець, *Яре́ма* < Яремчук (*Kyrúlo* < Kyrylyuk, *Martín* < Martynyuk, *Yukhím* < Yuhymets, *Yaréma* < Yaremchuk), which appeared morphologically, are differentiated. Matronymic and promatronymic transfer of the finished name is also recorded: *Васи́лінка* < Васи́лінка (*Vasylínka* < Vasylinka) (mother ↔ grandmother), as well as identical formations *Мару́ся, Пала́зя, Прі́ська, Харти́нка, Явдо́шика* (*Marúsyá, Palázya, Príska, Hartínka, Yavdóshka*).

This variety of names also includes family names: *Ганто́ні, Кале́ники, Кири́лі, Марти́ні, Никоді́мі, Юхі́мі, Яре́мі, etc.*

Qualitatives with the features of hypocoristics, diminutives, and augmentatives mainly function among the structures of proper nicknames. According to the specific weight of nominal forms, the most common are established: *-ак-а:* *Васи́ля'ка, Вася́'ка, Ганя́'ка, Петра́'ка, Толя́'ка; -ан, -ан':* *Петра́нь, Тарася́'н; -ик || -ік:* *Бо́рик, Ва́сік, Ві́тик, Дині́сик, Пётри́к, Са́вчик, Тара́сик;* those that characterize children's pronunciation: *До́дик* < Володик < Володимир, *Зьо́зік* < Звоя < Сірожа < Сергі́й, *Льо́дзік* < Ляоня < Леоні́д, *Фа́фік* < Сашик < Саша < Олександр; *-ій:* *Ганзі́й || Гандзі́й, Карті́й, Миките́'й, Тарасе́'й; -к-о:* *Демко́, Ко́лько, Корні́лко, Мака́рко, Марти́нко, Пана́ско, Яцько́; -о, -у'о:* *Бо́дзьо, Васьо́, Грі́ньо, Льо́дьо, Миро́ньо, Міла́ньо; Іго́рцьо, Ме́цьо, Ні́цьо, Микола́йцьо, Ра́мцьо, Серге́'йцьо, Сла́вцьо, Серге́'йцьо, То́льцьо,* as well as extended formations *Васіо́ньо* < Васюнь і тотожні *Владзіо́ньо, Гандру́ньо, Гриціо́ньо, Місію́ньо, Петю́ньо, Сахару́ньо; -ун || -ун':* *Валькун, Василю́нь, Вітю́нь, Володо́у́нь, Гавру́нь, Гальту́нь, Гандзіо́нь, Нелькун, Федору́нь.*

Other derivatives are observed: *Ганішко, Василечко, Васечко, Михалечко, Ванюшко, Іваніло, Зин'уль, Марке'ло, Марч'ло, Валькось, Моськось, Павлю'ка, Фідуль, Вітох, Василю'х, etc.*

This group includes family and generic names based on the qualitative name of the first bearer: *Гантонці, Кирилкі, Кліментій, Лаврики, Муті, Міци, Пилипкі, Сахаркі, Сачкі, Семенкі, Сидралі, Хвилі, etc.*

Among the variants of proper personal names, which form the basis of many modern nicknames, there are many truncated forms that demonstrate apheresis, apocope, or syncope. Truncation of the base of the name often acts as a kind of reaction to cumbersome and inconvenient to interpret names, and also indicates how the speaker treats a particular bearer of the name. "Truncation of names, on the one hand, reveals a new phonetic modification of the name, generated by various sound changes, the result of which is not just new variants of names, but also with a new emotional tone" [12, p. 55]. Among the distinguished derivatives, apheresis is evidenced in nicknames that reflect mostly the children's pronunciation of their name: *Кóла < Микола, Лáдик < Владик, Лóдька < Володька, Сак < Ісаак, Силь < Василь, Шик < Сашик, Шу'ньо < Сашуно (Кóла < Микола, Лáдык < Владык, Лóдка < Volodka, Sak < Isaak, Sil < Vasyl, Shyk < Sashyk, Шу'нуо < Sashunyo). Apheresis with a suffix was detected: Гнáтчик < Ігнат, Дáнця < Богдана, Дáнчик < Богдан, Дáруша < Одарка, Натóльо < Анатолій (Hnátchuk < Ignat, Dántsia < Bohdana, Dánchuk < Bohdan, Darýsha < Odarka, Natólyo < Anatoly). Some anthroponyms show apocope: Вóло < Володимир, Грíгор < Григорій і синкопу: Вóдя < Володя, Гáла < Галина, Мíхлик < Михайлик, Сэрже < Сірожа < Сергій (Vólo < Volodymyr, Grúhor < Hryhoriy and syncope: Vódyá < Volodya, Gála < Galina, Múhlyk < Mykhailik, Serzh < Sirozha < Serhiy).*

It was observed that individual structures and their variants, which make up the creative base of many street names (so-called *імена-прізвиська* (names-nicknames)), mostly continue to retain their original qualitative component after their transition to another anthroponymic class. Marking is more expressive when an additional motivational sign (MS) is expressed, e.g., in the diminutives *Петрусь, Сахарко, Тольцьо* "bearers of short stature"; in the pejoratives of *Василіяча, Петіце* "stout, stocky". We believe that MS does not always determine the connotation of the affix, because, taking into account the unusual nature of nicknames, there are antithetical nicknames, occasional formations, etc. Some of the demonstrated units have lost their original semantic load and among nicknames function mainly with an identification purpose. This is characteristic of the diminutive names of older speakers: while in childhood a distinctive nickname such as *Михáлко, Кóльцьо, Слáвцьо* still indicated a diminutive and caressing tone, over time it noticeably lost its expressive component.

2. Use of surnames. Often in family and generic names, the last name is semanticized, performing the function of unofficial anthroponyms, cf. *Гуменюкі, Курнічички, Морозі, Новосáди, Панасюкі, Пóпки, Тарасюкі.*

3. Use of the names or surnames of famous persons, film and cartoon characters: *Бен Лáден, Брéжнев, Будулáй, Децл, Гітлер, Горбачóв, Кличкó, Кармеліта, Мася́на, Пушкарьóва, Ю́щенко (Bin Laden, Brezhnev, Budulai, Decl, Hitler, Gorbachev, Klitschko, Karmelita, Masyan, Pushkaryova, Yushchenko).*

4. Use of toponyms. Based on the motives, such street names mostly characterize territorial belonging (although not native), more rarely show metaphors: *Гавáна (Havana)* "has a dark skin color", *Чечнá (Chechnya)* is "very angry". Other nicknames are observed: *Амэ́рика, Китáй, Лóндон, Япóнія, Кана́да, Кута́йсі, Укра́йна (America, China, London, Japan, Canada, Kutaishi, Ukraine).* Local toponyms are used in the structure of nicknames: *Мансв́ичи, Цу́мань (Manevichy, Tsutan).*

5. Use of zoonyms. Surnames of this type are recorded sporadically: *Жу́чко, Жу́чка* "black-haired girl", *Рекс (Rex)* "liked to talk about dogs", *Му́рчик* "from the cat's nickname".

The analysis of the register of nicknames showed that the number of unofficial anthroponyms which appeared through transonymization is much smaller than that of appellative derivatives.

Onymization

Surnames formed from other onyms make up a significant share of recorded anthroponymic factage (40 % of lexical-semantic derivatives).

In the composition of appellative-based nicknames, the names of the "nomina personalia" categories are more manifested, less – "nomina impersonalia". The lexical and word-forming content of each of these groups is considered in detail.

I. Street names of the category "nomina personalia" appeared on the basis of those common names that directly reveal some MS already at the appellative level, that is, they act as vivid definitions of a person by physical, mental, territorial, professional features, etc. Only direct (immediate) motivation can be traced in such nicknames. Determining the lexical-semantic and appellative creation of an unofficial anthroponym, its original appellative origin, observed in the literary language or dialects, otherwise known as "situational" or analogical appellatives, is established.

The analysis of the lexical factorization of the Western Polissia unofficial names showed the following groups of lexemes-manifestants:

1. Names-characteristics of a person's appearance

This group is significantly dominated by adjectives characterizing people by their physical features.

Quantitatively, there are extremely many nicknames-adjectives, because the main function of unofficial anthroponyms is the characteristic of the denotation in a certain communicative society, and adjectives most fully perform a characteristic function in nicknames. The most common folk personal names that appeared on their basis are given.

Body features: *Вели́кий || Вели́ка, Гру́бий || Гру́ба, Дóвгий || Дóвга, Дрíбний || Дрíбна, Мали́й || Мала́, Тóвстий || Тóвста (Large || Large, Stocky || Stocky, Long || Long, Small || Small, Little || Little, Thick || Thick)*

Features of body parts: *Бородáтий, Вухáтий || Вухáта, Гарaxáтий || Гарaxáта, Горбáтий || Горбáта, Головáтий || Головáта, Губáтий || Губáта, Зубáтий || Зубáта, Кривíй || Кривá, Носáтий || Носáта, Патлáтий || Патлáта, Чубáтий || Чубáта (Bearded, Eared || Eared, Curly || Curly, Humpbacked || Humpback, Big-headed || Big-headed, Lipped || Lipped, Toothy || Toothy, Crooked || Crooked, Nosed || Nosed, Shaggy || Shaggy, Forelock || Forelock).*

Pigmentation: *Бiлий || Біла, Вишнéвий, Жóвтий || Жóвта, Рíжий || Рíжа, Червóний, Сiний, Сiвий || Сiва (White || White, Cherry, Yellow || Yellow, Ginger || Ginger, Red, Blue, || Gray-haired).*

This group includes compound adjectives *Голого́лівий, Грубоно́га, Кривомóрдий, Кривов'я́зий, Курно́сий, Однокрíлий, Твердо́лівий, Чорно́рта (Bald-headed, Rough-legged, Crooked-nosed, Crooked, Snub, One-winged, Hard-headed, Black-mouthed).* Specifically, derivatives with the first component *довгий-* (*long-*) are dominant among Western Polissia nicknames: *довгий-*: *Довгола́на, Довгонóгий, Довгонóсий, Довгору́кий, Довзотéлесий, Довзоши́й (Long-pawed, Long-legged, Long-nosed, Long-armed, Long-bodied, Long-necked).*

Among the assets of the observed formations of this group, formations were identified in which connotative suffixes were allocated at the appellate level.

The specificity of the use of negations among nicknames-characteristics determined the nature of the corresponding lexemes, which are dominated by the meaning "carrier of a negative sign". The following nicknames and, accordingly, identical situational appellatives are recorded: *-ай*: *Вусай, Вухай, Головай, Губай, Довгай, Зубай, Носай*, cf. identical appellatives; *-ак, -ак-а*: desubstantives *Кульбак, Курцак*, cf. appellatives *силак, дивак* [6, p. 45], deadjectives *Синяк, Слипак, Цибак*, cf. appellatives *лівак, слипак, босяк* [6, p. 284], *Кривундяка, Рудака*; *-ан, -ан'*: unsubstantives *Вусань, Горбань, Губань, Дзьобань, Зубань, Носань*; unadjectives *Глухмань, Довгань* || *Довгань*, identical appellatives were found, cf. *брохань, великань, довгань, чолань* [9, p. 30]; *-ар*: unsubstantives: *Вуцар, Губар, Дубар, Чубар*, deadjectives *Синяр, Червоняр*, appellatives *глухар, сухар* [6, p. 288]; *-ас'*: *Горбась, Довгась*, cf. appellations *молодас, зрубас* [6, p. 288]; *-ач*: unsubstantives *Вусач, Вухач, Головач, Горбач, Гембач, Носач, Патляч*, unadjectives *Білач, Рижач* with identical appellatives; *-ец'*: *Вухець, Губець, Носець*, cf. appellatives with another sign, *швагерць, бахурець* [6, p. 92]; *-ик || -ік*: *Білик, Вушик, Күцик, Рудик, Худік*, cf. appellatives with some sign *орантук, родик* [6, p. 100], on the other hand, such names can be composite formations from Slavic autochthonous names; *-ій*: *Бородій, Вухій, Головій, Горбій, Грудій*, identical appellatives *лобій, носій, вухій, губій, бородій* are observed [6, p. 143]; *-к-о*: unsubstantives *Кривулько, Носько*; *-ул'*: *Вухаль, Довгаль, Носаль, Нохаль*, cf. appellatives *бородаль, горбаль* [6, p. 48]; *-ун*: desubstantives *Горбун, Лівун, Пузун*, cf. appellatives *карачун, красун, лівун* [6, p. 213], deadjectives: *Бридун, Гладун, Довгун, Смаюн*, cf. appellatives *кривун, гладун, товстун* [6, p. 317]; *-уб'*: *Гембусь*, cf. dialect *тэмба 'губа'*, *Кривусь*, cf. appellatives *нервус, малькус 'лівша'* [6, p. 351].

In this group, there are personal names, which at the appellative level are formed by the word-forming pair "без + флексія" with an indication of the absence of something, cf. *Безбородий, Безвусий, Безгубий, Бизногий, Безрукій (Beardless, Earless, Lipless, Legless, Armless)*. Unsubstantive derivatives characterizing a person's appearance are also observed: *Безвусико, Безголовець, Безносько*. Anthronyms with the prefix *без-* performed the function of names among the ancient Slavs, cf.: *Безнос, Безрад, Безсон* [8, p. 12].

2. Nomens that reproduce the inner world of a person: *Балабон, Бандит, Вредний, Добродій, Добрничко, Духовний, Жадний, Зляканий, Круць, Лизуха, Мудра, Мудрагеля, Мудрачина, Причєна, Скупий, Розумяха, Тихун, Тихоня, Хитрий*.

3. Names-pointers indicating the type of occupation or procedural action of the bearer

Nomens, denoting the names of professions or occupations, clearly manifest the process of onymization, they are very old in the anthroponymic system. It is proven that agentives have different productivity (and, accordingly, the degree of onymization) in the folk anthroponymy of Western Polissia. By occupation and profession, the following titles are common: *Аеронім, Академік, Бондар, Бціман, Бригадир, Гінерал, Габраль, Коваль, Кравець, Кухар, Мельник, Лісник, Моряк, Рибак, Пасічник, Пастух, Пожарник, Поштарка, Свинярка, Ткач, Чабан (Agronomist, Academician, Cooper, Brigadier, General, Blacksmith, Tailor, Cook, Miller, Forester, Sailor, Fisherman, Beekeeper, Shepherd, Fireman, Postman, Swineherd, Weaver, Cheban)*.

There are names which function according to some procedural human action: *-ал-о*: *Бўняло, Мєкало, Рїкало, Рубало, Пікало, Щобало*, cf. identical appellatives *півзало, тупцало, дрїпало, шморгало* [6, p. 351]; *-ан*: *Брикян, Мовчан, Шовган*, пор. інші аепелятиви *итовхан, тусан, шльопан* [6, p. 353]; *-а*: *Блукач, Бобомкач, Вєкач, Клєндач, Мєкач, Плєскач*, [6, p. 364]; *-ій*: *Сопій, Трубій*, cf. appellatives *крутій, палій* [6, p. 388–389]; *-у-о*: *Крикунцьо, Ловцьо, Шлїбцьо*, formed

similarly to personal nouns such as *хрищонцьо, кумцьо* [6, p. 230].

A significant number of verbatives testifies to the formant *-ун*, which indicates its distribution in the names of this type: *Гілитун, Облазун, Рєвун, Свистун, Сисун, Сміон, Сопун, Стригун, Шептун, Шморгун*, cf. similar appellatives with a hint of contempt *лигун, хронун, мазун* [6, p. 417].

This includes formations that appear mainly as null suffixes among appellatives: *Бал'яка, Бєба, Галака, Дзя'ма, Лама, Льбна, Ля'са, Рїда, Піка, Причєна*.

4. Nominations according to the specifics of speech: *Базїкало, Балакін, Бубнач, Заїка, Тарактанка, Трандачіха, Триндуля, Лепетуња, Ляпавка, Сьбало, Хамрушник, Піка, Шепеляїло, Щебетуха, Язикўля*. In many manifested names at the appellative level, the productive formant *-ун* is present: *Булькотун, Булькун, Бурчун, Верзун, Говорун, Лепетун, Пискотун*.

5. Names expressing national or territorial characteristics: *Американець, Білорўска, Грузїн, Нїмець, Поляк, Рўський, Ятонець, Гуцўл (American, Belarusian, Georgian, German, Pole, Russian, Japanese, Nutsyl)*. Catonymic-based names such as *Берестянець* || *Берестянка, Віжовець* || *Вїжовка, Городицанець* || *Городицанка, Гўтенець* || *Гўтенка, Журавець* || *Журавлянка* are included in this variety.

Names such as *Городицїак, Курпильїак, Чорнїжїак (Horodyshak, Kurpylyak, Chornyzhak)* are found in the West Polissia unofficial names; cf. appellatives *гуцўляк, сибирїак* [6, p. 45]; *марамороцїак, подольїак, порїчнїак* [9, p. 29]; *Варшав'яка, Гуцўля'ка; Городицўк, Смидю'к, Ситню'к, Сваловчўк; Поля'ка, Циганя'ка; Гутєня, Камєня, Рудєня; Жиудњо, Херсњо*. Such units at the appellative level had a quality that was lost when they moved to the class of street anthronyms.

6. Names according to family relationships.

Often, nomens related to family relationships are represented in the nicknames by appellative synonymous series that have undergone anthroponymization, cf. *Бїтько – Тїто – Пїпа, Мїти – Мїма, Дїчка – Дїнька (Father – Dad, Mother – Mom, Daughter)*. In addition, at the appellative level, these derivatives are suffixally filled, cf. *Бїба → Бїбуля, Бїбек, Бїбча, Бїбун, Бїбцьо*, etc.

Some semanticized names based on family affiliation are implemented one-sidedly: *Вдовї, Дитїна, Дїд, Син, Сестрї, Дїдько, Тїтка, Онїк, Онїчка, Кум, Кумї, Приїмїак, Тїца, Сват, Рїдич, Сирїта (Widow, Child, Grandfather, Son, Sister, Uncle, Aunt, Grandson, Granddaughter, Godfather, Godmother, Adoptive, Mother-in-law, Matchmaker, Relative, Orphan)*.

II. Informal personal names of the category "nomina impersonalia" are no less common in the colloquial and everyday practice of the Polissia inhabitants than the previous variety. Street names related to a person's environment are productively semanticized in nicknames, as well as lexemes of the "nomina impersonalia" category. Such names constitute a special mental-regional phenomenon, reveal historical and cultural informativeness, ethnographic potential. To outline the expressive language picture of the observed lexemes in nicknames, the following lexical-thematic groups (LTGs) were selected:

1. LTG "Faunonyms and floronyms". This LTG is clearly implemented mainly in street names based on the appearance of the bearers, cf.: 'tall': *Жирїфа, Лозї, Топїля (Giraffe, Vine, Poplar)*; "strong build": *Бегемїт, Брїлер, Бугї (Hippo, Broiler, Bull)* < *bugї* "uncastrated breeding bull" [3, I, p. 35], *Вєдмїдь (Bear)*; "according to the specifics of body parts": *Бакун < бакун 'тютюн' ('tobacco')* [3, I, p. 8], *Баран, Блоцїчка, Гарбўз, Гїчка < їчка 'beetroot leaves'* [3, I, p. 89], *Гусь, Гладїлус, Зїсць, Кїт, Кїблїк < кїблїк (Goose,*

Gladiolus, Hare, Cat, Kóbylyk < kóblyk) 'small river fish; gudgeon' [3, I, p. 231], *Куніяця, Шундик* < *шндик*) 'cabbage that has not formed into a head' [3, II, p. 278]; 'by pigmentation': *Баклажэн, Каштэн, Палімуда* < *палімуда*) (Eggplant, Chestnut, Palúmuda < palúmuda) 'red biting ant' [3, II, p. 23], *Цыо́нак* < *ц'о́нак*) 'chicken' [3, II, p. 241].

The analysis carried out shows a wide range of faunonyms use as nicknames, because the names of animals are especially popular in the nickname creative base and quickly undergo onymization. The specificity of these anthroponyms is that they are always polysemantic. Of course, in nicknames formed by anthroponymization of fauna, the external characteristics of a person prevail, but other components of the moral and ethical plan are also observed, cf.: *Засць* (*Hare*) "fearful", *Карась* (*Crucian carp*) "likes to fish", *Кім* (*Cat*) "lazy, likes to sleep", *Мўха* (*Fly*) "annoying", etc.

2. LTG "Names of the realities of household life"

There is a lot of ethnographic material in the lexical layer of street nicknames, which not only demonstrates a cultural regional phenomenon, but also indicates the lexical content of anthroponymic units.

In the analyzed LTG, the names *Банка, Баняк* < *бан'ак*) 'cast iron pot of any capacity' are singled out [3, I, p. 10]; *Бóчка, Бўйка* < *бўйка*) 'vessel for churning butter' [3, I, p. 35]; *Бутэ́лька* < *бутэ́лка*) 'bottle' [3, I, p. 40]; *Бўтель* < *бўтел*) 'a glass vessel with a high neck, with a capacity of 2-5 liters' [3, I, p. 40], *Ві́ник, Глек, Кошэ́лики* < *кушэ́лик*) 'basket woven from vine' [3, I, p. 268], *Кутáч* < *кутáч*) 'poker' [10, II, p. 333], *Мантáчка* < *мантáчка* || *ментáчка*) 'wooden spatula for sharpening a scythe' [3, I, c. 304], *Сагáн* < *сагáн*) 'big skull pot' [3, II, p. 132], *Сарафáн, Свё́та, Спíця, Табакі́рка* [11, p. 219], *Товка́ч* [11, p. 219] < *товкач*) 'a wooden device for pounding potatoes cooked for pigs' [3, II, p. 202], *Халáт* [11, p. 219], *Ча́ра* < *ча́ра*) 'big glass' [10, IV, p. 344], *Че́ник* < *че́ник*) 'cap' [10, IV, p. 451].

It was observed that the onymized name of any lexical category (nominations of dishes, household items, clothes, etc.) in nicknames is expressed by a characteristic function. After all, the main purpose of the already onymized appellative (nickname) is to characterize the denotation in a certain communicative community.

3. LTG "Names of dishes and food products"

Specific nouns for the names of dishes and food products, reflected in unofficial names: *Бори́, Кефі́р, Капусняк, Масло, Налё́сник, Рогáлик, Сáло* (*Borscht, Kefir, Cabbage soup, Butter, Pancake, Bagel, Salo*).

Dialecticisms are observed: *Бёцка, Бёцько*, possibly derived from *бец* 'potato pancake' [3, I, p. 16], *Бульба́ник* < *бул'ба́ник*) 'potato pancake' [3, I, p. 36], *Йу́ц* < *йуц*) 'pig's stomach, which is used to make saltison' [3, I, p. 284], *Клíцко* < *кл'у́ц'кi*) 'dumplings' [3, I, p. 228], *Магáй* < *магáй*) 'milk dish made from dough and apples or cherries' [3, I, p. 300], *Мазу́рка* < *мазу́рка*) 'a twisted shape bun baked for Easter' [3, I, p. 301], *Палíнка* < dialect. *пал'íнка*) 'loaf' [3, II, p. 23], *Пля́чок* < dialect. *пл'я́чок* 1. 'cake made of unleavened dough'. 2. 'potato pancake' [3, II, p. 434], *Тукмáч* < *тукмáч*) 'boiled and mashed potatoes as a dish' [3, II, p. 212].

4. LTG "Anatomical names"

Against the background of other groups, this LTG is represented relatively weakly, in its composition there are few nicknames: *Бильмо́, Вўса, Губá, Зуб, Рóдíмка, Спíна* (*Eye-sore, Mustache, Lip, Tooth, Mole, Back*).

5. LTG "Abstract titles"

Usually, specific appellatives of different semantic groups undergo anthroponymization. Nicknames rarely contain abstract nouns that are incomprehensible in themselves without an

established characteristic-motivation relative to a specific bearer. Such nicknames are original, cf.: *Бўра* (*Storm*) 'has lush hair', *Висотá* (*Height*) 'for height', *Лíхо* (*Trouble*) 'who always has trouble', *Ма́са* 'has big weight', *Смак* (*Taste*) 'tastes everything', *Сóвiсть* (*Conscience*) 'for character traits', *Тумáн* (*Fog*) 'with gray hair', *Тя́га* (*Thrust*) 'restless'.

The lexical-semantic method also includes appellative composites, suffix-complex and syllabic forms, word combinations, as well as a kind of spliced constructions, since such nicknames have undergone significant semanticization.

Double semanticization

A unique phenomenon is observed in nicknames - double semanticization, when the motivational sign and the original name (nickname) are in the identical lexical-semantic relationships. Such semanticization is revealed in the names formed from other anthroponyms: surnames: *Бев* < *Козел* (*Kozel*), *Ква-Ква́* < *Качинська* (*Kachynska*), *Лána* < *Нора* (*Noga*), *Пря́ник* < *Овсянников* (*Ovsyannikov*), *Пра́чик* < *Жаб'юк* (*Zabyuk*), *Презíд'нт* < *Кравчук* (*Kravchuk*), *Птíца* < *Ворона* (*Vorona*), *Собáка* < *Бобик* (*Bobyk*), *Шакáл* < *Соколец* (*Sokolets*); nicknames: *Бéта* < *Альфа* (*Alpha*), *Бжик* < *Пчола* (*Bee*), *Бик* < *Корова* (*Cow*).

This phenomenon is also evidenced in nicknames for indicating professions: *Бер, Електрóд, Фáза* 'electrician', *Бик* 'veterinarian', *Джóуль* 'physics teacher', *Пáлуба* 'sailor', *Цвях* 'carpenter'. Interference synonymy was observed: *Джон* (*John*) < *Ivan*.

Semanticization of composites and compound forms

Surnames with composite appellative bases are interesting not only from a structural point of view, but also from a semantic point of view: they have a distinct metaphorical, figurative nature. The stem component in such derivatives is rarely used in the preposition (*Женьоцарéвич*), but more often – in the postposition (*Криворóт, Яйцего́ловий*).

Forms with a joint connection are formed mainly by nominative derivatives: *Баберáйке* < *баба Райка* (*peasant woman Rayka*), *Женьоцарéвич* < *Женя Царевич* (*Zhenya Prince*), as well as appellatives: *Вушáн, Жабосвíн, Свíчколáп, Сорокопóд*.

The subjunctive connection in the nicknames of this word-forming type is represented by the following combinations:

- "adjective + noun", which most often serves to describe the appearance of the carrier: *Бíлийс, Грубоно́га, Жо́втозуб, Капíно́с, Кривомóрд* (*White mustache, Big foot, Yellow tooth, Hunchbacked nose, Crooked muzzle*);
- "noun + truncated verb form", which indicates the occupation of denotation: *Бармагáлòт, Вовкода́в, Громобóй, Гу́бошльóп, Жабóйд, Жабóлов, Козо́но́с, Ликодрáй*. According to researchers, such derivatives are of very ancient origin [6, p. 577];
- "adverb + verbal noun": *Довгострóй, Скорохóд* (Long-term construction, Outrunner).

The statement that there are no fewer suffix-complex formations in Western Polissia dialects than ordinary composites [6, p. 579], justifies the use of nicknames.

Such derivatives, on the one hand, are close to situational appellatives, on the other hand, they are occasional regular nickname: *Богомóльчик, Бронетáнкович, Велiкóдник, Грубíйно́сець, Золотово́лка, Криворóтов, Лошкомо́йник, Малоалфавíтний, Мишóлòтова, Мухóлòвка, Скороспíлка, Чорнобрóвка*. Basically, all analyzed names are inherent in the external characteristics of people, and only some of them testify to the specificity of the type of occupation of the bearer (*Богомóльчик, Лошкомо́йник, Мухобóйчик*).

Compound names can convey richer semantics than simple names [6, p. 574]. This feature is traced in the material of unofficial names, where many nicknames are formed by

combining tokens. Such constructions are especially colorful and interesting, they resemble a “game with words”, where an incomprehensible combination of words, different parts of speech – verbs, adverbs, exclamations, etc. – are often used. G. L. Arkushyn notes that word formation in Western Polissia dialects is unproductive [6, p. 574]. In nicknames, on the contrary, compound names are very common.

Two equal substantives (*Тато-Мама, Чай-Кіфе (Dad-Mom. Tea-coffee)*, etc.) can be formed into a nickname by way of word formation.

We note that word formation in folk anthroponyms is traced on various images of the nomination:

- Name-based formations (in this respect, the stem component *Вася-* dominates): *Вася-Гіяля, Вітя-Вася, Тася-Вася, Лю'бка-Ля'ля*. Often, such derivatives also have an additional indication that motivates the choice of the second component: *Волідик-Молоковоз, Гіяля-Пріішка, Мітя-Кінь, Пєтя-Гуґа*. Sometimes, the naming motif is determined by both components of the nickname: *Сяня-Ваня* < Олександр Івченко;
- Rhyming word formation: *Віталій-Каніталій, Іван-Барабан, Міша-Ріша, О'ля-Пасоля*;
- In terms of speech (repetition of words), rhymed constructions prevail: *Віше-Ніше, Гон-Стон, Злата-Пузата, Се'чка-Грєчка, Сьбе-Тбе, Халам-Балам, Ця'сі-Ля'сі, Шіри-Біри*.

Such nicknames include many synonyms, cf.: *Варіла-Пекла, Гуси-Лєбіді, Дзень-Бом, Тато-Мама, Чай-Кіфе, Чікі-Бікі*.

In Western Polissia appellatives, among the names of persons, the names of grandfather and grandmother predominate in word formation [6, p. 574]. This trend is also traced in the nicknames: *Баба-Гром, Баба-Жаба, Дід-Мед, Дед-Драндулет, Дід-Пердід*. Both in common names and anthroponyms, the observed components appear mostly with a negative connotation.

Semanticization of phrases

Despite the laws of speech parsimony inherent in nicknames, very often an unofficial anthroponym can be formed by a phrase or a whole sentence. Such formations are more extensive and informative, because they always have several individual characteristics (name, indication of some trait, attachment to some event, family affiliation, etc.).

Surnames-word combinations mainly express semantic unity, although some components can exist independently, that is, there are so-called “structural” synonyms (where there is no family anthroponymic omonymics), for example: *Толік Курносій (Tolik Snub-nosed)* and *Курносій (Snub-nosed), Толік Твердій (Hard Tolik)* and *Твердій (Hard)*. But the former have a more specific feature than their anthroponyms-doublts.

The following groups of subjunctive phrases have been revealed:

Phrases connected by a conjunction of agreement. Phrases of this type are formed mainly by a common or proper name and an appellative meaning, which can stand both in the preposition (*Кривєнька Кічичка, Козацький Син (Crooked Duck, Cossack Son)*) and in the postposition (*Лев Головатий, Ле'на Чорна (Lev Golovatyu, Le'na Chorna)*). Minigroups of this variety of nicknames are distinguished:

1) Formation according to the “designation + anthroponym (proper personal name)” model: *Малєнький Юля, Ріжсий Ванька, Спокійний Вовдя, Касбій Вька, Сухій Дайд, Чорна Катя, Чорний Іван, Шчербатий Їбсьо (Little Kolya, Red Vanka, Calm Volodya, Oblique Tolka, Dry David, Black Katya, Black Ivan, Gapped Yosyo)*. It was observed that the appellative designation in the manifested personal names performs the main characteristic load, as it clearly emphasizes some feature of the external or internal state of the bearer, while

the anthroponymic component appears in a neutral position, which is due to the presentation of the name in its official or colloquial version, and not in some caressing or rude forms. The proposed nicknames-phrases with an indication of one's own personal name have the highest degree of identification among all unofficial anthroponyms formed by a phrase.

2) Formation according to the “designation + appellative-noun” model: *Алюмінівий Зуб, Баба Базірна, Бурхлівий Ураїн, Добра Пампушечка, Залізна Баба, Наше Радіо, Переля'каний Льотчик, Сліпє О'чко, Соколе' О'ко, Рвдне В'хо (Aluminum Tooth, Bazaar woman, Stormy Hurricane, Good Pampushka, Iron Woman, Our Radio, Frightened Pilot, Blind Eye, Hawkeye, Torn Ear)*. Such derivatives reveal a metaphorical content, they are more “characteristically closed” than the previous type of nicknames. Among the anthroponyms of a family nature, formations with differential age meanings-epithets *малий, старий* (little, old) are recorded, cf.: *Бєцук Старій і Бєцук Малий, Засць Малий і Засць Старій, Матня' Старій і Матня' Малий*;

Phrases connected by a control link (found less often). Formations of this type are represented by prepositional constructions and can be expanded to three- or four-component: *Бчка з Дстом, Булка з Молом, Гандя в Бних Кєдах, Королє'ва Дискотє'кі, Рая з Дубчків, Слєва України, Слуга Народу*.

Phrases connected by the conjunction of adjacency (found sporadically): *Скажї Так, Так Сказатє (Say Yes, So to Say)*.

It has been established that among the nicknames-word combinations, the most used ones are appellatives *баба* and *дід* (grandmother and grandfather), which is due to the semantic ramifications of these nomens.

Appositive-type anthroponymic formations are also recorded: *Катєріна Капїсє, Косар Мішка, Марїйка Закїфїка, Семєн Тараїїка*. Often among the word combinations in nicknames, there are nomens that have acquired semantic and grammatical unity already at the appellative level: *Баба Базірна, Кїсле Молоко, Пан Козцький, Пана Карло, Язиката Хвєся (Bazaar woman, Sour milk, Pan Kotsky, Papa Carlo, Tongued Khvesya)*.

Sporadically, nickname models can develop into multiple-words ones, resembling sentence constructions: *Власне Кєжучи Мабуть Так, Несє Гіяля Воду, Сто П'ятдєсят і Двє Яїця, Тьбтя Дўня Як Часї, Чи То Файба Чи Чойнийб (As a matter of fact, probably yes, Galya carries water, One hundred and fifty eggs, Aunt Dunya is like a clock, Either paint or ink)* often repeated: “*Чи то фарба, чи чорнило*” (“Is it paint or ink”). Among informal anthroponymic formulas, there are incomplete sentences: *Прощї Грїатє* (I'm asking you, play).

Substantiation in nicknames

Substantiation of adjectives

Surnames - substantive adjectives are extremely common among West Polissia unofficial anthroponyms. After all, every adjective in a certain informal situation can become a nickname. Examples of unofficial personal names that appeared on the basis of substantive adjectives have already been discussed above (see names of the category *nomina personalia*).

Substantiation of numerals

As G. L. Arkushyn notes, “in Western Polissia dialect colloquialisms, the so-called ordinal or, as they are also called, adjectival numerals are most easily transferred to the noun class” [6, p. 593]. The same is observed in nicknames with creative bases-ordinal numerals: *Пє'рви* ‘перший син у сім'ї’ (‘the first son in the family’), *Тринадцятий* ‘став тринадцятим агрономом у колгоспї’ (‘became the thirteenth agronomist in the collective farm’).

Sometimes, complex and compound numeral forms are used as nicknames: *Двісті Двоцять* 'висока', *Двісті Двоцять Вільт* 'має кучеряве волосся', *Тридцять Два* 'коли сміється, то видно всі зуби' (*Two hundred twenty* 'tall', *Two hundred and twenty volts* 'has curly hair', *Thirty two* 'when laughs, all his teeth are visible').

Quantitative numerals can be combined with a noun in a preposition: *Сто Грам* 'просив налити сто грамів', *Три Копійки* 'у дитинстві просив три копійки', *Три Ножі* 'як бився, то хапався за ножі'; or in the postposition: *Брильянт Два*, *Брильянт Один*, *Руб Двоцять*, *Руб Брок* (*One hundred grams* 'asked to pour a hundred grams', *Three kopecks* 'in childhood, he asked for three kopecks', *Three knives* 'when he fought, he grabbed knives'); or in the postposition: *Diamond two*, *Diamond one*, *Ruble twenty*, *Ruble forty*.

Substantiation of pronouns

In the active form of street anthroponyms, possessive pronouns that preserve the peculiarities of local dialect speech are most often substantivized: *Моя*, *Наша*, *Ваша*, less often – other varieties: *Всьо*, *Вун*. The pronoun *Вимé* is borrowed from another dialect area. Sometimes, pronominal forms are used as part of phrases *Наш Ваня*, *Наше Радіо*, *Наши Тато*.

The use of pronouns in the role of nicknames is mostly observed among those names that indicate the repetition of a word by the speaker.

Substantiation of verbs

Substantivized verbs occur only in nicknames that express the specifics of the speakers' speech, in particular, the repetition of verbs. Different tenses and personal verbs can be used in informal names, although the first person and the present tense predominate, cf. *Бачте*, *Вірвú*, *Вібачте*, *Клянúся*, *Не Розумію*.

Transformed adjectives are the most common among verb forms. Most often, these are names based on external or internal features, speech, cf. *Вкопаний*, *Пéчений*, *Порвáтий*, *Припáаний*, *Спúтаний* (*Digged*, *Baked*, *Torn*, *Soldered*, *Tangled*).

Substantiation of adverbs

The transition of adverbs into nicknames is evidenced only among a group of informal names according to the speaker's speech (the same feature as when substantivizing verbs), where the influence of local dialects is noticeable: *Вóншем*, *Вчєрá*, *Корóче*, *Пустé*.

Substantiation of service words

The use of service parts of speech in nicknames is found only when the informal name reflects a person's repetition of a word. Among official words in anthroponymy, exclamations dominate: *Альó*, *Га*, *Бєбé*, *Гон*, *Кис*, *Ку*, *Кус*, *Ой*.

Participles due to the peculiarities of speech are sporadically found in nicknames: *Асáме*, *Бодáй*, *Вот*; conjunctions: *Кєп*, *Алє*. All these formations demonstrate the speech specificity of the studied region. It was observed that the analyzed substantivized nickname formations have an expressive load only at the semantic level - when establishing the motive of the name. As we can see, the anthroponymization of onyms (transonymization) and appellatives in nicknames are equally representative, although the appellative anthroponymization is much more productive and is manifested by nominations of various thematic groups. We consider splicing constructions to be specifically semantic, which, on the one hand, seem to be close to common names, on the other hand, they can be qualified as occasional nickname derivatives. Such names are productive among nicknames characterizing the speech characteristics of people (often repeated words by the speaker, speech defects, children's pronunciation).

In many settlements of Western Polissia, the fusion of the type "za (exclamation) + personal name (name variant)" is seen: *Гавáся*, *Гадóдик*, *Гамі́тя*. Other formations are also observed: *Аапéтя*, *Вавáня*, *Вавáся*, *Вайвáся*, *Грицпíц*, which characterize people who stutter. Usually, two or three words which a person constantly repeats "splice" into a nickname: *Бачунібáчу*, *Богзнáцб*, *Вотватовó*, *Кокогáм*, *Мусітобіло*, *Субіпáн*, *Такчине́*, *Цьоговонó*.

Other nominations are observed: *Килиминіó* 'knew only this sequence of letters at school', *Магайбá* 'greeted everyone like this (помагай, Боже)', *Кукінквáкін* 'once said: "Як я тебе кукну, то квакнеш"' ("If I tap you, you will quack"), *Газмолоко́* 'once exclaimed: "Ой газ, молоко!"' ("Oh gas, milk!"); she forgot to turn off the stove when went to the store'. Sometimes such names are expanded with additional pointers: *Льóнька Тухлія́йця*.

Therefore, the uniqueness of non-consecutive splicing formations at the nickname level causes their ambiguous word-forming interpretation, since observed forms that do not have direct analogues among common names can be considered also in the context of lexical-syntactic creation.

4 Conclusion

Among the analyzed nicknames, lexical-semantic formations, especially adjectives prevail, which is caused by the productivity of nicknames-characteristics according to external and internal features. The following lexical and thematic groups are often anthroponymized: fauna and flora names, names of clothes, shoes, dishes, details of household life, family relationships, locative names, agents. Transonymization (transition of proper names, names and surnames of famous persons, toponyms, zoonyms into nicknames) also testifies to the wide possibilities of creating nicknames. A unique phenomenon of nickname semanticization is double semanticization, as well as semanticization of composites, compound forms, word combinations.

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HATE LANGUAGE AS A NEGATIVE PHENOMENON OF THE UKRAINIAN DOMESTIC MEDIA SPACE IN NEWS CONTENT ABOUT THE WAR

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Abstract: The article presents an analysis of hate speech in news content about the war. The study was conducted on the basis of the materials of Ukrainian domestic mass media (regional and all-Ukrainian). The negative impact of this phenomenon in the conditions of the Russian-Ukrainian war is indicated (it leads to the division of society, conflicts between separate groups of citizens, demoralization of Ukrainians, discrediting of one in the eyes of others). Those social groups of people, which are subject to hate speech in journalistic materials the most are differentiated (internally displaced persons, Russian-speaking Ukrainians). The reasons for the spread of hate rhetoric in the headline complex of the studied texts were revealed: clickbait, sensationalism, ignorance of the topic of the material. The analysis of manifestations of hate speech in the Ukrainian mass media was carried out on the basis of monitoring the news of regional and of all-Ukrainian mass media, conducted by the Institute of Mass Information, "Media Detector". In the research, we also use the advice of leading media experts investigating the topic of hate rhetoric. It was found that manifestations of hate speech are the dissemination of information in any form that contains hostile attitudes, intolerance, disgust, offensive or derogatory comparisons. The rhetoric of hate speech contributes to the development of social stereotypes, forms prejudice and generates discrimination. After the full-scale invasion, a large number of Russian negative 'messages' entered the Ukrainian media space, trying to sow hatred, divide society, and discredit some Ukrainians in the eyes of others. Under this influence, negative statements penetrate the domestic mass media, often spontaneously, testifying to manifestations of "hate speech". Emphasis is placed on the incorrect use by the Western Ukrainian mass media of the terms *refugees* instead of normative ones *displaced persons*, *internally displaced persons*, and *temporarily displaced persons*. Generalization and stereotyping in the depiction of internally displaced persons (IDPs) in criminal materials, Russian-speaking citizens in the context of war, which gives rise to hate rhetoric in publications, is noted. It has been revealed that changes in the use of language tools caused by the full-scale Russian invasion of Ukraine are also reflected in the textual culture of journalistic publications. At the same time, the choice of stylistically colored vocabulary should take into account the genre of the material, the topic and the audience. Recommendations are also provided for tolerance in the media sphere and avoiding negative statements that help the enemy promote false narratives.

Keywords: hate speech; news; war; Ukrainian mass media; correct vocabulary.

1 Introduction

The language palette of modern mass media is a way of creating an information picture of the world. Today, journalism is tasked with the mission of forming public opinion, and this, accordingly, requires media workers to take great responsibility for compliance with professional standards and ethical norms. In the conditions of war, it is important not only to present an objective picture of events, being guided by the standards of reliability and accuracy, but also to adhere to moral and ethical norms, to use a correct set of vocabulary. After all, the rhetoric of hatred, which Russia is trying to "push" into the Ukrainian information space under the guise of hostile narratives, often finds expression in the domestic Ukrainian mass media due to journalistic oversight. Negative statements used by modern media for clickbait have a significant impact on the formation of the information space and the radicalization of attitudes in society. Instead of cohesion, which is so necessary in the conditions of war, they often lead to the division of society, conflicts between individual groups of citizens, demoralization of Ukrainians, discrediting of some groups in the eyes of others, etc. The way out of this situation is the introduction of certain ethical rules for journalists, which can serve as a guide when preparing materials. It is the responsibility of the media environment itself, relevant ethics commissions and other self-regulatory bodies to monitor compliance with these rules. Ethical violations in most cases do not lead to legal liability, but in a healthy media environment they should cause condemnation

of manifestations of such violations by other members of the environment. The main task of journalism is to work for society and in the interests of society [5].

Hate speech describes and hierarchically compares various groups of people and evaluates the personal qualities of specific individuals based on their belonging to a particular group. This is a statement or a context that leads to the creation or deepening of the already revealed enmity between groups of society that differ in certain characteristics. Within the boundaries of Ukrainian society, these are groups, most often distinguished by territorial origin, political or social views, as well as sex minorities, religious and ethnic minorities.

Hate speech is a source of controlling the people, creating information wars, which, in the end, can provoke physical clashes, armed conflicts and military actions. History knows a lot of cases when the mass media were used as a tool to influence the masses, aggressive propaganda and manipulation, and, as a consequence, total control over people.

In the conditions of a real war, when covering the conflict and the people associated with it, it is necessary to be tolerant towards one's citizens, use ethically correct vocabulary, and avoid stereotypes and evaluative judgments. Among the most obvious reasons for violations in this field, there is the pursuit of ratings and sensationalism, which often lead to a taste for violence, death or crime. Another block of reasons is related to the lack of specialist knowledge of the topic and the reluctance to spend time on research. Often, for the same reasons, media persons resort to negative statements.

Manifestations of hate speech are the dissemination of information in any form that contains hostile attitudes, intolerance, disgust, offensive or derogatory comparisons. The rhetoric of hate speech contributes to the development of social stereotypes, forms prejudice and generates discrimination. The most uncontrolled spread of hate speech occurs in social networks, where users often leave offensive comments and use negatively colored words with impunity and anonymity, which can provoke sharp conflicts between different social groups. The problem of hate speech in the media space is not limited to thematic publics and posts. Even traditional mass media violate journalistic standards and ethical norms, forgetting about elementary tolerance. Today, the media are often complicit in the flourishing of intolerance and ignorance, which poses a real danger to free social development. In the worldview of the rhetoric of hatred, all "others" are perceived through the opposition of "own – aliens", and therefore - dangerous. The consequence of this is the generation of aggression and the distortion of real problems. At the same time, the information space turns into a battlefield between "hostile" groups, which creates the prerequisites for considering hate speech as a social problem that affects not only the most discriminated groups, but also the entire society as a whole. According to H. Pryshepa's definition, "hate speech" is a technology aimed at changing the value attitudes of various target audiences, at forming ideas about both the enemy and fellow citizens who fall under the categories of "other", "alien", and "incomprehensible". "Language of hatred" is a kind of "soft power" of waging a "hybrid war" that forms certain linguistic and cultural, cognitive and pragmatic attitudes, aimed at denigrating the culture and ideals of the participant on the opposite side of the conflict [19, p. 107]. The use of hate speech in journalism leads to the spewing of linguistic aggression both on the part of the author of the material and on the part of the information consumer, who, accepting or rejecting the position of the journalist, passes this stream of aggression through his own perception.

The object of hatred, aggression, and discrimination is usually a person or a group of persons who fits the definition of "other": race, ethnicity, religion, party, orientation, minority.

After the full-scale invasion, a large number of Russian negativity entered the Ukrainian media space, trying to sow hatred, divide society, and discredit some Ukrainians in the eyes of others. Under this influence, negative statements penetrate the domestic mass media, often spontaneously, testifying to manifestations of “hate speech”. Despite the fact that the number of materials containing hate speech has decreased significantly since the beginning of the war with Russia, we still come across publications in which residents of the temporarily occupied territories of Ukraine or internally displaced persons are sporadically the objects of hate speech. In order to reduce the penetration of hateful expressions into the language of modern domestic Ukrainian mass media, it is necessary to develop mechanisms for combating hate speech both at the regional and all-Ukrainian levels.

2 Materials and Method

In recent years, the emergence of materials devoted to debatable moments of manifestations of so-called hate speech in the mass media has intensified. But these publications and researches are carried out by specialists in journalism, media experts, representatives of the Institute of Mass Information in Ukraine (IMI), while there are relatively few scientific studies aimed at studying this lexical layer in the Ukrainian mass media. Thus, within the framework of the “Without Borders” project, the public organization “Social Action Center” published a collection of texts “Hate speech and mass media: International standards and approaches” (Kyiv, 2015) (edited by O. Bondarenko, M. Butkevich, and I. Fedorovych). The publication describes the approaches of media experts to hate speech, the regulation of its use in the mass media, as well as standards and recommendations for the coverage of various topics by journalists [18]. As an object of scientific description, the language of hostility was studied by T. Mendel and I. Stogrin. The rhetoric of enmity has also been studied by E. Baker, S. Hayman, B. Parekh, M. Hertz, P. Molnar, A. Brown, J. Howard, and others. In the Ukrainian language, the concept of “hate speech” has become widespread, which is a copy from English. Currently, there is no generally accepted term among domestic scientists. Researchers O. Horbacheva [9], T. Isakova [11], Yu. Chumak [2] use the phrase “*мова ворожечі*” (“language of enmity”), H. Pryshchepa [19] uses word combination “*мова ненависті*” (“language of hatred”). Sporadically we come across the terms “language of intolerance”, “rhetoric of hatred”, “expression of enmity/hate/disgust”. The most common definition is given in the Recommendation of the Council of Europe to member states, according to which hate speech is all forms of expression (provoking, promoting, facilitating or justifying) of racial hatred, xenophobia, anti-Semitism, and other forms of hatred based on intolerance, which can be expressed in the form of aggressive nationalism, ethnocentrism, discrimination and hostility towards minorities, migrants, and people of immigrant origin [4].

O. Golub in the book “*Mediacompass: A professional journalist's guide*” notes that “in the work of a journalist, it is unacceptable to use hate speech and discriminate against certain social groups” [5, p. 71]. Sporadic attention has been paid to international standards and approaches to avoid hate speech in mass media [18]. The language of enmity as a scientific category is thought out by V. Savonchak, who is noting the debatable nature of the concept itself [20].

In the context of the war, since the time of hostilities in the East of Ukraine, hate speech has been studied in publications on the websites of Radio Svoboda, the Donetsk Institute of Information, the Center for Democracy and the Rule of Law, and the Institute of Mass Information. O. Horbacheva calls hate speech a manifestation of xenophobia [9]. T. Isakova considers hate speech to be an important problem of the modern information space [11]. The legal aspect of this concept in the European context is studied by M. Medvedeva, E. Dibrivna, and R. Kukharchuk [14]. Before the full-scale invasion, hate speech was seen as a tool of so-called “hybrid” warfare, cf. research by H. Pryshchepa, who analyzes enemy language as a linguistic

marker of “hybrid war” [19]. Our research on manifestations of hate speech in the headline complex of regional publications is also relevant [21].

The analysis of manifestations of hate speech in the news content about the war was carried out on the basis of news monitoring of regional and all-Ukrainian mass media conducted by the Institute of Mass Information, “Media Detector”. In the study, we also use the advice of leading media experts investigating the topic of hate speech.

In order to fully meet the chosen goal of researching negative language expressions in mass media, the following methodology was used: methods of classification, systematic analysis and synthesis to describe the different views of scientists regarding the definition of the term “hate speech”, its classification characteristics; we applied methods of analysis and monitoring when characterizing the ethical permissibility of used statements containing a hostile context in the mass media. In the scientific literature, similar, but not identical, concepts are used to denote this phenomenon: “verbal extremism”, “language (speech) aggression”, “language demagoguery”, “language conflict”, “language (speech) violence”, “language manipulation”. Despite the presence of occasional research on this issue as a scientific problem, the study of the language situation regarding the observance of the ethics of rhetorical statements and the use of harmful vocabulary in the Ukrainian mass media is relevant.

The purpose and task of the research is to analyze examples of hate speech in news content about the war based on the material of the domestic Ukrainian mass media, to indicate the negative impact of this phenomenon in the conditions of the Russian-Ukrainian war, to differentiate those social groups of people who are exposed to hate-speech in journalistic materials, to identify the reasons for the spread of hate rhetoric in the heading complex of the studied texts, to provide recommendations on media tolerance and avoidance of negative speech that helps the enemy promote false narratives.

3 Results and Discussion

In today's media space, the flow of information with hate speech is continuous. The start of using hate speech for own purposes was in the 20th century. Due to the rapid spread of negative information and a society sensitive to aggressive rhetoric, hate speech has become a tool of propaganda and various manipulations.

The “Code of Ethics of a Ukrainian Journalist” states: “No one can be discriminated against because of their gender, language, race, religion, national, regional or social origin or political preferences. It is necessary to indicate the relevant characteristics of a person (group of people) only in cases where this information is an integral part of the material. It is necessary to refrain from allusions or comments related to physical defects or diseases of a person, to avoid the use of offensive expressions, profanity” [3].

In this regard, T. Pechonchuk, a member of the Commission on Journalistic Ethics, claims that many definitions of “hate speech” are based on establishing the fact of inciting enmity, humiliation or discrimination based on certain characteristics in the statements. The source of hate speech is negative stereotypes or superstitions, which are often produced in order to justify discrimination, most often ethnic or “racial”. The persistent desire to exaggerate the alleged anti-social tendencies of representatives of ethnic or “racial” minorities is explained by the peculiarities of the human psyche. People tend, firstly, under the impression of rare phenomena to give them much more importance than these phenomena deserve; secondly, they tend to attribute to one's group the most desirable moral qualities that favorably distinguish it from other groups (as it is known, “one's own” is usually equated with a positive assessment, and “other's” in most cases is assessed either neutrally or negatively); and thirdly, there is a tendency to exaggerate the negative qualities of “strangers”, transferring them from individual persons to whole groups to which they belong [17]. Stereotypes are an integral

part of hate speech, prejudices are formed from them, and a negative attitude towards a certain phenomenon or person is formed from them. This simplifies the picture of perception and divides everything into "black and white, good and bad." Veiled forms of hate speech in mass media allow the addressee to create statements with the help of units at levels higher than the lexical level, and usually involve the use of only literary words. Hate speech is often based on such phenomena as social stereotypes, prejudice and discrimination. T. Isakova believes that this concept is part of a broader and more complex phenomenon - communication based on prejudice and discrimination. "This is communication based on stereotyped cognitive schemes, negative attitudes (prejudices) and discriminatory intentions towards any groups of people or individual persons as members of these groups" [11, c. 92]. Today, studies of this phenomenon distinguish three types of hate speech: harsh (direct and veiled calls to violence; calls to discrimination; calls to prevent the group from gaining a foothold in the region); medium (justification of historical cases of violence and discrimination; accusation of a certain group of having a negative impact on society or the state; publications and statements that call into question generally recognized historical facts of violence and discrimination; statements about historical crimes of a certain ethnic, religious or certain social group as such; statements about the criminality of a particular ethnic, religious, or certain social group; assertions about its inferiority; reflection on the disproportionate advantage of a particular ethnic, religious, or certain social group; accusation of a particular ethnic, religious, or certain social group of a negative influence on society, the state; accusing the group of attempts to seize power or territorial expansion; denial of citizenship); weak (creating a negative image of a certain group in society; asserting the inferiority and moral shortcomings of such a group; opposing one group to another; mentioning a group or individual members of it in a derogatory or offensive context; a direct or veiled statement that one group creates inconvenience in the existence of another; xenophobic statements without commenting).

In the conditions of war, based on research by the Institute of Mass Information Research, manifestations of hate speech in the Ukrainian media space have significantly decreased, however, the following forms of its manifestation (mostly medium or weak ones) have been observed: discriminatory naming of a certain population group; calls to prevent the group from gaining a foothold in the region; statement about the criminality of a certain territorial or ethnic group; accusing a certain group of having a negative impact on society or the state; statements about its inferiority, moral shortcomings; mention of the group or its individual representatives in a derogatory or offensive context; opposition of one group to another; a direct or veiled statement that one group creates inconvenience in the existence of another [8].

Manifestations of the language of hostility in journalistic materials even before the full-scale invasion were publications that formed a negative image of ATO participants through the headline palette, focusing especially on this: "Колишній АТОВець зберігав на Волині арсенал зброї" ("A former ATO warrior kept an arsenal of weapons in Volyn") ("District. Lutsk", November 15, 2016); "АТОВець відлучував маришутника, який відмовився взяти його безплатно" ("ATO warrior beat a bus driver who refused to take him for free") ("Volyn", September 17, 2018); "Ножем у горло: АТОВець по-звірчому вбив дружину під Луцьком" ("With a knife to the throat: an ATO soldier brutally killed his wife near Lutsk") ("Під прицілом", October 28, 2018); "На Волині ветеран АТО з інвалідністю зарізав жінку" ("In Volyn, a disabled ATO veteran killed a woman") ("Volyn", October 27, 2018); "На Волині зарізався атошник" ("An ATO soldier killed himself in Volyn") (Volyn24, May 06, 2017); "Волинський атошник привіз додому чималий арсенал" ("Volyn's ATO warrior brought home a considerable arsenal") ("VolynPost", November 15, 2016). We come across an incorrectly worded lexical base in the following headlines: "На Волині застрелився атошник" ("ATO warrior shot himself in Volyn") ("Volyn24", April 16, 2017); "Безвісти зник 24-річний

атошник із Волині" ("24-year-old ATO soldier from Volyn is missing") ("Volyn News", March 13, 2018); "Атошники з Волині отримують земельні ділянки біля Світязя" ("ATO warriors from Volyn will receive land plots near Svityaz") ("Konkurent", March 04, 2016), etc. Such generalized statements are provocative and could give rise to a negative attitude towards the participants of the hostilities in the east of Ukraine during the ATO period; therefore, we consider them incorrect from the point of view of the moral and ethical principles of covering this image in the mass media.

The results of a study by the Institute of Mass Information in November 2022 regarding the presence of hate speech in the regional media after the full-scale invasion showed positive dynamics, because a relatively low level of hate speech is recorded the news content of the domestic Ukrainian media space – only 0.3 % of publications from the total number of news about the war. Materials containing hate speech were published in five regions: Dnipro (1.3 %), Lviv (1 %), Volyn (0.6 %), Rivne (0.4 %) and Donetsk (0.2 %) [10].

After the full-scale invasion and the increase in the number of internally displaced persons (IDPs) from the territories where active hostilities were taking place, the Western Ukrainian media space was flooded with news with the incorrectly used lexeme *біженці* (refugees) instead of normative *переселенці* (displaced persons, internally displaced persons, temporarily displaced persons), which we observe in the headline complex: "На Волинь розселили 13 тисяч біженців. Є ще місця для 5 тисяч осіб" ("13 thousand refugees were resettled in Volyn. There are still places for 5,000 people") ("Volyn News", March 15, 2022); "На Волині розселили понад 6 тисяч біженців" ("More than 6,000 refugees were resettled in Volyn") ("Volyn Post", March 05, 2022); "Повідомили, скільки тисяч біженців розселили на Волині за добу" ("They reported how many thousands of refugees were resettled in Volyn per day") ("Konkurent", March 07, 2022); "Куди звертатись біженцям у Львові та як їм допомогти" ("Where refugees can turn to in Lviv and how to help them") (Zaxid.net, February 26, 2022); "Допомога біженцям у Львові: куди звертатись переселенцям" ("Help for refugees in Lviv: where displaced people can turn to") ("UNIAN", March 14, 2022); "Львів'ян просять допомогти біженцям: що потрібно" ("Lviv inhabitants are asked to help refugees: what is needed") ("Suspilne.News", February 24, 2022). However, usually in the lead or in the text of the publication of the same materials, journalists use the correct vocabulary: "У Львові на стадіоні «Арена Львів» діє центр розселення вимушених переселенців, окрім того, в місті є кілька точок, де збирають допомогу для них" ("In Lviv, there is a resettlement center for forcibly displaced people at the "Arena Lviv" stadium, in addition, there are several points in the city where help is collected for them") (Zaxid.net, February 26, 2022); "На цей час у Львові працює 7 координаційних центрів для вимушено переміщених осіб" ("There are currently 7 coordination centers for forcibly displaced persons in Lviv") ("UNIAN", March 14, 2022); "У Львові створили координаційний центр для допомоги вимушено переміщеним особам" ("A coordination center has been created in Lviv to help forcibly displaced persons") ("Suspilne.News", February 24, 2022). Media experts claim that, "according to the UN Convention on the Status of Refugees, this word refers to people who are outside the borders of their country and have crossed the official border. In the case of the Ukrainian conflict, regarding people who moved from temporarily occupied territories, it is correct to use the names "forced migrants" or "people who were forced to leave their homes" [5, p. 99].

Russian information and psychological operations (IPSO), as well as the false narratives spread through them in wartime, often use statements that incite conflict between residents of western and eastern Ukraine. In particular, there is a well-known narrative that it is the residents of the east and south of Ukraine who are to blame for Russia attacking them, because they speak Russian and, therefore, have pro-Russian sentiments. This thesis,

in various guises, is repeatedly thrown into the infospace with tangible manipulations. The mentioned IPSO is very beneficial to the Russian mass media, because it shifts the responsibility for the invading aggression of the occupiers to those Ukrainians who speak Russian. Among the false subnarratives that contribute to the division of the population of Ukraine, there are those that express the opposition between Ukrainian-speaking and Russian-speaking residents. They also got into the Ukrainian communication space, in particular, the Tiktok network: *“Мій будинок розбомбили, а коли я розкажую про це львів'янам, то їхня єдина реакція: “Чому не українською?” (“My house was bombed, and when I tell the people of Lviv about it, their only reaction is: “Why not in Ukrainian?””); “У Львові не дали їжу дитині, бо її мати розмовляла російською мовою” (“In Lviv, they did not give food to a child because his mother spoke Russian”), “Волонтери зі Львова не дають їжу російськомовним” (“Volunteers from Lviv do not give food to Russian speakers”), “Жінка на Донбасі відмовлялася годувати пораненого українського бійця, поки той не заплатив 500 грн” (“A woman in Donbas refused to feed a wounded Ukrainian soldier until he paid UAH 500”).* We understand that it was not actually the use of the Russian language in the Ukrainian-speaking space that caused the Russian Federation's attack on Ukraine, but geographical logistics contributed to this, because temporarily occupied or captured settlements are located mainly on the border territory. In the war conditions, the narrative that while the south and east of Ukraine are being destroyed by the occupiers, the west is living a peaceful and calm life is repeatedly circulating on the Internet. First of all, this thesis is broadcast in Facebook groups and Viber communities in the eastern and southern parts of Ukraine. In modern realities, we observe the falsity of this statement, because one cannot be categorical about “peaceful” life in the West, because it is impossible in the conditions of war. Western Ukrainian critical infrastructure also suffers from aviators. Ukrainian men and women are also going to the front from this territory, ready to give their lives to protect their native people from Russian aggression. The narrative that all “Westerners” are fighting on the front lines, while “Easterners” allegedly fled, circulates in the media space in various interpretations. The harmfulness of this statement is obvious, since the deceptive thesis about the flight of people from the east to the west of Ukraine or abroad is aimed at spreading the conflict between Ukrainians. The audience of the specified IPSO actually includes residents of the western regions of Ukraine. Namely there, based on everyday observations, a false impression is formed that only men and women from the west are fighting. Such unjustified generalizations arose on the basis of two facts: the appearance of a large number of internally displaced persons from the east and south in the western regions, as well as information about local residents who began to defend their native state. In fact, at the front, in the ranks of the Armed Forces and in the rear, the Ukrainian people are protected by people from all regions of Ukraine, their share is represented almost evenly, without any significant emphasis in favor of the west, east, north, south, or center.

The enemy' narrative *“Захід України наживається на переселенцях” (“Western Ukraine is profiting from the displaced people”),* expressed by the most diverse sub-narratives (*“Львів'яни підняли ціни на квартири, щоб нажитися на постраждалих” (“Lviv residents raised the prices of apartments to profit from the victims”),* etc.) tries to discredit those Ukrainians who live in Western Ukraine in order to cause conflicts with temporarily displaced persons. One of the tools for the functioning of narratives is a fake, which, through false content, broadcasts the enemy's thesis to society. The Center for Countering Disinformation at the National Security and Defense Council has repeatedly refuted fakes about “ungrateful immigrants from the East of Ukraine” who, according to provocative user reports, allegedly behave in the West “like at a resort”. In order to divide Ukrainians, such information was actively disseminated in social networks. Then it turned out that the employees of the Center called all sanatoriums and resorts of Western Ukraine to find out the real picture. The owners of the hotels reported that the displaced people behave modestly, sign

up for the territorial defense detachments, and actively take part in volunteer activities.

The “TSN” publication contains negatively colored content: *“Виявилася прихильницею “руського міра”: у Польщі з елітного готелю зі скандалом вигнали харків'янку” (“She turned out to be a supporter of the “Russian peace”: in Poland, a woman from Kharkiv was expelled from an elite hotel with a scandal”)* (“TSN”, April 06, 2022). The journalists published the video without blurring the face. There is also no comment from the other side of the conflict, which violates the standard of balance of opinion. Similar one is the news with the title *“Соромно говорити українською»: волянянка у Польщі обурилася підтримкою та увагою українців” (“It's a shame to speak Ukrainian”: a Volyn woman in Poland was outraged by the support and attention of Ukrainians”)* (“Volyn News”, November 07, 2022). The publication quotes the words of a girl from Tiktok video, who is originally from Volyn and now lives in Poland. The girl said that she is ashamed to speak Ukrainian there when she meets her friend, so that people are not looked at them in the wrong way. She also complained about Ukrainian symbols in Poland and Ukrainian inscriptions. Considering the fact that the heroine of the news is not a public figure, it seems unreasonable to rely on her opinion, which is not authoritative. Therefore, it would be quite possible for journalists to do without this publication, so as not to play along with the enemy's informational and psychological operations.

L. Kuzmenko, a member of the Commission on Journalistic Ethics, notes that it is unequivocally unacceptable to divide Ukrainians into “we” and “they”. In the conditions of martial law, compliance with standards and journalistic ethics by Ukrainian media is not only a sign of professionalism, but also the prevention of new manipulations, fakes or propaganda by the occupiers [13]. After all, any, even small, flaws in the work of Ukrainian journalists are immediately picked up by the Russian mass media and, based on them, various types of false narratives are spun. Domestic Ukrainian media, on the one hand, unconsciously, without thinking about the consequences, on the other hand, deliberately spread news containing hate speech to create hype or clickability of content. For example, the headlines *“У Львові харків'янин кинув у патрульних дві гранати: може отримати довічне” (“In Lviv, a man from Kharkiv threw two grenades at patrolmen: he may receive a life sentence”)* (“The 5th Channel”, September 04, 2022); *“На Левандівці унімали злочинця з Донецька” (“A criminal from Donetsk was caught in Levandivka (photo)”)* (“Warta 1”, December 06, 2022); *“На Волині затримали грабіжника з Донеччини” (“A robber from Donetsk region was detained in Volyn”)* (“Volyn24”, October 20, 2022), *“Переселенець із Луганська облаштував нарколабораторію в Луцьку” (“A migrant from Luhansk set up a drug laboratory in Lutsk”)* (“Konkurent”, April 14, 2022); *“На заході України переселенець підпалив чужий автомобіль” (“In western Ukraine, an internally displaced man set someone else's car on fire”)* (“Volyn24”, November 10, 2022); *“На Волині переселенець задушив чоловіка” (“In Volyn, an internally displaced man strangled a man”)* (“Volyn24”, November 12, 2022) create a negative attitude among readers towards internally displaced persons, and can also cause conflicts in the communities that host the internal migrants. The indication of territorial belonging does not give us anything except a false impression that the alleged residents of Donetsk or Kharkiv can pose a danger to society. According to Article 15 of the Code of Ethics of a Ukrainian journalist, it is necessary to indicate the characteristics of a person or a group of persons only when this information is truly an indispensable component of the publication [3].

Internally displaced persons were stereotypically typified in the materials of the criminal chronicle and on the TSN website in the publication *“На Черкащині горе-переселенець з Києва обікрав друга, якого прихистив” (“In Cherkasy region, a migrant from Kyiv attacked a friend whom he sheltered”)* (“TSN”, April 04, 2022). According to the media experts of the Institute of Mass Information, “it makes absolutely no difference who committed the theft: an internally displaced person or a

local. There is a fact of a crime and a person who committed a crime. However, due to such generalizations and details, that namely the emigrant stole, the quality of life of other IDPs may deteriorate – science society, due to stereotypes, will treat people who need support because they lost their home or had to leave their homes more carefully and coldly” [8]. In order to prevent the penetration of negative expressions in the mass media, journalists, writing about internally displaced persons, should avoid emotional quoting, should not generalize or stereotype these people. In the criminal materials, it should not be noted that the person is an IDP, because the crime does not concern a person's origin, except for Russians. It is also not worth spreading stereotypes about the oppression of Russian-speaking Ukrainians, as this narrative is often used by Russia, thus justifying the purpose of its invasion.

Changes in the use of language tools caused by the large-scale Russian invasion of Ukraine are also reflected in the text culture of the media. At the same time, the choice of stylistically colored vocabulary should take into account the genre of the material, the topic, and the audience. According to the Commission on Journalistic Ethics, the use of stylistically colored synonyms of *racists*, *racism* to expressions such as *Russian occupying forces*, *Russian invaders*, *military of the country-aggressor*, etc., in journalistic materials do not in any way discriminate against a group of people on the basis of nationality. In this case, it is not about belonging to a certain nationality, but belonging to a group that, in wartime, is hostile to Ukrainians, professes Russian-fascist ideology and acts in accordance with it. The recognition of the Russian regime as fascist is important for the consolidation of all anti-war forces and the termination of any contacts with the aggressor state, because the term *racism* as an abbreviated name of Russian fascism is actively interpreted by Ukrainian and foreign scientists. At the same time, it is advised to avoid such lexemes for the designation of the entire ethnic group of Russians. In order to avoid misunderstandings, the text should use neutral synonyms (*Russian military*, *Russian authorities*), which would make it clear that it is not about all Russians as an ethnic group [16]. These tokens should not be misused in news headlines, as, for example, in the mentioned publications: “Проти силового блоку української влади рашисти готують інформаційну атаку” (“*Rashists are preparing an information attack against the power bloc of the Ukrainian government*”) (“33rd Channel”, January 27, 2023); “Рашисти двічі за ніч атакували Тернопіль” (“*Rashists attacked Ternopil twice during the night*”) (May 14, 2023); “Рашисти знову обстріляли Херсонщину, серед загиблих – енергетики” (“*The rashists again shelled the Kherson region, among the dead there were energy workers*”) (“Lviv Portal”, May 03, 2023); “У Бородянці рашисти розстріляли пам’ятник Шевченку” (“*In Borodyanka, rashists shot down a monument to Shevchenko*”) (“High Castle”, April 05, 2022); “Рашисти посилюють репресивну машину” (“*The rashists are strengthening the repressive machine*”) (“High Castle”, September 26, 2022); “Мер Южного спростував фейк рашистів про збитий український літак” (“*The mayor of Yuzhnoye denied the fake reports of rashists about the downed Ukrainian plane*”) (“Intent”, May 28, 2023); “Ракетні удари чи наступальні дії: що готують рашисти до роковин війни (відео)” (“*Missile strikes or offensive actions: what the rashists are preparing for in the anniversary of the war* (video)”) (“Konkurent”, January 23, 2023). As we can see, in some cases, journalists still do not follow the advice of media specialists, calling the entire ethnic group of Russians as rashists.

Regarding the use of the euphemistic lexeme *orcs* (*орку*) in journalistic materials as a synonym for the phrases *Russian occupiers*, *Russian military*, *Russian war criminals*, the commission does not recommend using this word in publications of informational genres, in particular, news materials about the war, but advises to use the direct nomination - *Russian war criminals*. Media experts note: “If it is important to preserve the legal accuracy of terms in the text of the news (for example, in news about responsibility for war crimes), journalists should adhere to neutral vocabulary, use terms contained in Ukrainian legislation and terms of international law” [16]. It was observed

that Ukrainian journalists often use euphemisms, violating the mentioned recommendations, as evidenced by the titles of the publications: “Як створити напис тілами орків” (“*How to create an inscription with the bodies of orcs*”) (“Holovne in ua”, January 03, 2023); “Мертві орки та волонтерство: добрі новини від “ВолиньPost” за 11 грудня” (“*Dead orcs and volunteerism: good news from “VolynPost” for December 11*”) (“VolynPost”, December 11, 2022); “На росії виградали фейк, щоб орки не боялися нового озброєння ЗСУ” (“*In Russia, they invented a fake so that the Orcs would not be afraid of the new weapons of the Armed Forces*”) (“Konkurent”, May 08, 2022); “Український спецназ одним пострілом знищив 82 орки і їх техніку (відео)” (“*Ukrainian special forces destroyed 82 orcs and their equipment with one shot* (video)”) (“Konkurent”, May 22, 2022); “Українки орку з автоматом можуть в обличчя сказати усе, що про нього думають, – враження з окупації” (“*Ukrainian women can say to the face of an orc with a machine gun everything they think about him – impressions from the occupation*”) (“Radio Track”, November 09, 2022). Also, the Secretary of the NSDC, Oleksiy Danilov, urged Ukrainians not to call Russians *orcs* and *pig dogs*, so as not to hide the responsibility of the Russians for the bloody war in Ukraine under these euphemistic terms, as we read in the article “Данілов радить не називати росіян орками та свинособаками” (“*Danilov advises not to call Russians orcs and pig dogs*”) (“Konkurent”, December 25, 2022).

We sporadically find journalistic materials that testify to negative statements regarding the world community's attitude toward Ukraine. On the “Radio Track” website, a news article was published with the title “Hungary has blocked an aid package from the EU worth 18 billion euros to Ukraine, - mass media”. Already in the lead, journalists resort to connotative lexemes and evaluative judgments, calling Hungary a “dung country” because of its hostile attitude, and claiming: “Hungary once again proved that it is, in fact, our enemy and serves the interests of the Russian Federation”. The material also provides unconfirmed information, which is only an assumption that maybe Hungary wants to extort funds for itself. Journalists, when describing it, use the evaluative lexeme “*вициганити*” (“*extort*”). The news also publishes comments from social networks, where people ask each other how swearing sounds in Hungarian, “in order to adequately convey to the Madyars what we think of them” – media explains this course. Violating professional ethics, the media not only provides links to discussions, but also encourages the use of abusive words against Hungarians. The use of the ethnonym “Madyar”, as well as evaluative statements, indicates the language of enmity, because the material clearly contains prejudice and indicates a certain inferiority of this ethnic group. This information resource resorted to other connotative constructions in news materials to designate enemies: journalists called Putin “*кремлівський дід*” “*Kremlin geezer*”, the chief spokesman of the Russian Ministry of Defense Konashenkov – the “*chief liar of the Kremlin*”, and his successor – “the great Madame Surovkina” and “*Russian dirty bomb*”.

4 Conclusion

The scientific generalization, theoretical justification, characteristics and specifics of the study of hate speech as a negative phenomenon in the mass media made it possible to draw the following conclusions. Negative statements in journalistic texts are dangerous, because the information read in the media can become an incentive for actions (aggression and conflicts, and in the worst case – violence). The most uncontrolled spread of hate rhetoric occurs in social networks, where users often leave offensive comments with impunity and anonymously and use negatively colored words that can provoke sharp conflicts between different social groups. Hate speech evaluates the personal qualities of specific individuals based on their belonging to a particular social community. Journalists repeatedly submit clearly hyperbolic headlines, when they also “hang” so-called evaluation labels on a person because of his belonging to a certain social group. In the conditions of war, most often these are internally displaced persons, Russian-

speaking Ukrainians, less often – countries that are reluctant to support Ukraine in the war at the international level. In order to avoid such non-normative formations and aggressive rhetoric, in order not to play along with hostile narratives aimed at dividing Ukrainian society, it is necessary to be guided by journalistic standards, to know the appropriate terminology, as well as to follow the rules of journalistic ethics regarding the portrayal of certain categories of people in the mass media. Hate speech is an invisible tool of “hybrid war” that forms certain negative psychological attitudes against the culture and ideals of the participants on the opposite side of the conflict. Veiled forms of “hate speech” in the media space allow any individual or group of individuals to use such phenomena as social stereotypes, prejudice and discrimination against opponents with the help of normative vocabulary. Despite the aggression caused by the war, Ukrainian media workers should be tolerant of their citizens, not resort to hate speech in publications about IDPs or Russian-speaking Ukrainians, so as not to split society and promote Russian narratives. After all, negative content will lead to prejudices, conflicts, skirmishes between Ukrainians from the West and the East, while in conditions of war, we must be united, act in harmony for a common victory.

Comparative studies of the fixation of hate speech in all-Ukrainian mass media compared to local mass media, analysis of common and distinctive features, as well as outlining ways to prevent incorrect words from entering the language of the mass media that violate journalistic ethical norms and generate hate speech in wartime can be promising in this direction of research.

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FORMATION OF SPEECH REGULATION OF EDUCATIONAL ACTIVITY IN JUNIOR SCHOOLCHILDREN WITH SPEECH DISORDERS

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Abstract: One of the most urgent problems of pedagogical work today is the problem of working with students with speech deviations. Children with general underdevelopment of speech are those who have deviations in the development of speech with normal hearing and intact intelligence, however, these speech disorders, if they are not corrected in time, cause difficulties in communicating with others, and in the future entail certain personality changes in the developmental chain "child-adolescent-adult", i.e., lead to the emergence of complexes in children, preventing them from learning and fully revealing their natural abilities and intellectual capabilities. Therefore, the problem of developing communication skills in children of primary school age with general underdevelopment of speech is very relevant today. In the article, based on the concept of communicative competence as a combination of linguistic, speech, and sociocultural components, mastery of all types of speech activity and the culture of speech, as well as the ability to solve certain communicative tasks in the grammatical design of a speech statement by language means, the application of the Kolb cycle method is proposed, taking into account the role of practical experience in educational activities of children with speech disorders, and the results of a pilot experiment are described.

Keywords: speech disorders; general underdevelopment of speech; communicative competence; speech activity; primary school.

1 Introduction

At the present stage of special pedagogical science development, special importance is attached to the formation of a speech function in children, leading to the acquisition of knowledge, regulation of activity, and improvement of mental processes. This necessitates the creation of the most favorable pedagogical conditions for the formation of the prerequisites for educational activities that ensure a smooth transition of children with speech disorders between the stages of schooling.

In special pedagogy, there is evidence that children with speech development disorders are significantly behind normally developing peers in terms of the level of formation of the prerequisites for educational activity [17, 20]. These children do not do the necessary cognitive work on isolating individual phonemes, they hardly accumulate practical morphological generalizations, and the processes of word formation are complex for them. Deviations in oral speech in children manifest themselves in different ways and affect the acquisition of speech skills to varying degrees.

At primary school age, when the overall development of the child continues, one of the most important tasks of correctional work is the normalization of the relationship between speech and activity. The interaction of speech and activity is one of the important prerequisites for successful mental development and adaptation of the child in society [7]. The leading role of the second signaling system is also preserved in dysontogenies, where there are clearly pronounced disturbances in the formation of speech, because the elements of regulatory speech are formed as a result of the assimilation of human experience, through contacts with people and participation in joint activities with them [9]. However, in all categories of children with developmental disabilities, to one degree or another, it is violated, and without special corrective work, the formation of functions and forms of speech that are significant for learning and successful development is difficult.

However, as observations show, primary school students have potential development opportunities under the conditions of

pedagogical influence [3, 8]. At the same time, pronounced violations of visual-spatial perception, speech memory, motor sphere indicate the need for additional comprehensive measures aimed at correcting or attenuating existing violations within the framework of special corrective work, taking into account a differentiated approach.

In correctional programs for children of preschool and primary school age, there is a trend that provides for two interrelated areas of speech therapy work: the elimination of speech impairment and overcoming, preventing its secondary consequences. The earlier correctional assistance is organized for such children, the greater success can be achieved in compensating for defects in their development. In children with speech disorders, in the structure of the defect, among the deviations, there is a lack of formation of the main psychological mechanisms that ensure the flow of educational activities.

The problem of forming the prerequisites for educational activity is at the intersection of a number of sciences, in particular: physiology, psychology, psycholinguistics, pedagogy, and a number of problems - the regulation of activity, the arbitrariness of mental functions, behavior management, control and self-control, as well as the role of speech in mastering these abilities. The ability of purposeful activity can be considered as universal one in the context of the formation of the prerequisites for educational activity, since the solution of any problem requires consideration of the process of its formation from the point of view of all the disciplines listed above.

Despite the interest of researchers in the problem of overcoming speech disorders, the dynamics of the speech development of younger schoolchildren in the process of specially organized formation of their skills of purposeful activity, the formation of speech regulation of educational activity has not been studied enough, the dependence of speech and thinking activity on the degree of mastery of children by subject-practical activity has not been identified, the difficulties of children in the course of mastering the skills of managing activities are not analyzed, which determined the relevance of research in this area.

2 Materials and Methods

To solve the tasks of research, a set of general scientific and pedagogical research methods was used, mutually checking and complementing each other: theoretical (analysis of scientific literature on the research problem); empirical; interpretive.

The methodological basis of the study was constituted of today scientific ideas about the structure of a speech defect, the concept of the ratio of primary and secondary disorders, the doctrine of general and specific patterns of development of children with speech disorders.

3 Results and Discussion

Speech disorders in children of primary school age include various complex speech disorders in which the formation of all components of the speech system related to the sound and semantic side suffers. These disorders are understood as the impaired formation of all components of the speech system in their unity in children with normal hearing and initially intact intelligence.

Speech disorders in children of primary school age are heterogeneous in terms of developmental mechanisms and can be observed in various forms of oral speech disorders. As common features, a late onset of speech development, a poor vocabulary, agrammatisms, pronunciation defects, and phoneme formation defects are noted. Violation can be expressed in varying degrees: from the absence of speech or its babble state to expanded speech, but with elements of phonetic, lexical and grammatical underdevelopment [1].

Depending on the degree of violations of the formation of means of communication, the general underdevelopment of speech is divided into three levels. These levels are designated as follows [2, 14]:

- 1) Lack of common speech;
- 2) Complete or partial absence of speech, caused by damage to the muscles or nerves involved in pronunciation;
- 3) Extended speech with elements of underdevelopment in the entire speech system.

One of the most common speech disorders in younger students is dysorhography, a persistent violation in mastering spelling knowledge, skills and abilities. The symptomatology of this pathology in younger schoolchildren is polymorphic. Its typical manifestations are: fuzzy possession of educational terminology and the formulation of spelling rules, difficulties in mastering and applying spelling rules, especially the morphological principle, which manifests itself in a significant number of spelling errors in writing. Dysorhography can manifest itself both in isolation and in the structure of such a complex defect as general underdevelopment of speech, with mild general underdevelopment of speech, in combination with violations of written speech (dysgraphia, dyslexia). A number of non-speech mental functions have not been formed in younger schoolchildren with dysorhography: operational components of verbal-logical thinking, verbal-auditory memory. The instability of attention is also revealed in this disorder, as well as the difficulties of both switching from one type of activity to another, and in the development of an algorithm for spelling actions. An insufficient level of speech functions is observed. This pathology should be distinguished from speech disorders of a different nature in the assimilation of spelling rules. It arises due to the child's frequent illnesses, pedagogical neglect, the simultaneous use of several teaching methods, and some other reasons [11].

Speech disorders in children of primary school age can be observed with various CNS lesions and deviations in the structure and functions of the articulatory apparatus, that is, with various clinical forms of oral speech disorders. It is important to take into account the fact that with low speech activity, the general cognitive activity of the child suffers. Speech in speech disorders is not a full-fledged means of communication, organization of behavior and individual development. Intellectual insufficiency and a limited stock of knowledge, observed in many children with speech disorders at various age periods, are thus of a secondary nature. The most common types of oral and written speech disorders in younger schoolchildren that require correction are phonetic speech disorders, phonetic-phonemic speech disorders, and general underdevelopment of speech [13].

Since the level of formation of speech regulation largely depends on the state of the analyzer system, integration in the work of the motor-kinesthetic, auditory and visual systems, researchers include techniques in the diagnostic program that allow studying the psychological basis of speech development [23]. When analyzing the data obtained, the observance of the methodological principles of development, a systematic approach, the relationship of speech with other aspects of the child's mental development was taken into account. It was determined that disorders of the speech-motor analyzer in students (namely, the innervation of motor acts) caused violations of the motor sphere. As a result of impaired speech motility, the phonetic side of speech suffers, which leads to insufficient development of phonemic processes (at the same time, auditory memory also suffers) and, as a result, to a delay in the development of vocabulary and difficulties in the grammatical design of a speech statement.

An analysis of various diagnostic data suggests that in children with severe speech pathology, the operational components of thinking are impaired, as a result of general underdevelopment of speech, the lack of formation of visual-spatial representations, the insufficiency of verbal memory, and the inability to fully

regulate their activities, which led to insufficient formation of individual components of activities. The interdependence of the level of formation of speech, speech regulation, and general mental development of children with dysarthria was revealed [24].

Due to the violation of all aspects of speech, the 'poverty' of speech and language means of communication, the communicative function of predictive competence suffers first of all. Children of this category demonstrate a low level of communication skills, difficulties in drawing up a plan and forecasting a communicative situation; they are not proactive in communication and do not strive for it, do not take into account the opinion of interlocutors [10]. Violations of the cognitive component are manifested in the choice of irrational forecast strategies by younger school students, the slow speed of forecast formation. The unformedness of the regulatory component is evidenced by the presence of a negative attitude when constructing a model of future events, taking a passive position, and expecting an unfavorable outcome of situations.

By the early school age, the range of means used by the child to attract the attention of a communication partner expands. Children's attempts to introduce an explanatory construction, completion of information by the listener, expectation of the interlocutor's verbal reaction, use of statements that require a mandatory verbal response are noted. At primary school age, it becomes possible to jointly solve problem situations in which the duration and stability of speech interaction increases. This is explained by the fact that communication is of priority meaning, the child devotes more time to relationships with peers. The content of communication acquires new qualities due to the expansion of its subject [6]. For younger school students with speech pathology, difficulties in communicating with peers are characteristic; fixation on a speech defect, speech negativism, a sense of inferiority are observed, which may be the cause of a decrease in self-esteem, low academic performance, and refusal of oral communication.

The researchers note that the majority of schoolchildren with general underdevelopment of speech have objective communication barriers (phonetic, semantic, stylistic barriers of communication, violation of prosodic characteristics of speech), as well as subjective communication barriers associated with the personal characteristics of students, with imperfection in the possession of needs-motivational, reflective, emotional-personal, and practical-effective components of a communicative culture [18]. Among the negative personality traits of schoolchildren with speech disorders, one should note an inferiority complex, stiffness, lack of activity and social courage, inadequate self-esteem, frustration of the need to achieve success, etc.

The following levels of success in the communicative and speech activity of younger schoolchildren with general underdevelopment of speech have been identified [16, 17, 21].

Level I – It is characteristic for students with general underdevelopment of speech, experiencing significant difficulties in verbal communication, both in establishing interpersonal contacts and in the course of all communication. In the communicative and speech status of students, the following is noted: violation of all components of speech; the use of a minimum of non-verbal means of communication; lack of interest in communication; low level of development of communication skills, listening skills. Personal characteristics: insecurity, isolation, suspicion, anxiety, emotional instability, neuroticism, fatigue. In the peer group, such students belong to ignored and rejected status categories.

Level II – At this level, children are characterized by pronounced violations of language analysis, the lexical and grammatical structure of speech, coherent speech, the predominance of negative or selfish motives for communication, insufficient command of verbal and non-verbal means of communication, deviations in communicative behavior. Personal characteristics imply: shyness, impressionability, indifference, lethargy, dependence on the group, conformism, etc. In the peer

group, they are classified as preferred and ignored status categories.

Level III - Children are characterized by activity in communication, especially with peers, the use of speech etiquette, the ability to maintain a conversation on various topics, despite deviations in the development of the lexical and grammatical side of speech, coherent speech. Personal characteristics imply: sociability, emotional lability, disorganization, carelessness, irritability, variability of interests, inclination to conflict, lack of self-control, empathy. Striving for leadership, trying to make a favorable impression on others, such students are more often among the preferred and leaders.

Level IV - Children communicate freely with peers, while there are shortcomings in the lexical and grammatical design of speech. At this level, there is an adequate use of verbal and non-verbal means of communication, the ability to organize own behavior and the behavior of communication partners in various situations and communication models. Personal characteristics imply: responsibility, self-confidence, emotional stability, goodwill, empathy, the ability to defend own opinion in the interests of the cause. In communication with peers, such students are among the leaders.

Among students with speech pathology, there are those who avoid communication and those who are popular among their classmates. Thus, the disadvantages of communication between junior schoolchildren with general underdevelopment of speech and their peers are heterogeneous in severity, depend on speech pathology, on the personality characteristics of the child himself.

Communication, being one of the main conditions for the full development of the child, has a complex structural organization, the main components of which are the subject of communication, communicative need and motives, units of communication, its environment and products. By the early school age, the content of the structural components of communication is changing, its means are being improved, the main of which is speech.

For a child with speech disorders, communication is a complex process. Primary schoolchildren with general underdevelopment of speech have insufficiently formed linguistic means, there is a delay in the formation of the communicative and generalizing functions of speech, problems in the formation of the communicative sphere. Among the reasons affecting the communication of younger students with speech pathology with their peers, there are the following: speech negativism, low need for communication, inadequacy of speech and behavioral reactions, inability to correctly use verbal and non-verbal means of communication, etc. [20].

The researchers emphasize that all children with disabilities (special educational needs), including those with speech pathology, have the need of enriching the experience of social and educational interaction with their normally developing peers, but each child needs to choose an integrated learning model that is accessible and useful for his development, while maintaining in all cases the necessary specialized psychological and pedagogical assistance [12].

One of the important issues of the integration of school children with speech disorders is the question of the attitude of their peers towards them. On the one hand, support, assistance in educational activities, a benevolent attitude are possible, on the other hand, manifestations of a negative attitude, intolerance, ridicule in their direction, avoidance of contacts, frequent quarrels, conflicts can be observed, communication can be formal, etc. As a result, a child may experience a depressed mood, emotional instability, fear, a desire for solitude, speech negativism, etc. All this can affect his activity, interpersonal relationships, and limit emotional contacts with peers. At the same time, it is necessary for the teacher to create a friendly atmosphere in the classroom among students, if necessary - to manage communication in a team, involving a child with a general underdevelopment of speech in speech activity.

Communication of younger schoolchildren with speech disorders with peers in an integrative environment is one of the significant options for overcoming communication barriers, eliminating speech defects, communicative orientation of children with speech pathology, normalizing their personal development and successful social adaptation.

It is known that the formation of a full-fledged educational activity is possible only with a sufficiently high level of speech development, which implies a certain degree of communicative skills development, knowledge of language means. Oral speech activity is of great importance in teaching. Namely the understanding of speech as an activity changes ideas about the content and conditions of work on the development of schoolchildren's speech. Speech activity represents a two-way process of creating and perceiving a speech message, carried out in the process of communication.

For the successful development of oral speech, it is necessary to use new approaches, taking into account the data of linguistics and psycholinguistics. The current system of speech development, focused on performing various exercises that involve making sentences, storytelling, retelling, selection of synonyms, does not give students an understanding of existing speech patterns, knowledge of a set of actions and how to perform them when perceiving and creating statements, criteria for evaluating created texts. Such a system does not allow the formation of a conscious attitude to speech as an activity. As practice shows, problems in the formation of oral speech lead to learning difficulties, especially in the assimilation of language cycle course programs.

In order to identify and study the specific features of the oral speech of younger schoolchildren with speech disorders, we conducted an experimental study that included two stages. At the first stage, schemes of traditional speech therapy diagnostics were used. 340 students of grades 1-4 of the "mass" general education school were examined, among them 83 students (24.4%) with various speech development disorders were identified. The diagnostic data are shown in Table 1. In parallel with the examination, the oral speech of students was monitored in the classroom, in the process of personal communication, and other situations related to the use of oral speech. Comparison of the results of observations and speech therapy examination made it possible to identify a number of problems that arise mainly in the learning process, but are not diagnosed by traditional methods. These included the following:

- Difficulties in the perception of speech material by ear (the situation "the state of hearing without purposeful listening");
- Lack of semantic understanding of the text;
- Difficulties in understanding the purpose, the main idea of the statement, planning its content and the course of development of thought;
- Violation of the logical sequence of the statement;
- Inaccurate choice of language means and their combination in the process of creating statements;
- Underdevelopment of internal programming and syntactic structuring of a coherent text;
- Difficulties in formulating conclusions, generalizations, evidence;
- Violation of the coherence and integrity of the text during retelling, "getting stuck" on individual words, repetition of sentences and violation of the syntactic connection between words.

Table 1: The results of the diagnosis of speech disorders in primary school students

Number of students examined	Number of students with speech pathology	Including				
		Phonetic-phonemic underdevelopment of speech	Phonemic disorders (%)	Sound pronunciation disorders (%)	Writing and reading disorders (%)	General underdevelopment of speech (%)
340	83(24%)	17(5%)	14(41%)	12(35%)	35(103%)	5(15%)

Thus, the use of traditional methods of speech therapy examination, of course, makes it possible to identify students with speech underdevelopment, but does not give a complete picture of the nature of the shortcomings of oral speech activity. Often, these shortcomings are manifested in the process of systematic learning, as the children's speech utterances become more complex, the range of their speech skills expands. It is not easy to identify difficulties that will manifest themselves only with further training.

At the second stage of the experimental study, the task was set to investigate the characteristics of the oral speech of those 83 schoolchildren in whom speech disorders were revealed at the first stage. For this purpose, an experimental method for studying listening and speaking was developed, the content of which was the study of the mechanisms of oral speech activity and their relationship. The choice of the list of key mechanisms of listening and speaking was based on the data of analysis and comparison of literary sources devoted to the problems of studying speech activity.

The features of listening, the mechanism of speaking, the mechanism of reproduction, the mechanism of combining language means, the mechanism of anticipation were identified. To study each mechanism, a series of tasks was developed that allow, using certain criteria, to assess the degree of its formation. The criteria were established taking into account the children's independence in performing tasks, the nature of the researcher's help, and the correctness (semantic and content adequacy, lexical and grammatical formality) of the answer. The assessment of the success of the assignments fulfilling was carried out according to the point system. To obtain reliable data characterizing the state of oral speech in younger schoolchildren with various speech disorders, a quantitative and qualitative analysis of the data obtained was carried out, as well as their statistical processing.

Based on the conducted experimental study, the following results were obtained. No impaired functioning of the mechanisms of speaking and listening was found in 12 schoolchildren with impaired sound pronunciation (3.5%). The rest of the children - 71 participants - completed the tasks with varying degrees of success, which made it possible to speak about the presence of one or two disorders or of a disorder of complex of speaking and listening mechanisms. The data obtained are presented in detail in Table 2. In general, it was possible to state that in schoolchildren with speech disorders, the anticipation mechanisms in speaking and listening are formed worst of all. Correlation analysis of the data shows a high degree of relationship between these mechanisms: a violation of the mechanism of anticipation in listening affects the state of a similar mechanism of speech activity in speaking. This is manifested in the difficulties of semantic forecasting of texts, the adequacy of the information perceived by ear. The underdevelopment of these mechanisms leads to the fact that students find it difficult the semantic anticipation of texts, the selection of hypotheses in the perception of the text by ear and its further speech designing.

In addition, a strong positive relationship was found between the mechanisms of auditory memory and anticipation in listening. This confirms the assumptions about the mutual influence of auditory-speech memory and the ability to reproduce text with elements of semantic anticipation. The insufficiency of the mechanism of auditory memory affects the quality of information perceived by ear, and, as a result, the mechanism of anticipation at the level of text creation does not work.

Positive relationships with significant reliability (95%) were found between the following mechanisms: auditory memory (listening) and reproduction (speaking); comprehension (listening) and reproduction (speaking); combining language means (speaking) and reproduction (speaking); auditory memory (listening) and language choice (speaking). Violations of the mechanisms of speech activity affect the formation of oral speech. Thus, the low level of formation of the mechanisms of auditory memory and comprehension affect the ability to analyze and interpret information perceived by ear, to identify semantic

blocks, which influence the quality of reproduction and the choice of language means for shaping a speech statement.

A qualitative analysis of the results of the experimental technique allows concluding that speech underdevelopment is correlated with violations of the mechanisms of speech activity. Thus, students with general underdevelopment of speech had the following mechanisms at a low level of formation: anticipation and comprehension in listening; anticipation, choice of language means, combination of language means in speaking. The mechanism of reproduction in speaking was singled out as representing the greatest difficulty for this group of students.

Table 2: Violations of the oral speech mechanisms functioning in primary school students

Mechanisms		Number of students with disabilities, pers. (%)
Speaking	Reproduction mechanism	9 (12.68)
	Language means selection mechanism	6 (8.45)
	Mechanism of combination of language means	7 (9.86)
	Anticipation mechanism	11 (15.49)
	General speaking (2 mechanisms or more)	3 (4.23)
Listening	Auditory memory mechanism	10 (14.08)
	Anticipation mechanism	14 (19.72)
	Mechanism of comprehension	5 (7.04)
	Listening in general (2 mechanisms and more)	4 (5.63)
A combination of (more than two in total) mechanisms of listening and speaking		2 (2.82)

In general, the results obtained indicate the following: 1) Problems in the development of oral types of speech activity are due to the lack of formation of individual mechanisms for listening and speaking. 2) At the lowest level of development, there are the mechanisms of auditory memory, anticipation, comprehension - in listening; mechanism of anticipation, combinations of linguistic means - in speaking. 3) Correlation analysis of the data showed the presence of significant links between the mechanisms of listening and speaking, namely: the underdevelopment of the mechanism of auditory memory in listening affects the functioning of the mechanisms of anticipation in listening and speaking, as well as the level of development of the mechanism for choosing language means in the process of speaking.

This proves the relevance and importance of studying the problems associated with the development of oral types of speech activity in younger school students studying under general programs. The solution of these problems is considered both in terms of deepening speech therapy diagnostics and expanding the content of correctional work, and in terms of optimizing the interaction between a speech therapist and teacher in the process of developing students' speech. In this regard, it can be assumed that the acquisition of educational vocabulary by schoolchildren with speech disorders will be effective if an individually differentiated approach is used in the system of correctional education, based on the level of speech development and the degree of formation of educational skills and abilities of students, taking into account special educational conditions.

Based on the characteristics of the student's profile, a suitable pedagogical teaching/learning scenario is built. When designing it, the following adaptive criteria are taken into account depending on the dominant learning styles and student preferences: the type of presentation of the educational material (text description, video lessons, audio lectures, workshops and simulators), the level of complexity of the educational material (initial, medium, high), volume of learning material (brief introduction, detailed study), strategy for presenting educational

material (fragments of a small volume, full provision of a learning element, sequential presentation), pedagogical techniques (providing methodological recommendations and instructions, creating problem situations, games and simulations, building a learning plan, keeping records, etc.), forms of organization of educational activities, the pace of learning (accelerated, regular, slow), etc.

To transfer a student to an adaptive learning system, it is necessary to rework the educational material didactically depending on the criteria - arrange each educational element in the following versions: textual, graphical in the form of diagrams and models, audio and video; divide them into fragments of the required volume, complexity; group to organize various forms of educational activities, etc. This process is time-consuming, but subsequently it will improve the efficiency and quality of educational activity in schoolchildren with speech disorders. Learning in an adaptive system and different aspects of multidimensional psychological and pedagogical reality fully reveal the mechanisms of individual differences in the ways of obtaining and encoding information, processing educational material, setting and solving educational problems and tasks, and, therefore, directly affect success in learning.

One of the tasks of differentiation is the creation and further development of the child's individuality, his potentialities, assistance by various means to the implementation of educational programs by each student, prevention of student failure, development of cognitive interests and personal qualities.

Constant appeal to the content of the educational process with the aim of its modernization, renewal, modification, differentiation, etc., which is associated with a wide range of individual manifestations of speech defects in children with general speech underdevelopment and no less dynamic approach to the issues of methodological equipment of educational activities of teachers, acts as the main condition for the success of eliminating the general underdevelopment of speech in younger students.

We have designed a pilot program for the development of communication skills of younger school students with general underdevelopment of speech. The program has been successfully tested in schools in the Volyn and Chernivtsi regions of Ukraine.

The objectives of the program included the following: to promote the development of speech activity of children with general underdevelopment of speech; contribute to the formation of a favorable emotional sphere of children; help children develop verbal and non-verbal communication skills; develop the skills of establishing contact, relationships in different situations; enhance the use of communication skills; keep children interested in classes and material, which will allow achieving a significant effect.

The diversity of learning styles considered in pedagogical and psychological science is studied using dichotomous and structural-functional approaches. Relevant for our study is the structural-functional approach, which is built on the basis of determining the key stages and functions of the student's activity. The dominant learning model, according to the structural-functional approach, is the complex model of D. Kolb, which includes a description of the educational cycle and learning styles, the choice of the best teaching methods, taking into account the individual style of students. The Kolb model was developed for adult education, but in recent years it has been quite successfully used in schools.

The main provisions of this concept are expressed in four successive stages, defining four styles of learning. Learning activity can begin at any stage, but the initial one is the presence of a specific experience of the student. Comprehending what is happening at the level of reflective observation, schoolchildren theoretically form in their thinking new concepts, the content of which they learned in the process of observation. Subsequently, the abstract conceptualization is tested experimentally on the

basis of the student's personal action, as a result of which the student receives a new concrete experience. The balance of the stages of the cognitive process leads to the formation of individual learning styles.

Students with a predominantly accommodative learning style perceive information at the level of specific impressions, learn on the basis of objective actions, and solve problems with the help of experimental work. Such children learn better on the basis of specific examples and situations, they like explanations "on the fingers", they are in a hurry to put new knowledge into practice, without going into theoretical reasoning on the issue. Schoolchildren with an accommodative learning style, gravitating towards the stage of concrete experience, as a rule, are focused on building relationships with peers, actively try to use discussions in interpersonal relationships, and perceive dialogue as the optimal teaching method. With a high indicator of the cycle of active experimentation, it is advisable to choose such methods as role-playing games, presentations, projects. An active activity approach in teaching children with an accommodative style is a priority.

Students with divergent learning style are able to synthesize and integrate information. They are distinguished by a rich imagination, formed on the basis of reflective observation. Using figurative, creative thinking, students study the situation from different positions, preferring creative methods. High emotionality and willingness to support people cause students of this learning style to develop different cultural interests. As a rule, such students choose induction methods, can be involved in solving learning problems with the help of brainstorming. Reflective observation is manifested in careful preliminary preparation when making decisions. Often, students with a divergent learning style, which involves a reflexive awareness of new knowledge, prefer lectures and presentations.

Students with an assimilative learning style perceive accurate, organized information well, have the ability to create theoretical models, highly appreciate logical thinking; they are interested in abstract concepts, preferring fundamental sciences. The most preferred ways of working with students of this learning style are reports, analytical comments on the issues under consideration, lectures. In the interaction with classmates, there is a lack of interest in communication. In the impersonal learning situations and actions, they learn information much better than in those situations where interpersonal interaction is required.

Thus, these learning styles, in fact, correspond to the above-mentioned levels of success in the communicative and speech activity of younger school students with general underdevelopment of speech.

Within the framework of the educational activity of one student, all styles coexist, but one will still dominate, while conditions of the environment, the student's level of preparation, cultural and physiological characteristics contribute to the student's alternative choice of a certain strategy in the educational process (in our case, it refers to speech regulation of educational activity). This leads to responding to personalized learning styles and preferences (e.g. visual / auditory / kinaesthetic modes of learning; orientation to study (such as deep / surface approaches); concrete / abstract / active / reflective thinking; multiple intelligence, etc.). Such a personalised approach allows for children to obtain individualised support as required. It is also consistent with the new understandings of teaching diverse groups of learners. Davis and Florian state that "achievement'-focused approaches in SEN are largely drawn from behaviourist models of learning in which attention is paid to the observable outcomes of learning. Teaching approaches focusing on 'active learning' and 'participation' gain theoretical support from constructivist models of learning. Teaching which focuses on 'individual differences' (such as learning styles), relates more to the ways in which new information is handled and learning challenges are tackled than to fundamental beliefs about the nature of learning" [4, p.33].

A differentiated approach is considered in a number of studies as a strategy, a means of transformation and a scientific problem. At the same time, the use of a differentiated approach as a means of organizing multi-level education, contributing to an increase in the efficiency and quality of the process of forming the pronunciation side of the speech of students with speech disorders, expanding pedagogical opportunities, has not been properly developed.

Based on the study and analysis of pedagogical literature on differentiation in the educational system, it is possible to systematize the content of these concepts [15, 22, 24]:

1. Individualization of learning involves the differentiation of educational material, the development of systems of tasks of various levels of difficulty and volume, the development of a system of measures to organize the learning process in specific training groups, taking into account the individual characteristics of each student, and, consequently, the concepts of "internal differentiation" and "individualization" are essentially identical.
2. The use of differentiation in the learning process creates opportunities for the development of a creative purposeful personality who is aware of the ultimate goal and objectives of learning; it allows increasing activity and enhancing motivation for learning, forms progressive pedagogical thinking.
3. One of the most important foundations for individualization and differentiation in teaching is taking into account the psycho-physical characteristics of students.
4. The main goal of individualization and differentiation is the preservation and further development of the individuality of the child.
5. Implementing an individualized and differentiated approach to teaching, the teacher must rely on a typology that meets the following requirements: be the same for all groups of students; show the dynamics of the student's transition from one group to another; the teacher should be able to see the student's growth and take it into account; moreover, this typology should provide an opportunity to choose a system of work with each of the groups of students.

From a didactic point of view, the goal of differentiation is to solve urgent problems of the school by creating a new methodological system for differentiated teaching of students, based on a fundamentally different motivational basis.

Researchers who have actively studied the problems of interpersonal communication, perceived communicative competence as a combination of language, speech, and sociocultural components, mastery of all types of speech activity and the culture of speech, the ability to solve certain communicative tasks by language means in various areas and situations of communication. One of the main components of communication skills is the naming process, which is a kind of transition from non-verbal communication to verbal, and this process is directly related to the volume of the vocabulary of primary school students, both active and passive [18, 19]. Thus, communicative competence already at primary school age has a rather complex structure, while not always all of its signs are manifested with the same intensity in a particular child. The formation of children's communicative competence represents a process of gradual mastery of communicative skills. Therefore, on the basis of general communicative skills, it is possible to single out the components of the communicative competence of children of primary school age and its components [16]. The formation of a communicative task is considered as the first component, which includes setting the goal of communication, choosing verbal and non-verbal means, and predicting the result. The next component is the skill of solving a communicative problem, which includes direct problem solving (maintaining contact) and achieving results. Finally, it is the ability to analyze the result, which provides for the ratio of the final result with a given goal and an assessment of the correctness of the chosen

means. Let us note that communication skills are considered as the basis for achieving high results in personal development and educational activities, as a factor in successful self-realization, as a component of communicative competence.

The development of communication skills in younger school students with general underdevelopment of speech lags behind the norm. General underdevelopment is manifested by various disorders and degrees of severity: from the complete absence of speech means of communication to single violations in the lexical and grammatical structure of oral speech. In all children with this disorder, one can note: late appearance of speech (first words, first phrases); insufficient level of vocabulary; the presence of persistent grammatical errors; phonemic hearing disorder; shortcomings in sound pronunciation; difficulties in coherent monologue speech. Thus, objectives for developing the communication skills of a child with general underdevelopment of speech include the following:

1. Ensure the integrity and viability of various communities of people – "child-adult", "children-adults", "child-child", "children and toddlers";
2. Develop all forms (emotional-personal, situational, extra-situational) and means (non-verbal, verbal) of communication among schoolchildren;
3. Teach to differentiate emotions (moral, intellectual, aesthetic);
4. Form intellect and research activities, ways of knowing the world around;
5. Form a creative (productive) attitude to the organization of activities and communication;
6. Develop communicative and speech abilities.

The process of a child's stay in educational institutions can create a set of favorable conditions in order to carry out systematic work aimed at developing the communication skills of children of primary school age. At the same time, the development of children's communication skills occurs in time and space and is determined by a number of factors such as social conditions, gender and age, individual characteristics of the child, subject-based and practical activities, organization of educational and pedagogical work, and the specifics of the communication space.

Two classes of methods for developing communication skills are distinguished [20]: 1) methods for accumulating the content of speech; 2) methods that consolidate and activate the vocabulary, developing semantic side of speech. The methods of accumulating the content of speech include: a) direct acquaintance with the surrounding reality and enrichment of the vocabulary: the process of examining objects, making observations, viewing school premises, conducting targeted walks and excursions; b) indirect acquaintance with the surrounding reality and enrichment of the vocabulary: the process of viewing pictures with unfamiliar content, reading a work of art, showing films and videos, watching TV shows [12]. The methods of consolidating and activating the vocabulary include the process of examining toys, pictures with well-known content, the use of didactic games and exercises.

Accordingly, accumulation and consolidation correspond to the Kolb cycle model:

- Obtaining specific practical experience (the student performs a certain action).
- Analysis of this action (the child thinks about what result he got, whether he likes it or not).
- Obtaining theoretical knowledge on the topic of this experience (viewing printed and video materials, teacher's explanation of how to perform this action correctly in order to get the best result).
- Application of knowledge in practice, the formation of new practical experience using the information received (again the action is performed, but taking into account new knowledge).

The last stage creates a new practical experience, which the student thinks again - first on his own, then with the help of

theory. Then he again brings knowledge to life, but at a higher level than before.

Unlike the traditional teaching model, David Kolb proposed to start not from theory, but from the practical experience of the student, which is extremely important for children with special educational needs and, in particular, with general underdevelopment of speech.

In children with impaired speech development, the formation of the grammatical structure of speech occurs with greater difficulties than mastering the active and passive vocabulary. This is due to the fact that grammatical meanings are always more abstract than lexical ones, and the grammatical system of a language is organized on the basis of a large number of language rules. Therefore, the learning cycle, the first stage of which is direct experience, is most preferable for this category of younger school students. Work with these schoolchildren cannot and should not be considered as a solution to the problem of preventing and correcting grammatical errors, "hardening" individual difficult grammatical forms. It should be about creating conditions for the full mastery of word-building and word-changing means based on the development and encouragement of the child's spontaneous search activity, in particular in the field of grammar.

When applying the Kolb model in the classroom, one should take into account the rational distribution of study time:

- Motivating students and announcing a new topic should take 4-5 minutes;
- Repetition - 8-10 minutes;
- New material - 20-25 minutes;
- Assessment of students - 4-5 minutes;
- Summarizing the results of the lesson - 4-5 minutes.

Of course, depending on the characteristics of the lesson, some of its stages can be reduced or, on the contrary, increased.

When using the Kolb cycle during lessons in primary school, we can see that the basis for further learning is constituted of the specific experience acquired by the child in the lesson. Having this experience leads to a reflective observation of what is happening. The child begins to compare his actions or thoughts with others, to reflect on what result will be obtained by performing certain actions. In the process of such observations and reflections, the child comes to abstract conceptualization - some conclusions that allow the generalizations made to be applied in practice and proceeds to the stage of active experimentation necessary to test the findings in practice, which in turn launches new learning cycles. Thus, the use of the Kolb cycle makes it possible to activate the independent study of the material by the child, to strengthen his desire for self-education.

However, when conducting lessons using the Kolb model, it is necessary to take into account some factors that affect the quality of learning by students, namely: the level of preparedness of students, their motivation for learning, the ability to learn independently, learning styles in which the child will feel comfortable.

As a result of the control diagnostics of speech of younger schoolchildren with general underdevelopment of speech after the implementation of the program for the development of communication skills of younger schoolchildren with general underdevelopment of speech according to the Kolb cycle method, it can be seen that the level of development of speech activity in children of primary school age with general underdevelopment of speech has increased significantly, which makes it possible to talk about the effectiveness of the developed program. In particular, 12 (48%) of the studied younger schoolchildren with general underdevelopment of speech from the EG after the implementation of the program for the development of communication skills were characterized by an average level of speech activity. These children improved sensorimotor speech, language analysis skills, increased the level of the grammatical structure of speech, vocabulary and word-

formation skills, improved understanding of logical-grammatical relationships, and increased the level of formation of coherent speech. Eight children from the EG (32%), after the implementation of the program for the development of communication skills, showed a level of development of speech activity below the average, and only 5 children from the EG (20%) after the implementation of the program for the development of communication skills showed a low level of development of speech activity.

Comparative results of younger schoolchildren with general speech underdevelopment before and after the implementation of the program for the development of schoolchildren's communication skills according to the Kolb cycle method are shown in Figures 1 and 2.

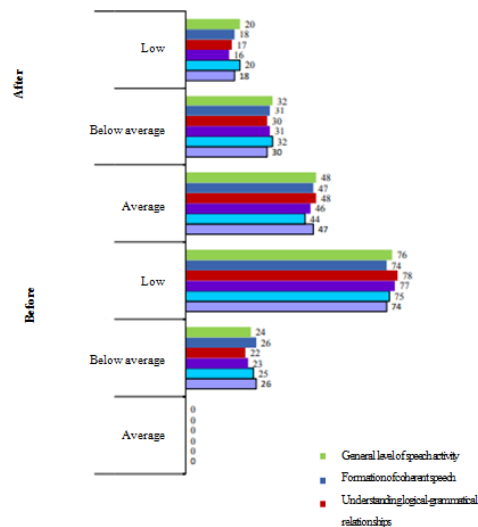


Figure 1. The level of development of speech activity in children of primary school age with general speech underdevelopment (EG) before and after the implementation of the program for the development of communication skills according to the Kolb cycle method, %

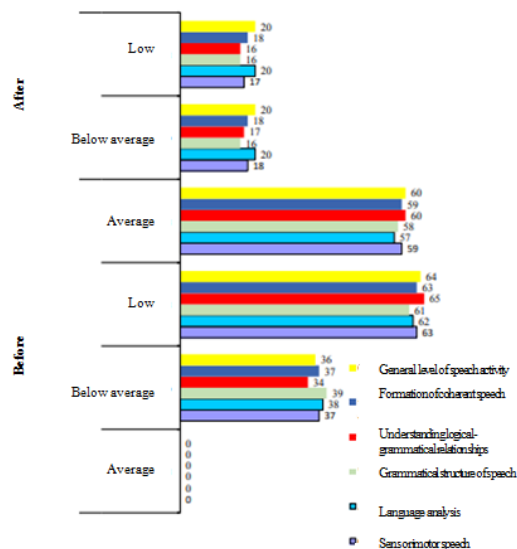


Figure 2. The level of development of speech activity in children of primary school age with general speech underdevelopment of the CG before and after the implementation of the program for the development of communication skills according to the Kolb cycle method, %

Thus, the results of the study show that the adequate knowledge of special vocabulary by schoolchildren with general underdevelopment of speech, the formation of speech regulation of educational activities in younger school students with speech disorders will be facilitated by the methods of an individually differentiated approach and special pedagogical conditions created on the basis of the Kolb cycle method, which allow intensifying learning activities of students and enable shaping integrated communicative competence. The process of successful development of the communication skills of children with general speech underdevelopment is part of the social competence of the individual, on which the success of the overall development of children with general speech underdevelopment, the success of their learning at school, and the socialization of the child depend. Thus, the development of communication skills of children of primary school age with general underdevelopment of speech is one of the priorities of the teacher, because namely successful communication underlies well-being in the socio-cultural, intellectual, creative development of children and their mastery of various activities.

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DEVELOPMENT OF GENERAL COMPETENCES IN HIGHER EDUCATION STUDENTS: SOFT SKILLS AND BASICS OF SCIENTIFIC RESEARCH

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Abstract: The problem of developing the structure and content of “soft skills” as general competence, as well as their formation, has been widely discussed by scientists in the last decade. The need to actively develop soft skills in the process of professional training is becoming increasingly important. In the article, the authors characterize soft skills as strategic competencies of the 21st century. The prospects of developing and implementing a methodology for the formation of soft skills among university students are considered. It is concluded that it is necessary to develop additional curricula and other activities within the framework of educational and upbringing work for the development of personal qualities in all components of soft skills in order to successfully train future specialists. Obviously, in the educational process of a modern university, it is possible to create conditions for the development of social and personal competencies.

Keywords: soft skills; communication; creativity; transprofessional skills.

1 Introduction

Today, the global economic and political dynamics, often associated with instability and uncertainty in the conditions for the development of society (and, as a result, intensification of competition), actualizes the demand for new forms of educational training for future specialists, regardless of the intended areas of professional activity. First of all, in the context of rapidly changing technologies and innovative breakthroughs, there is a growing need for employees who are flexible and highly creative, capable not only of individual work, but also of teamwork, including in different cultural conditions and with different technological environments – thus requirements for basic vocational education are changing. At the same time, the rapid “obsolescence” of knowledge and the constant technological sophistication of activities generate a demand for high-speed highly specialized professional training related to the performance of specific tasks, while simultaneously requesting the development of so-called “general competencies” – “supra-professional”, “transprofessional” skills (skills for searching and analyzing information, skills of decision-making in situations of uncertainty, etc.) [23]. Finally, models of end-to-end learning throughout life (life-long learning) are becoming increasingly relevant, allowing supporting the continuous development of personnel in accordance with the changing conditions of the social environment, and, accordingly, professional activity.

While in the last decades of the last century, first of all, attention was paid to professional qualifications and such personal virtues as diligence, punctuality, and discipline, which characterized the “ideal” employee in strictly hierarchical structures, now, in the context of globalization, the list of necessary personal qualities and social competencies has expanded significantly. At the present stage of development of society, not an obedient performer is required, but a creative person capable of solving complex problems.

World integration processes, the response of the higher education system to the development of high technologies in all areas of production, the unstable situation in the field of employment, increasing competition, and the level of employers' requirements have led to reforming the content and structure of

higher professional education in almost all of its branches. The transition from one level of education to another implies an increase in the role of creative, educational and research components in the structure of professional training. The competency-based approach is one of the priority ideas of the Bologna process, along with such as a multi-level training system (bachelor's degree - master's degree - postgraduate studies), a system of credits, a discrete-continuous organization of education, a modular construction of curricula, etc. At the same time, the researchers note insufficient attention to such aspects of higher education as the development of the individuality of a specialist, his communication culture, creativity, mobility, emotional intelligence - that is, the so-called “soft skills”. These are acquired competencies that are necessary for a future specialist, regardless of his professional field.

Hence, the tasks of the educational system include not only the formation of technical competencies among young specialists, but also the training of their soft skills and the development of certain personal qualities in them, since employers are paying increasingly more attention to the possession of soft skills by young specialists. It is noted by experts that the importance of social competencies is reflected in the criteria of international councils and organizations that accredit university curricula and certify the professional qualifications of their graduates [4; 9]. The importance of soft skills is emphasized by Economic Forum analysts who have established ten core competencies that will be in demand by 2025 [21]. According to this forecast, the most relevant of them will be the ability to solve complex problems, in particular, based on strong skills of scientific research. The second most important one is critical thinking, and the third is creativity. This is followed by people management competence, coordination and interaction skills, emotional intelligence, judgment and decision making, customer focus, negotiation skills, and cognitive flexibility [6]. All indicated characteristics refer namely to soft skills.

The literature also notes that the key competencies of the professional of the future will imply the following [1; 2; 5; 11; 13; 16; 18]:

- Introspection (self-analysis, the ability to constantly reflect and understand one's own strengths and weaknesses, both personal and professional)
- Conscious self-development (the ability to build your own educational trajectory, consistent with the challenges of the time)
- Flexibility and adaptability (the ability to rebuild and master new competencies and even professions)
- Leadership qualities (ability to motivate and receive support from other members of the group to achieve the goal)
- Effective communications (ability to successfully interact with people, overcoming barriers and conflicts)
- Teamwork (the ability to cooperate with members of the team and employees of related departments; willingness to compromise for the good of a common goal).

As can be seen from this list, the role of “supraprofessional” soft skills is significantly increasing in the competence model of a professional. This is a set of non-specialized, personal skills that allow a person to harmoniously interact with other people, increase the efficiency of work in his industry, and also give the opportunity to move between industries while maintaining own competitiveness as employee, the state of being in demand. They are universal in nature and are not associated with a specific field of activity. On the contrary, hard skills are technical competencies associated with specific activities performed in the field of formalized technologies.

In turn, problems in communication and unwillingness to develop communication skills, lack of readiness for intensive work and teamwork are factors that negatively affect the

achievement of professional success by young professionals. According to employers, soft skills are as important as hard skills. Therefore, it is time to develop them already in student years. According to a study by the American company Talbots, 97% of employers surveyed value soft skills as much as basic professional skills [16]. Namely good soft skills distinguish a graduate from all other graduates, which means that the chances of getting a well-paid job will increase. Later, these skills will help to move up the career ladder: after all, namely soft skills become the main ones in leadership positions.

For soft skills, as for multi-purpose skills that are significant regardless of the field of activity, universality is characteristic. In connection with the need for a high level of formation of non-specialized skills, various online courses, coaches, consultants, as well as private schools that conduct trainings are already appearing on the market of additional education. State educational institutions in this sense do not provide conditions for the proper development of universal skills for future specialists, so the course of innovative changes in the field of education is difficult. Graduates in the workplace understand their gaps in certain competencies, so they turn to various specialized organizations for additional education to develop and acquire the level of soft skills that will help them be successful in their work.

A 2019 survey by the Society for Human Resource Management found that three-quarters of employers struggle to find graduates with the soft skills their companies need [24]. That is why today the issue of the formation of these skills is especially relevant.

2 Materials and Method

The methodological basis of the study is represented by general scientific principles, which include the following:

- The principle of development, according to which a person is defined as a developing system
- The principle of determination and mutual determination, reflecting the objective mechanisms of cause-and-effect relationships of communication processes
- A systematic approach, according to which flexible communication skills can be considered as a multidimensional structure in interaction with the surrounding reality.

General scientific methods are used, which include analysis, synthesis, generalization of theoretical sources on the research problem, investigation of best practices, as well as the empirical method of research (pedagogical experiment). The theoretical and methodological basis of the study was the concept of the integrity of the individual and the pedagogical space, the methodology for modeling situations of personality development, the study of specific mechanisms for the development of the individual's personal functions (motivational, creative, reflexive and responsibility functions).

3 Results and Discussion

Modern scientists emphasize the need for the formation of soft skills among students of various specialties as an indicator of the presence of an active creative position in relation to their own lives and formed motivation to develop effective behavior strategies in their future professional activities.

The theoretical and methodological foundations of soft skills are, first of all, of an applied nature. To determine the essence of soft skills, interdisciplinary research has been repeatedly carried out. In particular, scientists at the Max Planck Institute in Munich define personal dynamics, the area of interpersonal relationships, the desire for success, and endurance as the main components of soft skills. In this regard, additional training programs for the development of personal qualities are being created for all components of soft skills [15; 19]. The psychological and pedagogical concept of soft skills was proposed by P. Salovey, J. Mayer, and D. Caruso. Within the framework of this approach, the central concept is emotional intelligence - a certain group of

abilities that leads to an understanding of both one's own emotions and the emotions of others, such as self-control, self-awareness, sensitivity, etc. [24].

Despite the many approaches to defining the essence of soft skills and the presence of qualitative differences in them, they still have a single theoretical and methodological core, the essence of which is to define soft skills through the synthesis of activity' and communicative approaches. In this case, soft skills are considered as a system of communicative and personal competencies, which includes any non-professional skills that increase the efficiency of a specialist's work.

In the scientific field, one of the first mentions of soft skills dates back to 1972. At the CONARC (Continental Army Command) Soft Skills Conference, scientist P. Whitmore made a presentation aimed at finding out how the term "soft skills" is understood in various areas of CONARC. After the speech of the scientist, a new definition of "soft skills" was formulated: "these are important work-related skills that practically do not involve interaction with machines and the use of which in the workplace is rather generalized" [1]. Since then, the use of the term "soft skills" within the concept of general competence at the official level has begun and many definitions have appeared that intersect with the concepts of non-cognitive and social skills, emotional intelligence, etc.

The National Association of Colleges and Employers (NACE) in the United States, with the help of human resources experts, has identified eight competencies that, according to their research, are currently underdeveloped in university and college graduates: critical thinking; problem solving; public speaking; teamwork; digital literacy; management; professional and work ethic; intercultural orientation [10]. Basics of scientific research should also be mentioned, which are also, to some extent namely soft skills, universal for any specialty.

Academic scientists view soft skills as "skills that help to quickly find a common language with others, make and maintain ties, successfully convey own ideas - be a good communicator and leader" [22]. They focus on the fact that such skills are essential in social interaction.

Researchers in the field of personnel competency management interpret "soft skills" as "those competencies that are characterized by development in professional activities and the presence of which causes close attention of employers when hiring and when forming a competency model for specific positions" [8]. In other words, scientists emphasize the importance of "flexible" skills in employment, as well as for professional development in general.

American scientists Lippman, Rayberg, Carney, and Moore give the following definition of soft skills: "this is a set of communication and social skills, personality features, worldview, way of thinking, professional affiliation, emotional intelligence - in general, a set of those skills that allow people to navigate in society, interact with others and achieve their professional goals in combination with hard skills" [14, p. 15].

Thus, integrating the scientific and practical works of scientists, we can say that soft skills are a set of supra-professional skills and personality traits of the individual that determine his success and relevance both in life and in study or work. Soft skills are not quantifiable, but they are the ones that provide high performance and labor productivity in any industry.

The results of a study conducted by the Stanford Research Institute in collaboration with the Carnegie Mellon Foundation among CEOs of companies from the Fortune 500 list found that their success and career growth are for 75% determined by soft skills and only for 25% by hard skills [20]. There are also attempts to identify critically important soft skills for an effective specialist in separate studies - among them, the following are most often mentioned: leadership, teamwork, communication skills, creative thinking, self-management skills [4; 12; 13]. At the same time, if to analyze the dependence of the

priority of “hard” and “soft” competencies on the status and place of the employee in the job hierarchy of the organization, a pattern is visible: the higher the level of management, the higher the proportion of “soft” competencies, and the lower the proportion of “hard” competencies.

As it was mentioned above, supra-professional skills of the “soft skills” category are inherently universal and important for specialists in various industries. Mastering them allows the employee to increase the efficiency of professional activity in his industry, provides career growth potential, and also expands his ability to move between industries while maintaining demand in him as a professional.

Determining the main trends in the development of professions of the future, the compilers of the Atlas of Professions provide a list of some general (supra- or interprofessional) skills that employers already today mark as the most promising. Among them, there are the following [17]:

- Systems thinking (the ability to identify complex systems and work with them).
- Cross-industry communication skills (understanding technologies, processes and market situation in various related and non-related industries).
- Ability to manage projects and processes.
- Designing IT solutions / Working with artificial intelligence.
- Customer focus, ability to work with consumer requests.
- Multilingualism and multiculturalism (fluency in English and preferably knowledge of a second foreign language, understanding of the national and cultural context of partner countries, understanding of the specifics of working in industries in other countries).
- Ability to work with teams, groups, and individuals.
- Work in the mode of high uncertainty and rapid change of task conditions (ability to make decisions quickly, respond to changing working conditions, ability to allocate resources and manage own time).
- The ability for artistic creativity, the presence of a developed aesthetic taste.
- Lean production.

In this context, it is obvious that the development of many competencies, especially in the field of “flexible” (soft skills), including leadership, teamwork, facilitation, systems thinking, etc., is impossible only within the framework of the assimilation of knowledge as the main component of traditionally built disciplines. This contradiction leads to an increase in demand for project-oriented education that can ensure that students work in teams on projects to solve real problems (preferably with the involvement of experts from professional communities).

In response to this educational challenge, digital platforms for educational projects and personal growth contests for students are actively developing. However, within the framework of the educational activities of “classical” universities, work towards increasing the “flexibility” of training modules, their ability to respond to the actual needs of the student and the end customer - the employer - is not yet systematic. But even within the framework of the usual educational process, it is possible to create new curricula that use the principle of project-based training and pay attention to the development of “flexible skills” [25]. In one of the American universities, a business game is actively practiced in the context of project-based learning for students undergoing training in the specialty “Customs”. In this case, “Customers” are involved in the game - external practitioners who set a real task for students. During the game, project teams develop their own solutions to the proposed problem situation. As a result, a “Solutions Fair” is held (with presentations, design of team stands), to which Customers are invited. They take an active part in the discussion of projects and choose the best of the presented ones, similar to real tender process. Thus, students receive not only invaluable experience of immersion in solving real problems, but also develop relevant

teamwork skills, self-presentation, and (which is especially valuable) receive live feedback from practitioners [17].

Another way to form flexible competencies is to create targeted educational products aimed exclusively at developing the given qualities. As an example, we can cite a training program aimed at developing such a “soft” competence as the skill of public speaking among students at Columbia University in the USA [20]:

1. Theoretical block “Public and private space”. It implies the exercise aimed at creating a “general” group content of public speaking based on the individual semantic fields of the training participants. For this exercise, associative cards can be used. Answering the question: “What is public speaking for me?”, each participant chooses one card and voices his associations related to his perception of public speaking.

2. Theoretical block “Goals of public speaking and their effective implementation at the behavioral level”. It implies analysis of video recordings of public speeches of various types (Speech at a conference, rally, lecture, seminar of famous people). The analysis is recommended to be carried out according to the following criteria: presentation of the speaker's image with the help of behavioral and emotional-aesthetic means of expression; means of establishing and maintaining contact with the audience; the content of the speech and its relevance to the topic and actual needs of the audience.

3. Theoretical block “Fears and anxiety in public speaking and ways to overcome them”. Exercises within this block are as follows: “Speech from the chair” (group members are invited to stand on a chair for 1 minute to talk about their strengths in oratory) or “Personal legend” (standing in front of the audience to tell the “legend” of their family). The discussion of the exercise focuses on the emotional state during the performance, individual ways of self-regulation and receiving support from the audience. This block is also aimed at mastering techniques for creating a favorable atmosphere for public speaking.

4. Theoretical block “Types of public speaking: strategy and tactics of speech”. It implies content analysis of public speeches (based on the public speeches of US presidents over the past two decades). The work is carried out in microgroups, each of which analyzes one speech according to the following indicators: the length of the text and the number of semantic units; value component (mentioned events and facts); sensory-perceptual component (used adjectives and verbs), motivational component (calls and parting words); emotional-affective component (general emotional tone of the speech).

5. Theoretical block “Preparing the text of a public speech (stages and structural elements)”. It includes video recording and analysis of public speeches. Preparation in microgroups of a public performance for TV on a free topic is conducted. The analysis of the speech includes the following units: topic, purpose and objectives of the speech; novelty and relevance of the speech for the target audience; style, logic and compositional parts of the presentation; ways to maintain attention of imaginary audiences and influence them; the presence and structure of argumentation: verbal and non-verbal expressiveness; culture and technique of speech; visual aids used. Each microgroup analyzes one video and presents the results of the analysis to the general circle.

6. Theoretical block “Psychological ways of establishing contact, managing attention and influencing the audience during public speaking”. Exercise “Tower” is implied here. The group is divided into micro-groups, which are invited to construct a model of a tower called “New York Sea Gate” from 20 sheets of paper, which will be built on the New York seafont and should correspond to the cultural and historical style of the city and be of social importance for the citizens. The groups should also prepare a presentation of the project. The analysis of presentations is carried out according to the scheme worked out in the previous lesson in a group discussion.

7. Theoretical block "Laws of perception. Filters. Beginning and end of speech. Structure of communication". Exercise: "Monologue". Students are asked to split into pairs. Each of the duet participants in the monologue mode should tell the partner about something interesting, exciting or important for 5 minutes while standing next to the partner, standing above the partner, sitting next to the partner, sitting next to the standing partner, sitting back to back. In this case, the partner can only use non-reflective listening techniques. In the analysis, the emphasis is made on the personal feelings of both listeners and speakers.

8 Theoretical block "Presentation of information, argumentation and counter-argumentation". Exercise: "Argumentation spinner". Each participant of the training is invited to formulate a controversial thesis and pick up arguments for it. The group is divided into 2 subgroups, which sit in a circle (inner and outer) in pairs. At the first stage of the exercise, participants sitting in the inner circle are invited to convince their opponent who is sitting opposite, of the correctness of their thesis, or at least win him over to their side. The opponent builds a counterargument. After each stage, the partners shift (change in pairs) and change roles. Each participant must be in the role of an argumentator and counter-argumentator at least 2 times. Before each change of partners, the participants give each other feedback (what was effective in the argument, and what prevented them from taking the side of the opponent).

9. Theoretical block "Dialogue with the audience. Difficult listeners and opponents". Exercise: "Dialogue with an 'uncomfortable' person". This exercise uses a set of cards with images of different people (one can use a set of metaphorical cards Persona). Each participant is invited to choose from a set 1 or 2 cards depicting a listener or opponent difficult for him and in microgroups of 4 people to give him or them a psychological characteristic, answering the question: "Why is this person 'uncomfortable' for you?". The group helps the participant develop an effective strategy for interacting with this category of opponents.

10. Debate on the topic: "The role and necessity of presentations in public speaking". The group is divided into "supporters" and "opponents" of presentations in public speaking. The first are invited to build arguments in defense of presentations, while the second are to substantiate the negative aspects of presentations during speeches. It is a theoretical block "Requirements for the preparation of presentations and their use in public speaking".

11. Reflection. Summing up the training.

This program is designed for 16-24 hours of classroom work and contains sequentially presented theoretical and practical blocks in its structure. A "prolonged" form of organization of training in the form of a cycle of 4 trainings or a "marathon" option of immersion in a two-three-day training is possible.

The training was tested in work with students of the Odessa National University named after I.I. Mechnikov. According to the feedback of the students, the program was recognized as highly effective in terms of developing the skill of public speaking, deserving further replication.

The role game "City mayor" is also of interest for the formation of soft skills. The purpose of the game is the formation of managerial skills, the development of creative thinking, the improvement of speaking skills: building a monologue statement, developing teamwork skills. Run time is 40 minutes. The teacher divides the group into equal teams. Students' actions are as follows: 1) each group needs to come up with a name for their city; 2) a student has to choose a participant who will play the role of the mayor of the city, distribute the duties of each team member - responsible for the field of education, healthcare, transport, economy, sports, recreation, industry, etc.; 3) a representative of each industry needs to come up with an optimized plan for the arrangement and development of the city and present it; 4) after the presentations, it should be discussed whose plan is the best and why.

For students of the Odessa National University named after I.I. Mechnikov, we developed the creative task "So many activities". Its goal is to encourage introspection, development of self-organizational skills, development of creative thinking, improvement of communication skills. Run time is 15 minutes. Students' actions are as follows: 1) draw up a plan of affairs for the day off, taking into account the fact that every two hours there should be a change of activity; 2) present the plan to classmates.

Also, as part of our pilot project, we offered students the "Habit Tracker" creative task aimed at developing self-organization skills, introspection, developing creative thinking, improving speaking skills: building a monologue statement. Runtime is 10 minutes. Student actions imply the following: 1) create own habit tracker; 2) present it to classmates, justify its expediency.

In general, the pilot project for the formation of soft skills was perceived by students very positively. The number of students who took part in the project is 200 people studying in the specialty "Romano-Germanic Philology", "Automation and Computer-Integrated Technologies", "Finance, Banking and Insurance". After the completion of the project, we asked the students to rate, in percentage terms, how much, in their understanding, their soft skills had improved - they were asked to choose one of the following answer options: 0-5%; 10%-15%; 20%-30%; 40-50%; 60-70%; 80% and more. There were no students who chose the answer "0-5%" and 80% and more. 97 students chose the answer "20%-30%", 46 students chose the answer "40-50%", and 57 participants estimated their soft skills improvement as 60-70%. For short-term pilot project, it can be fairly considered quite encouraging result.

This set of exercises can be used both in conjunction with other tasks in the classroom in various disciplines and independently.

Overall, the most useful exercise will be the preparation of presentations, public speaking, participation in seminars. Developed communication skills mean that a person can build relationships with others and cooperate. This improves work efficiency and reduces stress. It is especially important to be able to 'find a common language' with people who have different experiences and life values. In particular, in large international companies, a graduate will encounter them constantly.

Time management and critical thinking are also very important - this is actually a whole group of skills, and all of them are very necessary for work. A person has critical thinking if he:

- Considers the problem from several sides;
- Uses different sources of information;
- Is able to highlight the important and cut off the unnecessary;
- Argues his position on the basis of the collected data;
- Is able to independently find a solution to the problem;
- Is able to cope with a non-standard task, quickly filling in the missing knowledge.

One should not underestimate such a soft skills development tool as internships at enterprises and companies. Internships have a significant impact on preparing students for future professional activities in general: they develop not only professional skills, but also communication skills. During internships, professional ethics are formed and the network of professional contacts is expanded. Often, namely the successful completion of internships by students is the decisive factor in hiring.

Moreover, an underestimated, but very effective resource for developing the soft skills of students is volunteering. According to the results of some recent studies, active participation in volunteering forms not only an active citizenship position and the values of humanism, but also contributes to professional self-determination and increased motivation to master the disciplines of the educational program. Various authors highlight the following advantages of volunteering in ensuring the personal and professional growth of students: the organic formation of universal and professional competencies; acquisition of

experience in socially oriented activities and development of civic qualities; acquisition of the necessary acquaintances, contacts, connections; increasing the level of responsibility and independence [9-11].

Also, the organization of discussion clubs, following the example of business schools and public speaking courses, would undoubtedly allow students to learn how to express and defend their opinions, learn eloquence, and also help to remove the fear of speaking in front of a large audience. In the classroom, more attention should be paid to teamwork and project work. Probably, additional training programs for personal growth in all components of soft skills should be created.

The modern realities of the development of the educational system, which is made dependent on the instability and uncertainty of economic dynamics (and, as a result, is generating an increased demand for competitive and adaptive employees), set such educational trends as individualization and the development of a competency-based approach. For each of the sought-after "professions of the future", competency maps are created, designed to become a 'template' for the candidate's compliance with the desired position. And a competence, an integral component of which today is soft skills becomes the unit of measurement of "educational capital". An effective way to develop general competencies (soft skills) in the higher education system is purposefully formed trainings for each of the competencies, as well as training programs based on project work.

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FINANCIAL, ACCOUNTING, AND ANALYTICAL ENSURING OF THE FORMATION OF THE ANTI-CRISIS POTENTIAL OF FINANCIAL REGULATION AND CONTROL SYSTEMS IN UKRAINE UNDER THE CONDITIONS OF DIGITALIZATION

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Abstract: The article examines modern approaches to the formation of the anti-crisis potential of financial regulation and control systems in the conditions of digitalization. The importance of the implementation of digital technologies in the financial sphere, as well as the role of financial analysts in providing accounting and analytical support, is determined. The issue of the formation of reserve funds and the use of financial instruments to ensure the stability of the financial system in crisis conditions is considered. Approaches to improving the tools of financial regulation are proposed and the principles of ensuring the efficiency of financial systems functioning in conditions of digitalization are defined. A SWOT analysis of the effectiveness of the application of innovative tools of financial and accounting and analytical support was carried out.

Keywords: financial regulation; financial control; tools of financial regulation; fintech innovations.

1 Introduction

In the conditions of constant dynamic changes in the economic environment, which have been observed in recent years, the stable functioning of financial systems becomes critically important for ensuring the sustainable development of the country. The relevance of this problem is additionally due to profound changes taking place in the field of financial regulation and control. At the same time, one of the most important and urgent tasks is the formation of the anti-crisis potential of financial regulation and control systems in the conditions of intensive implementation of digital and information technologies in business processes at all levels.

An important aspect of solving this problem is the provision of financial and accounting, as well as analytical support for business processes. At the same time, financial support contributes to the formation of stability and efficiency of financial systems and increases their transparency and reliability. In turn, accounting and analytical support is focused on the formation of high-quality and timely information about the state of financial systems and the efficiency of their functioning. At the same time, the basis of the formation of systems of financial, accounting, and analytical support for anti-crisis potential is the analysis of modern approaches to this economic toolkit, which allows formulating the conceptual foundations of the anti-crisis potential of financial regulation and control systems in conditions of digitalization. Also, on the basis of this toolkit, there is an opportunity to form practical recommendations regarding the general improvement of the financial systems functioning, since the analysis allows

clarifying the main problems that arise in the process of forming the anti-crisis potential of financial regulation systems.

The introduction of digital technologies in the financial sphere, their positive impact on increasing the efficiency and transparency of financial operations, as well as the role of financial analysts in the formation of accounting and analytical support for business processes is also of great importance in modern conditions. Digitization also contributes to the development of new analytical tools for financial regulation, which are implemented on the basis of the use of the latest information technologies and significantly increase the possibilities of processing information about crisis trends in financial and economic systems.

In general, the indicated trends determine the objective need to reveal the problems of forming the anti-crisis potential of financial regulation and control systems, which determines the urgency of researching the principles of ensuring the effectiveness of financial systems in general and finding ways to improve the tools of financial regulation in particular. At the same time, the solution of the set tasks can be useful for financial institutions and state administration bodies that are engaged in regulatory management of the functioning of financial systems in Ukraine.

2 Literature Review

The study of the problems of financial, accounting, and analytical support for the formation of the anti-crisis potential of financial regulation and control systems in the conditions of digitalization of the system of economic relations is currently a rather important and relevant direction of research in the field of finance and economics. At the same time, it is important to note that the practice of studying the tools of financial and accounting, as well as analytical support has a fairly significant amount of development in traditional economic science. Instead, modern research related to the application of digital and information technologies in the implementation of processes of control over the functioning of financial systems and in the formation of anti-crisis measures aimed at ensuring their effectiveness demonstrate the need to transform classical approaches to financial regulation of business processes.

In particular, it is worth noting the study of the role of financial regulation and control in managing the anti-crisis potential of economic systems, which is presented in the work of N. B. Kushnir, which highlights the role of financial regulation in ensuring the stable functioning of the economic system in the conditions of crisis phenomena on the basis of the formation of the principles of financial stability of the system and preventive forecasting of crisis situations [17]. The development of this approach, taking into account the modern specifics of the digitalization of economic relations and its impact on financial regulation and control, was found in the study of O. M. Shevchenko, who examines the impact of digital technologies on the processes of financial regulation and control. At the same time, the author proves that digital technologies significantly change approaches to the implementation of the financial regulation process, contributing to more effective monitoring of financial transactions, automation of reporting processes and analytics in business processes [20].

The anti-crisis potential and its formation as a component of the financial regulatory system is considered in the study of S.O. Arefiev, who defined the modern understanding of the essence of the anti-crisis potential and identified its main components. In particular, the author notes that the formation of anti-crisis potential involves the implementation of effective financial mechanisms and systems of financial regulation. On the basis of this, opportunities are formed to determine the strategy of

actions for the implementation of anti-crisis measures of business entities in the context of ensuring effective regulation of business processes [2].

It is also necessary to note the study of the principles of application of digital technologies in financial regulation and control, which are outlined in the study of P.R. Puenteillo. In particular, the author points out the possibilities of using digital technologies in financial control in order to improve its efficiency and accuracy. At the same time, the importance of implementing intelligent analytical systems, artificial intelligence, and blockchain technologies to ensure a high level of control in the financial sphere is particularly emphasized [19].

In general, it can be noted that the study of the problems of the effective application of analytical tools in the regulation of financial systems and business processes is sufficiently widely covered in modern scientific research. Thus, in the context of the study of modern challenges and prospects of the digital transformation of financial regulation and control, it is worth noting the research of such scientists and practitioners (including in the industry plane - in particular, agriculture) as O. Agres [1], I. Arutiunian [3], I. Britchenko [4], V. Chudovets [5], M. Dziamulych [6-13], O. Ermakov [14], O. Ivanenko [15], T. Kulinich [16], O. Laburtseva [18], T. Shmatkovska [21-25], R. Sodoma [26-28], A. Tiurina [30], I. Tsybaliuk [32], V. Yakubiv [33], O. Yatsukh [34], and many others.

Summarizing, it can be stated that the study of financial and accounting analytical tools for the formation of the anti-crisis potential of financial regulation and control systems defines this problem as sufficiently relevant and difficult to solve. The main focus of research in this area is made on determining the role of financial regulation and clarifying the impact of digitalization on the financial sphere. At the same time, the issues of the formation of the anti-crisis potential and practical application of digital technologies in financial regulation require a more detailed study in order to develop recommendations for improving the system of financial regulation and control in Ukraine.

3 Materials and Methods

The study used a complex of specialized methods to study and analyze the financial and accounting, as well as analytical support of financial regulation systems. The use of these research methods made it possible to obtain a comprehensive approach to the study of financial, accounting, analytical support. In particular, the analysis of literary sources related to the financial and accounting and analytical support of the anti-crisis potential of financial regulation and control systems made it possible to obtain a theoretical basis for further research on the topic.

Based on the use of various methods of analysis, such as comparative analysis, factor analysis, correlation analysis, and others, a comprehensive analysis of financial and accounting, as well as analytical support of the anti-crisis potential of financial regulation and control systems was conducted. This made it possible to identify relationships and dependencies between various factors and indicators affecting the effectiveness of anti-crisis management.

Economic and mathematical modelling was used to study the impact of various factors and scenarios on the anti-crisis potential of financial regulatory systems. This made it possible to predict the possible results of the implementation of various strategies and policies of crisis management.

As a result of the application of these research methods, an assessment of the current state of financial, accounting, analytical support of the anti-crisis potential was made, its advantages and disadvantages were identified, and recommendations were offered for improving the system of

financial regulation and control in Ukraine, taking into account digitalization processes.

4 Results and Discussion

The transformations taking place in the modern economic environment involve the large-scale introduction of information technologies and digital tools into the financial sphere, which significantly changes the conditions for the functioning of financial systems. In addition, digitalization leads to the emergence of new opportunities, but at the same time creates new challenges and threats, which may manifest themselves in the form of increased risk of cyber attacks, financial fraud, and other crimes in the digital environment. In this regard, the understanding and effective use of digital tools in financial regulation and control systems becomes extremely important to ensure the stability and security of financial markets. That is why the development of new approaches to the formation of financial, accounting, analytical support, focused on ensuring the effective anti-crisis potential of financial regulation systems, will significantly contribute to the creation of new strategies and tools for preventing manifestations of financial crises, identifying risks and increasing the effectiveness of supervision over the functioning of financial institutions. The implementation of such strategies, in turn, will ensure the stability of the financial system, protect the interests of depositors and other market participants, as well as contribute to maintaining trust in financial institutions and the financial activities of other business entities.

Special attention should now be paid to the opportunities provided by the latest digital and information technologies to increase the effectiveness of analytical tools in the field of financial regulation. In particular, the development of automated systems for the analysis and monitoring of financial transactions can significantly improve the detection of illegal actions of participants and market manipulation, which can provide more effective control over financial transactions. In addition, digital financial and accounting tools can be used to develop simulation models and forecast the development of crisis situations in the country's financial system. This opens up wide opportunities for state regulatory bodies to make informed decisions in advance and develop strategies aimed at preventing and managing financial crises. In addition, the study of the impact of digitalization on financial reporting and auditing is gaining special relevance in this aspect. Given the rapid changes in the information field, it is already necessary to develop new accounting standards and methodologies in order to reliably assess the financial condition of companies that use digital technologies and tools.

The key guidelines for changes in the field of modernization of financial and accounting tools in the digital economy are as follows:

- Expanding the display of the enterprise's sphere of activity in accounting and financial reporting;
- Improving the quality and efficiency of financial regulation and control;
- Identifying and increasing the number of business processes subject to analysis and control;
- Development of innovative methods of assessing business processes;
- Formation of approaches to the integration of various types of financial, accounting, analytical tools into the system of financial regulation;
- The use of more advanced information technologies in accounting and analytical processes;
- Development of theoretical, methodical, and applied aspects of the development of financial and accounting, as well as analytical instruments of financial regulation and control.

In this aspect, special attention should be paid to studying the possibilities of evaluating business processes that are subject to analysis and control. At the same time, the regular inclusion of

non-economic data in the analytical system, which comes in the form of qualitative characteristics of business processes, is observed [35-38]. In a practical aspect, the integration of new analysis and control tools is implemented on the basis of innovative developments in IT technologies, which include cloud technologies, open technological platforms, electronic reference information and analytical systems, the creation of a single international format and content of financial reporting in electronic XBRL form. Thus, these trends shape opportunities for creating such a system of financial regulation and control, which integrates data that determine both the state of the company's internal business processes and the external environment [31].

In a practical aspect, the latest financial, accounting, and analytical tools are most clearly manifested in the innovative financial technologies, which are a consequence of the transformation of traditional financial services in the process of digitalization. Their list is most appropriately determined based on the recommendations of the Basel Committee on Banking Supervision (Table 1).

Table 1. Classification of fintech products and services according to the Basel Committee on Banking Supervision

Areas of financial activity	Financial technologies
Loans, deposits, and capital raising	1. Crowdfunding 2. Credit market 3. Mobile banking 4. Scoring models for assessing creditworthiness
Settlement and cash operations, clearing	1. Mobile wallet 2. P2P payments 3. Cryptocurrencies 4. Amount of settlement calculations
Management of investment processes	1. High-frequency trading 2. Copy trading 3. E-trading 4. Automated counselling

Source: [29]

As one can see, a sufficient selection of innovative technologies is possible in the process of anti-crisis management. At the same time, the entire set of the latest technological tools, which can be used in the process of financial regulation and control, can also be divided into three functional groups of innovations, namely:

1. Process innovations that affect and change all links functioning in business processes. They represent innovations and changes as a result of interaction with macro-environmental factors, planning of material and technical support of business processes, management of cash and material resource flows, personnel, organizational, and structural transformations, and creation of innovative processes in product manufacturing.
2. Product innovations, which are the material embodiment and result of innovative transformations and the development of new types of activities. They provide for the creation (within the framework of business processes) of a system of appropriate technological processes necessary for the production of new competitive products that require the design to achieve a certain quality and efficiency of business processes.
3. Allocative innovations (reorganizational), which consist in the nature of redistribution of resources of business entities. Such innovations represent the restructuring or reorganization of enterprises for the purpose of redistribution of resources and constant interaction of all its structural divisions, as well as the interaction between employees of the business entity within the framework of functioning business processes.

Currently, the most promising technology that can be used in the processes of financial regulation and control at both the

micro and macro level is the blockchain, that represents a technology involving the formation of a distributed decentralized network of data storage (transactions), the elements of which are records blocks of a certain size, each of which contains a link to the previous one and is combined into a chain of blocks according to an identifier that is calculated by a special mathematical algorithm.

In addition, powerful cryptographic algorithms ensure its protection. Such a property as distribution consists in the possibility of saving copies of data on a significant number of computers that are located around the world, which, in turn, creates the risks of unauthorized access and data modification [19]. This is the main reason for using this technology as an element of innovative systems of financial regulation and control.

In general, the majority of modern researchers consider blockchain technology to be very promising in relation to future anti-crisis regulation with the help of specialized innovative financial and accounting, as well as analytical tools. That is why the field of financial regulation and control is one of the most successful areas of implementation of blockchain technology in the context of forming the anti-crisis potential of financial systems. At the same time, a number of specific features of the use of this tool can be identified (Table 2).

Table 2. Specific features of blockchain application in the system of financial regulation and control

Operation	Content
Triple entry, namely: registration of data from each enterprise transaction with a third entry in the state or international register	Permanent access to the financial statements of each registered enterprise for regulatory authorities. This will allow demonstration of the financial transparency of enterprises, constant control to avoid errors, reduction of financial risks, and reduction of costs for obtaining and checking documentation.
Digital audit	Creating the necessary conditions for auditing at each stage of business processes
"Smart" contracts	The use of electronic signature will reduce time and labour costs for fulfilling the terms of contracts. Decentralization of the contract, reliability of data sources, power of attorney of the parties, automation of payments, etc. are also involved.
Cloud data storage	Secure storage of all financial data. Saving money on the work of central servers
Simplification of displaying the movement of assets within the system	The movement of assets is carried out in the form of a transaction, which, in turn, provides access to financial and management information in real-time
Use of transactions for settlements with counterparties	The used system of blocks in the blockchain will allow the formation and write-off of receivables and payables at the same time as a basis for permanent confirmation of the fact of the transaction
Simplification of the resource management process	Thanks to the secure registration of transactions, the entire process of resource management in business processes is simplified
Avoidance of abuses, unconfirmed expenses	Avoidance of such negative factors is implemented on the basis of full transparency of information online

Source: [19]

At the same time, the use of blockchain and specialized financial and accounting analytical tools to ensure the effective functioning of the financial regulation and control system requires the implementation of coordinated measures in the

financial system itself. The following should be included among such measures:

1. Adherence to a balanced approach in the field of state regulation of the financial technology market. On the one hand, the task of the state is to create a favourable environment for the development of innovations, on the other - to control and minimize the risks associated with the functioning of financial markets.
2. Introduction of open banking through the approval of the norms of the European directive PSD2 in Ukraine. Open banking involves "uniting" different banks and platforms into a single system and providing access to user data from different "points". The main advantage of such an initiative is that open banking represents an incentive for competition. In addition, open banking is a component of the system of financial regulation of business processes financed by bank lending.
3. Involvement specialized financial companies in outsourcing, that will help implement projects which require speed and flexibility based on the application of specialized financial, accounting, and analytical support. In turn, this approach will stimulate the growth of investment in the real sector by the banking system.
4. Increasing the level of financial literacy of the population, which is based on the simplicity and accessibility of information presentation, ergonomic and design solutions, the implementation of artificial intelligence elements, and the development of robotic consulting and machine learning in the financial sphere.
5. Formation of personnel potential, which involves ensuring future 'access' to specialists who possess key competencies for the fintech industry, creation of an attractive education system, as well as the implementation of a favourable immigration policy [20].

It is advisable to conduct a practical evaluation of the effectiveness of the application of innovative instruments of financial regulation and control based on the use of digital technologies on the basis of SWOT analysis (Table 3).

Table 3. SWOT-analysis of the application of innovative tools for financial regulation and control in business processes

Strengths	Weaknesses
1. Shortening the terms of preparation of financial statements.	1. The need to retrain the staff of analysts, which involves loss of time and money in the short term.
2. Continuity of data recording with a high level of security.	2. High cost of implementing technology in business processes.
3. The possibility of restricting access to data by a certain number of persons.	3. The need to review and amend the legislative framework in the field of financial regulation.
4. Ensuring transactions are carried out in conditions of high accuracy with minimal time costs.	
5. Saving time by simplifying the financial audit system.	
6. Reducing the number of errors in accounting due to minimizing the influence of the human factor.	
7. Transmission, analysis, and verification of data in real-time.	
Opportunities	Threats
1. Possibilities of work processes automation.	1. Threat of system malfunctions.
2. Possibility of complete automation of the financial regulation and control system.	2. Due to the lack of standardization, investment risks may arise.
3. Possibility of expanding business processes due to the reduction of time and money costs in the long term.	3. The threat of cyber attacks.
4. Possibility of more efficient allocation of resources in business processes due to the reduction of	

risks when registering various transactions.	
5. Implementation of smart contracts.	
6. The possibility of using and accounting for digital assets as innovative objects.	

Source: [19]

Based on this, it can be argued that, from a practical point of view, adaptive monitoring of strategies based on digital tools of financial, accounting, and analytical support, due to the breadth of coverage, allows for a more reliable assessment of the strategy of anti-crisis potential, since the reliance on new technologies is a decision made on a new, innovative basis, which allows increasing the efficiency of business processes and contributing to the strengthening of market positions for the business entity and the financial system in general. Such a strategy can be more or less obvious, and be formulated in more or less detail; but stable ideas for increasing the efficiency of financial regulation and control should be deployed in the direction of improving scientific and technical progress, and also avoiding crisis phenomena when making changes, without looking for other reductions, except for operational time in the selected space.

5 Conclusion

Thus, we come to the conclusion that an important component of the digitalization of financial regulation and control systems is the automation of the collection, exchange, analysis, and use of information in electronic and digital form and the creation of a general information system within business processes. At the same time, specific processes of implementation of digital information systems and their integration into the general digital information system of the industry or the national economy as whole will contribute to the growth of the value of business entities for consumers. The sphere of financial regulation and control when applying digital innovations requires a special approach and developments on this issue. It is necessary to stimulate business entities to actively implement digital technologies in business processes, as well as to solve problems that arise at the stage of their implementation. Accordingly, the competitive advantage of enterprises that possess information and communication technologies of financial regulation and control is obvious, and today it is necessary to advance more actively on this path. Therefore, the construction of digital systems of financial regulation should focus on the use of the latest financial, accounting, and analytical tools, due to which the introduction of information technologies into business processes will take place. In general, using the achievements of the digital economy will make it possible to eliminate the current problematic aspects of financial regulation and control.

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OBSERVANCE OF HUMAN RIGHTS UNDER THE CONDITIONS OF NATIONAL LAW ADAPTATION TO THE NORMS OF THE EUROPEAN UNION

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Abstract: The article examines the issue of ensuring human rights when adapting the national legislation of Ukraine to the standards of the European Union. It was determined that the growing importance of international legal obligations encourages countries to adopt and implement EU norms, however, this process can generate conflicts with national legal systems, as well as human rights violations. The main aspects related to the observance of human rights in adapting national law to EU norms have been studied. Issues related to guarantees of freedom of thought, religion, human rights in the sphere of private life, and protection of personal data were analyzed. The need to regulate domestic procedures and control mechanisms to protect human rights has been identified. The necessity of maintaining a balance between the adaptation of national law to European standards and ensuring the protection of human rights on the basis of the development of monitoring mechanisms, the independence of the judicial system, and raising the legal awareness of society has been proven.

Keywords: human rights; legal norms; national legal system; EU legal directives; adaptation of law.

1 Introduction

Ensuring and protecting human rights is one of the main priorities in the modern legal space. The European Union, which is recognized as one of the most progressive regional organizations, focuses on creating a single space of freedom, justice, and security, which is based on common European values and norms. Ukraine's accession to the European Union is an important step in its political and legal development. However, this process requires an organic adaptation of the national law of Ukraine to the norms of the European Union and demands appropriate attention to the observance of human rights. Thus, there is an objective need to study the problems that arise in connection with the adaptation of the national law of Ukraine to European standards, with a focus on the observance of human rights. At the same time, it is necessary to analyze the impact of the adaptation of national law on guarantees of freedom, equality, and justice in the context of human rights. For this, it is necessary to take into account the key principles and values underlying the European legal space. In particular, the norms of the European Convention on Human Rights and relevant documents of the European Union have a direct impact on the national legislation of Ukraine.

An important aspect of the process of adapting the national law of Ukraine to the norms of the European Union is also the study of various aspects of this process, including the adoption and implementation of internal normative acts, reforming the judicial system, regulating interaction with European legal institutions and protecting human rights in this context. The key problem of this transformation process is the observance of human rights during the adaptation of the national law of Ukraine to the norms of the European Union. Its solution involves the need to take into account objective obstacles that may arise in the process of adaptation and affect the observance of human rights. In particular, this concerns conflicts between national norms and standards of the European Union, as well as the threat of violation of the rights and freedoms of citizens during this process.

In general, the need to respect human rights in the context of the adaptation of national law to the norms of the European Union takes into account several important aspects, such as the need to increase the awareness and legal culture of society, the creation of effective control mechanisms and an independent judicial system that will ensure the protection of the rights and freedoms of every citizen. That is why the process of adapting the national law of Ukraine to the norms of the European Union has a significant impact on the observance of human rights, as it requires the development and implementation of mechanisms that ensure consistency between the national law and the standards of the European Union, in particular in the implementation of human rights. The key factors for successful adaptation are determining priorities and appropriate strategies, creating effective control mechanisms, improving the judicial system, and ensuring access to legal protection.

That is why the study of the observance of human rights in the context of the adaptation of the national law of Ukraine to the norms of the European Union is of great importance for ensuring freedom, equality, and justice in modern society, as it contributes to the development of democracy, the strengthening of the rule of law and provides the citizens of Ukraine with an effective mechanism for the protection of their rights and freedoms. In light of the planned adaptation of Ukraine to European norms and standards, it is important to focus on the problems of observing human rights in this process. The path to joining the European Union must, first of all, ensure the real protection of citizens' rights and the implementation of high standards in the sphere of freedom, democracy, and justice.

2 Literature Review

Observance of human rights in the conditions of adaptation of the national law of Ukraine to the norms of the European Union is an urgent problem that attracts the attention of researchers and experts in the field of law. This topic is considered from different perspectives, analyzing the legal, political, social, and economic aspects of adaptation and their impact on the observance of human rights. In particular, A. Von Bogdandy, in the process of researching the process of adaptation of national law to European norms and its impact on the protection of human rights, defines the role of the European Union as a regulatory force that requires candidate countries to harmonize their legislation with European standards. The author also analyzes the problems faced by countries seeking to join the European Union and offers recommendations for ensuring effective compliance with human rights during adaptation [12].

It is also important to note the study of V. Muraviov, who examines the specific case of Ukraine and its process of adaptation of national law to European norms. The author analyzes the reforms carried out by Ukraine to fulfil the requirements of the European Union and their impact on the observance of human rights. The study highlights the problems that arise in the process of harmonization, such as corruption, insufficient freedom of the media, and suggests ways to overcome these problems - in particular, through strengthening the legal system, ensuring the independence of the courts and increasing public participation [6].

A significant contribution to the study of these processes was made by H. Nys, who conducted a comparative analysis of the observance of human rights in the process of adapting national law to European standards in different countries. Based on the study of the effectiveness of human rights protection mechanisms and the impact of adaptation on the guarantees of freedom, equality, and justice, positive practices and problematic aspects in this process were identified, based on which recommendations were made to ensure more effective observance of human rights [7].

In addition, it is necessary to note the work of T. Molnar, who investigated the influence of European law on the national legal systems of individual countries. In particular, based on the analysis of the processes of transformation and adaptation of national law to European standards in various member states of the European Union, the problems related to the observance of human rights in this process were considered, and the need for effective protection of the rights and freedoms of citizens was determined [5].

In general, the latest studies of the problems of adapting national legislation to EU legal norms, outlined in the works of various scholars [2; 4; 11; 13], note the need to solve such problems as corruption, inaccessibility of legal protection, restrictions on media freedom and insufficient independence of the judicial system. The recommendations proposed in the specialized scientific literature are aimed at strengthening legal awareness, improving legislation, ensuring an effective monitoring and control mechanism, as well as involving the public in the process of adaptation and creation of the legal culture of society.

Despite the significant amount of research, there is an objective need for further research into this issue, taking into account the specifics of the Ukrainian context, since currently there are gaps in the study of specific cases of adaptation and their impact on human rights in Ukraine, which will help to form an effective strategy for ensuring the observance of citizen rights during the adaptation of national law to the norms of the European Union.

3 Materials and Methods

Various methods and sources of information were used to achieve the goal of the research on the observance of human rights in the conditions of adaptation of the national law of Ukraine to the norms of the European Union.

In particular, the analysis of normative acts was applied, in which a systematic analysis of the national legislation of Ukraine and the norms of the European Union related to human rights and the adaptation process was carried out, including the study of constitutional acts, laws, directives, regulations, and other normative documents that regulate the legal framework and appropriate requirements.

A systematic review of scientific articles, books, dissertations, and other scientific sources related to the research topic was carried out. This review made it possible to obtain scientific approaches, concepts, and results of previous studies in this area.

A comparative analysis of research and statistical data on the observance of human rights in other countries, which also underwent the process of adaptation to European norms, was carried out. Its results made it possible to understand positive practices and shortcomings, as well as to identify possible ways of implementing effective measures by Ukrainian legislation.

The specified methods and sources of information were used for the systematic analysis and assessment of human rights compliance in the context of the adaptation of the national law of Ukraine to the norms of the European Union, and the results obtained became the basis for the development of recommendations and strategies for ensuring the effective protection of human rights in the process of adaptation.

4 Results and Discussion

Starting from the 20th century, the vast majority of European states, guided by common national interests, directed their efforts to the construction of a legal entity, which, according to V. F. Opryshko, is called "European law" [8] and consists of numerous conventions, agreements, charters, codes, and protocols to them, developed under the auspices of regional organizations - the Council of Europe, the Organization for Security and Cooperation in Europe, the European Union, etc. Their system, which contains more than 14 thousand different types of legal acts and almost 9 thousand decisions of the EU

Court, was created and developed for almost 50 years and today is actually the legal system of the European Union - *acquis communautaire*. This concept was used for the first time in the draft of the Treaty on the EU, but so far its content has not been disclosed in any of the legal acts. Since the exact translation of the concept of *acquis communautaire* into the languages of the EU member states turned out to be a difficult task, the EU institutions preferred the French version, which literally means "what is achieved within the borders of the Community", "the property of the Community" [3].

The analysis of regulatory acts showed that Ukraine adopted a significant number of legislative acts to adapt its national law to the standards of the European Union in order to ensure compliance with human rights. In particular, laws on the protection of human rights, anti-discrimination, freedom of speech, and others were adopted. The legislation of Ukraine defines the process of bringing the laws of Ukraine and other regulatory legal acts into compliance with the *acquis communautaire* as the adaptation of legislation. The adaptation of Ukrainian legislation to EU legislation is recognized as a priority component of the process of Ukraine's integration into the European Union, which, in turn, is a priority direction of Ukraine's foreign policy.

In general, European integration is based, first of all, on the universal principles of state sovereignty, democracy and the rule of law, and protection of human rights and freedoms. Throughout history, the development of the ideas of human rights protection and European integration has been determined by interdependence and mutual influence. Most of the international acts and ideas related to the integration of states in Europe contained provisions on human rights as a basic value, the protection of which will allow for maintaining peace and security on the European continent. In the context of the protection of human rights, the European regional integration process is determined by a unique legal, political, economic, and cultural phenomenon and acts as a basis for the convergence of the legal systems of states. A special place in this process is occupied by the gradual unification of legal norms in the field of human rights.

However, currently, there are still problems regarding the compliance of Ukrainian legislation with international standards and its effectiveness in practical application. One of the main problems is corruption and insufficient independence of the judicial system. Recent studies in this area have shown that these are serious problems affecting the observance of human rights during the adaptation of national law. Corruption creates obstacles to equal access to justice, and insufficient independence of courts can lead to biased decisions, violation of the rights and freedoms of citizens.

Another problem is the unavailability of legal protection for citizens during the adaptation of national law. In particular, many citizens of Ukraine do not have sufficient information about their rights and procedures for their protection. In addition, the high cost of legal services and the complexity of procedures can make access to a fair trial and equal protection of rights difficult.

Active cooperation with international organizations should be included among the positive aspects of the adaptation of legal norms - Ukraine actively cooperates with international organizations, such as the Council of Europe and the Office of the UN Commissioner for Human Rights, to support and strengthen human rights in the context of the adaptation of national law. This includes providing financial, technical, and expert assistance, as well as monitoring and evaluating the human rights situation.

The Council of Europe, as an international intergovernmental organization, working towards the unification of human rights law, created a special system of norms. This system consists of the rules of contract law, precedent, and institutional law. The action of the Convention on the Protection of Human Rights and

Fundamental Freedoms achieves the most complete unity of norms regarding the protection of human rights since the Convention contains norms that are included in national law through transformation into constitutional and legal norms. In this regard, they cannot be changed in the process of development of national legislation, and their provisions, terms, and concepts cannot be interpreted on the basis of domestic law. This method of unification is the most effective, as unity is achieved in the practice of applying the norms of the Convention on the Protection of Human Rights and Fundamental Freedoms [9].

Adaptation of national legislation to the legislation of international organizations is carried out by authorized bodies of state power through law-making, planning, coordination, and control. Adaptation is a component of integration processes, a prerequisite for the harmonization of national legislation with the legislation of international organizations. This is a planned process that includes several successive stages, at each of which a certain degree of compliance of national legislation with international legal norms and standards should be achieved [10].

Studies of the current situation indicate the need for further efforts to ensure the effective adaptation of the national law of Ukraine to the norms of the European Union in order to respect human rights. At the same time, the above-mentioned problems require systemic reforms and the implementation of effective measures. In this aspect, it is important to ensure the independence of the courts, the fight against corruption, and guarantee the appropriate level of media freedom. It is also necessary to recognize the need to promote the availability of legal protection and to inform citizens about their rights and protection procedures.

One of the possible ways to positively change the situation is to improve the legislation, ensure its compliance with international standards, and its effective application. Careful monitoring of human rights compliance, including statistical data collection and research, should be carried out. This will allow identifying problem areas and the development of targeted strategies and measures to improve the situation. It is also important to involve the public organizations in the process of monitoring the observance of human rights. This may include conducting information campaigns and educational activities, as well as promoting the active participation of citizens in decision-making related to human rights.

The general goal of such a legal transformation is to create an effective system that guarantees the observance of human rights in the conditions of adaptation of the national law of Ukraine to the norms of the European Union. This will contribute to the construction of a legal state, the protection of individual freedoms, and the development of society based on the principles of justice and equality. In addition, it is important to pay attention to the international experience and best practices in the field of human rights when adapting national law. Other countries that have already gone through a similar process can provide valuable advice and guidance. Such an exchange of experience can contribute to the improvement of legislation, a balanced approach to the protection of human rights, and the creation of an effective control system. Further research and analysis of legal problems arising during the adaptation of national law to the norms of the European Union is also an important component of the development of human rights field. This will make it possible to identify new challenges and gaps in the legislation and direct efforts to their solution.

The analysis of the process of approximation of Ukrainian legislation to the legal system of the EU makes it possible to identify theoretical and practical problems that require an urgent solution. Adaptation of domestic law to EU law is carried out simultaneously with the legal reform in Ukraine. The current legislative framework of Ukraine is contradictory, unstable, and therefore imperfect. The Ukrainian state must update its own legislation in accordance with international principles and standards because the quality of legal acts is of particular

importance in the EU - the Council of the EU adopted a special decision on the rules for their preparation, according to which the legal action must be clear, not ambiguous, without excessive use of abbreviations, without jargon expressions, excessively long phrases, unclear references to other texts, complications that affect its understanding and, accordingly, its implementation [3].

On the other hand, the unification of legal norms within the EU became possible as a result of the member states transfer of part of their sovereign rights to the EU institutions in the adoption of universally binding prescriptions of a legislative nature, which establish the basic principles of regulation common to all member states or other field. Moreover, as a result, member states are retaining the right to independently conclude international agreements both within the Union and with third countries.

Therefore, the priority spheres of the process of adaptation of Ukrainian legislation to EU law should be the fields that regulate the rights and freedoms of a person and a citizen. It is worth agreeing with the opinion of M. M. Antonovych that Ukraine, "as a member of the international human rights protection system, is obliged to comply with international standards regarding human rights and to ensure collective rights, including the rights of national minorities and indigenous peoples and other rights, through the implementation of international human rights norms in the internal legal order, the implementation of these norms and control over their observance, and in case of violation of human rights – through the provision of fair compensation" [1].

It can be argued that an important element of the ongoing reforms in Ukraine is the process of bringing the national law into line with the law of the European Union, and this process is also understood as convergence, approximation of law. The legislation of Ukraine defines the process of bringing the laws of Ukraine and other regulatory legal acts of the country into compliance with the *acquis communautaire* as the adaptation of legislation. The adaptation of Ukrainian legislation to EU legislation is determined as a priority component of the process of Ukraine's integration into the European Union, which, as it was mentioned above, in turn, is a priority direction of Ukraine's foreign policy. The purpose of adapting the legislation of Ukraine to the legislation of the European Union is to achieve compliance of the legal system of Ukraine with the *acquis communautaire*, taking into account the criteria put forward by the European Union to the states that intend to join it.

Thus, the integration of Ukraine into the European and international community led to the need to resolve the issue of the relationship between the principles and norms of European human rights law and the principles and norms of the legal system of Ukraine. The process of bringing the norms of Ukrainian law in line with the EU norms is defined as the adaptation of law, which is a priority component of the process of Ukraine's integration into the European Union, as a direction of Ukraine's foreign policy. Therefore, achieving compliance of the legal system of Ukraine with the *acquis communautaire* is not possible without help from the European Union. However, such assistance can be provided, for example, in the form of prompt information on EU legislation, organization of seminars, exchange of experts, translation of EU legislation, etc. And, of course, the adaptation of the legislation also requires financial assistance from the EU, because the current economic condition of Ukraine, especially in connection with Russian military aggression, will not allow it to properly fulfil the relevant obligations.

5 Conclusion

It has been shown that the process of legislative adaptation can create challenges for the provision and protection of citizens' rights. The results of the analysis indicate the need for systemic reforms to ensure the effective adaptation of Ukrainian national law to the norms of the European Union, taking into account

human rights. Important aspects are ensuring the independence of the judicial system, the fight against corruption, the freedom of the media, and the availability of legal protection. It was also found that it is necessary to actively involve the public and non-governmental organizations in monitoring the observance of human rights during the adaptation of national law. Information campaigns, educational activities, and the promotion of active participation of citizens in decision-making can contribute to the conscious and active protection of human rights. Cooperation with international organizations is also of great importance for ensuring the observance of human rights. Further exchange of experience and joint work will contribute to the development of effective mechanisms for the control and protection of human rights in the context of adaptation of Ukrainian national law to European standards. Therefore, it is important to continue research and develop strategies aimed at ensuring the observance of human rights during the adaptation of the national law of Ukraine.

For greater efficiency in this process, it is necessary to overcome a number of problems that impede the approximation of Ukrainian law to the standards of EU law. First of all, it is necessary to qualitatively change domestic legislation in accordance with international principles of democracy, respect for human rights and fundamental freedoms, minority rights, and the rule of law. It is necessary to ensure the training of specialists in European law and to make greater use of the potential of scientific research institutions and institutions of civil society. At the same time, the areas regulating the rights and freedoms of man and citizen should be recognized as priority areas of the process of adaptation of Ukrainian legislation to EU law.

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Primary Paper Section: A

Secondary Paper Section: AG

DIFFERENTIATION OF INCOME AND EXPENDITURES OF HOUSEHOLDS IN THE SYSTEM OF FORMATION OF THE DEMOGRAPHIC SITUATION IN UKRAINE

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Abstract: This article analyzes the role of household income and expenditure differentiation in shaping the demographic situation in Ukraine. The impact of socio-economic changes and their theoretical concepts on demographic dynamics was evaluated. The relationship between household incomes and expenses and indicators of the demographic situation, such as birth rate, death rate, migration, and aging of the population, is considered. The key factors influencing the differentiation of income and expenditure, such as education, employment, and regional disparities, have been identified. The fundamental understanding of the mechanisms contributing to the formation of the demographic situation in Ukraine has been improved. The results of the study can be used to develop the principles of state social and economic policy aimed at improving the demographic situation.

Keywords: household income; household expenditure; demographic indicators; demographic situation; population aging.

1 Introduction

The specificity of the current stage of socioeconomic development of Ukraine lies in the presence of a long-term problem of differentiation of household incomes and expenses, which significantly affects the state of the country's economic development. At the same time, the problem of inequality in the distribution of income and expenses also plays a significant role in the formation of the demographic situation in the country [14]. In particular, this differentiation has a direct impact on the standard of living of the population, its demographic indicators, and social development in general. Solving this problem requires a detailed analysis of the role of household income and expenditure differentiation in shaping the demographic situation. In particular, on the basis of such an analysis, it is possible to identify the main factors that lead to the differentiation of incomes and expenses, as well as the possibility of assessing their impact on the demographic situation in the country [18]. At the same time, such research requires the processing of a significant array of socioeconomic data and the use of relevant theoretical concepts.

As it is known, the distribution of income and expenses is a complex process that includes many factors and relationships. However, currently, insufficient attention is paid to the study of this phenomenon, especially in the context of its impact on the demographic situation in Ukraine [6; 10]. At the same time, there is an objective need to expand the understanding of the relationship between the differentiation of household incomes and expenses and the demographic situation in Ukraine.

In addition, the study of the specifics of the differentiation of household incomes and expenditures is important for reasons of social justice and economic growth. High inequality in the distribution of income can lead to social tension in society, a decrease in the quality of life, and limited access to basic social services for the population. In addition, it can have a fairly serious impact on the demographic indicators of the country, such as birth rate, death rate, and migration.

In general, it can be argued that increasing the level of income and ensuring decent living conditions for all segments of the population is an important task for any country. But in order to achieve this goal, it is necessary to find out exactly how the differentiation of income and expenses affects the demographic

situation. At the same time, Ukraine has recently faced numerous challenges related to reforming the economy and stabilizing socio-economic development. Understanding the impact of the differentiation of income and expenses on the demographic situation is a key aspect of the development of effective policies aimed at improving the quality of life of the population and ensuring sustainable development.

In this context, there is a growing need to identify the main factors that contribute to the differentiation of household incomes and expenses in Ukraine. Meanwhile, it is necessary to determine the influence of such factors as education, employment, regional differences, etc. on this process. In addition, determining the possible consequences of income and expenditure differentiation on demographic indicators, such as birth rate, mortality rate, migration, and population aging, is an urgent task. Only by taking into account all the mentioned factors will it be possible to determine the principles of functioning of the mechanisms that currently shape the demographic situation in Ukraine.

All this determines the relevance of the study of the problems of income and expenditure differentiation, the result of which should be methods of forming an effective socio-economic policy aimed at reducing income inequality, enhancing the quality of life of the population, and improving the demographic situation in the country in general.

2 Literature Review

The differentiation of household incomes and expenditures is a complex and multifaceted problem that attracts considerable attention in the scientific community. In recent years, in connection with the growth of social inequality and its impact on economic development and the demographic situation, research in the field of income and expenditure differentiation has become particularly relevant.

Among the key studies of the differentiation of household incomes and expenses, there are works that highlight the role of education in this process. In this aspect, it is worth noting the research of S. G. Beverly, who revealed that education has a significant impact on the distribution of income and expenses. A high educational qualification can provide access to high-paying jobs, which contributes to the growth of incomes. In addition, educated people are more likely to make smarter financial decisions and are more aware of the efficient use of their resources [5].

Regional differences are another important aspect in the study of income and expenditure differentiation. According to Yu. H. Horiashchenko's research, there is a significant difference in income and expenses between different regions in Ukraine. The author emphasizes that regional differences can affect the country's demographic situation, in particular, population migration flows. At the same time, it is claimed that Ukraine, as a country with diverse regions in terms of the level of economic development, faces the problem of population outflow from less developed regions to more developed ones. This can have a negative impact on the demographic situation in certain regions, in particular manifesting in the birth rate and aging of the population [9].

In addition, a number of researchers pay special attention to the impact of the differentiation of income and expenses on the birth rate and mortality rate. In particular, according to research by Asumadu-Sarkodie and Owusu, a high level of social inequality can lead to a decrease in the birth rate and an increase in the death rate. It has been argued that inequalities in access to resources and social services can limit the ability of low-income families to raise children and receive the health care they need, which can have long-term demographic consequences [4].

It is also worth noting the study of the impact of income and expenditure differentiation on population migration. In particular, the works of S. Kolodii [9] and V. Nahornyj [15] argue that high incomes and access to a wider range of opportunities can attract young and qualified workers to large cities or abroad, which can lead to an outflow of resources and the growth of regional disparities. Such processes can have a significant impact on the demographic situation, as well as on the change in the age structure, composition, and location of the population.

In general, the study of approaches to solving the problem of differentiation of household incomes and expenses, in particular within efficiency and macroeconomic context, as well as in the industry scale, is sufficiently widely presented in the works of such scientists and practitioners. as O. Agres [1-2], I. Britchenko [7], T. Kulinich [11-13], T. Shmatkovska [21-22], R. Sodoma [23-24], K. Sukhova [25], A. Tiurina [26-27], I. Tofan [28], I. Tsybaliuk [29], and many others.

However, it is worth noting that current scientific research in the field of differentiation of household incomes and expenses in Ukraine is limited, since most of the current studies focus on general indicators of economic development, without sufficient attention to their impact on the demographic situation. Therefore, there is an objective need to deepen the study of this issue to determine the relationships between the differentiation of household incomes and expenses and the demographic situation in Ukraine, which will allow the development and implementation of effective socio-economic policies aimed at reducing social inequality and creating a stable demographic situation.

3 Materials and Methods

When analyzing the property stratification of the population, it is necessary to study the dynamics of indicators of income differentiation, which are used in global practice, namely:

–The Gini coefficient - the concentration coefficient G , which takes on a value from 0 (even distribution of income among the entire population) to 1 (all income belongs to one person), calculated according to the formula

$$G = 1 - 2 \sum_{i=1}^n P_i cum Y_i + \sum_{i=1}^n P_i Y_i$$

where: P_i – the share of the population of i -th group in the total number of the population;

Y_i – the share of income (expenditure) of the i -th population group;

$cum Y_i$ – the cumulative share of income (expenditure);

n – the number of population groups;

– Income deciles ratio – the ratio of the minimum level of income among the 10% of the most well-off population to the maximum level of income among the 10% of the least well-off population;

– Income quintile ratio – the ratio of the minimum level of income among the 20% of the most well-off population to the maximum level of income among the 20% of the least well-off population;

– The quintile factor of funds – the ratio of the total incomes of the 20% of the most and 20% of the least well-off population [17].

Based on the methods of economic and mathematical statistics, the differentiation of the population by the level of average per capita equivalent income was analyzed, and the indicator of the level of differentiation - the Gini coefficient - was calculated. The Lorentz concentration curve was constructed using the graphical variation method. Based on the method of analysis and synthesis, conclusions about the economic behaviour of households in Ukraine were made.

4 Results and Discussion

According to the realities of today, there is an opinion that the growth of the specific weight of social payments in the aggregate resources of households has negative consequences since such payments or the persons who receive them do not make any contribution to the creation of the gross domestic product. However, in our opinion, the growth of social benefits is inevitable as long as there is a population whose well-being is below the poverty line. Another issue is how to ensure the receipt of appropriate funds for payments to these segments of the population, the number of which is constantly growing.

This problem is becoming increasingly acute against the background of the constant aging of the population. From Figure 1, the disappointing forecasts regarding the age structure of the population of Ukraine are obvious.

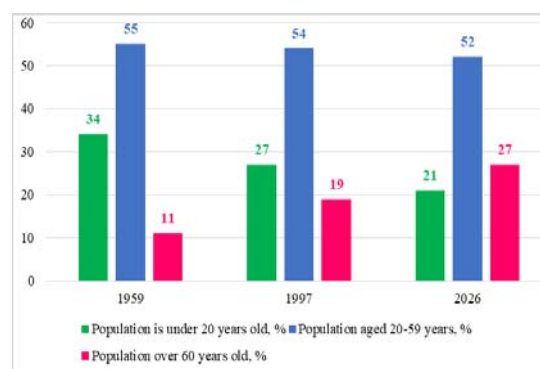


Figure 1. Population aging rates in Ukraine for 1959-2026 (including forecast)

Source: [16].

It is important that Ukraine in today's realities belongs to the group of countries with a high level of economic shadowing. Significant scales of latent economic activity in Ukraine, exceeding the critical level (30%), form a kind of "parallel" state. Undoubtedly, the shadow sector of the economy has a significant impact on all socioeconomic processes in society, including the formation, distribution, and redistribution of income. Without taking into account this fact, the monitoring of population differentiation by official incomes is incomplete, and the corresponding results are inadequate.

The study of indicators of differentiation by total income shows that there is inequality in their distribution in Ukraine (Table 1). Thus, in 2021, the first five deciles groups of the population accounted for about 34.3% of total income, and for the other five - about 65.7%. It is significant that the tenth deciles group of the population has the largest share of total income, more than 20%. The deciles coefficient of differentiation of the total incomes of the population shows that during 2017–2021, the minimum incomes of the 10% of the most well-off population exceeded the maximum incomes of the 10% of the least well-off population by 2.6–3.1 times. At the same time, the coefficient of funds demonstrates a higher level of inequality in the income distribution (the ratio between the total incomes of 10% of the most and least well-off population during 2017–2021 varied between 4.4–5.6).

Table 1: Distribution of total incomes by deciles groups of the population in Ukraine for 2017–2021

Deciles groups	2017	2018	2019	2020	2021
First	4.5	3.8	4.6	4.7	4.5
Second	6.0	5.7	6.1	6.2	6.1
Third	6.9	6.8	6.9	7.1	7.1
Fourth	7.6	7.6	7.7	7.8	7.8
Fifth	8.4	8.5	8.5	8.6	8.8
Sixth	9.2	9.5	9.3	9.3	9.5
Seven	10.2	10.5	10.3	10.4	10.5
Eight	11.6	11.9	11.6	11.7	11.6

Ninth	13.5	14.2	13.7	13.7	13.6
Tenth	22.1	21.5	21.3	20.5	20.5
Deciles coefficient of differentiation of total income, times	2.7	3.1	2.7	2.6	2.6
Deciles ratio of funds, times	4.9	5.6	4.6	4.4	4.5
Income concentration ratio	0.243	0.253	0.237	0.226	0.227

Source: built on data [16].

Graphical analysis of the distribution of total incomes based on the Lorenz curve (Fig. 2) indicates less inequality in the distribution of incomes in Ukraine compared to EU states. It is significant that the Lorenz curve for both Ukraine and the EU has not reached the so-called critical point of differentiation. An additional argument in favour of moderate inequality in the distribution of total incomes in Ukraine is the income concentration coefficient (Gini), the variation of which in the range of 20–26% according to the classification of economies for OECD countries corresponds to a low degree of inequality.

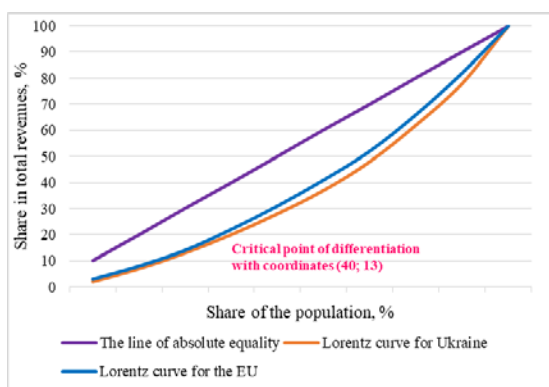


Figure 2. Lorenz curve for Ukraine and the European Union (by total income in 2021)

Source: built on data [19]

A comparative analysis of the Gini coefficient in Ukraine and the European Union, surprisingly, shows a significantly lower level of inequality in the distribution of income in the Ukrainian national economy compared to the vast majority of European states.

Ukraine, together with such countries of the European Union as Norway, Slovenia, the Czech Republic, Sweden, Finland, and Belgium, belongs to the group of countries with a low degree of inequality in the income distribution. Most of the states of the European Union are characterized by an average (France, Croatia, Germany, Ireland, Poland, Italy, etc.) or high (Greece, Portugal, Spain, Cyprus, Bulgaria, Serbia, etc.) degree of inequality in income distribution (Figure 3).

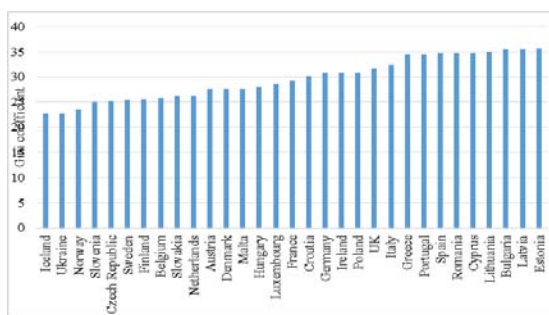


Figure 3. The Gini coefficient in Ukraine and the countries of the European Union in 2021

Source: built on data [19].

The study of the results of the assessment of the shadow economy in Ukraine using various methods (Fig. 4) shows that

the level of shadowing of the national economy is extremely high. In particular, in 2021, the specific weight of the “shadow” in the gross domestic product varied from 35% (according to the monetary method) to 56% (according to the “population expenditure - retail turnover” method). It is significant that since 2019 there has been a clear trend toward the growth of the shadow sector of the economy in Ukraine.

Of course, the darkening of the economy is characteristic not only of Ukraine, but also of the EU states. The analysis of the level of shadowing of the economies of the EU states, according to Professor F. Schneider, shows that the vast majority of European states are characterized by the so-called safe level of shadowing (only Bulgaria was an exception in 2021). It is significant that Ukraine is the leader in terms of the share of the latent economy in comparison with the EU states (Table 2).

Table 2: The level of the shadow economy in the countries of the European Union in 2021

Country	The level of the shadow economy, % of GDP	Country	The level of the shadow economy, % of GDP
Austria	8.2	Portugal	17.6
Netherlands	8.3	Spain	18.2
Luxembourg	9.0	Italy	20.6
Great Britain	9.4	Hungary	21.9
Ireland	11.3	Greece	22.4
Denmark	12.0	Slovenia	23.3
Germany	12.2	Poland	23.3
France	12.3	Latvia	23.6
Finland	12.4	Malta	24.3
Sweden	13.2	Lithuania	25.8
Slovakia	14.1	Estonia	26.2
Czech Republic	15.1	Romania	28.0
Belgium	16.2	Bulgaria	30.6

Source: [19].

The significant scale of shadowing of the national economy, exceeding the so-called safe level of 30%, indicates the latency of the processes of income formation in a significant number of the state’s population. Under such conditions, it is obvious that the real problem of inequality in the distribution of income in Ukraine is much more acute than the data of official statistics show.

The data of a sample survey of expenses and resources of households of Ukraine for 2017–2021 became the statistical basis for the study of the differentiation of the incomes of the population of Ukraine, taking into account their shadow component.

The algorithm for estimating the differentiation of population incomes, taking into account their shadow component, in accordance with the author’s approach, is as follows:

- 1) Assessment of shadow incomes and justification of criteria for their distribution by deciles population groups;
- 2) Calculation of the so-called adjusted incomes (their shadow component is taken into account) by deciles population groups;
- 3) Calculation of the Gini coefficient based on the total and adjusted total incomes of the population;
- 4) Comparison of indicators of differentiation of population incomes by total and adjusted total population incomes.

The main problem in assessing the level of income differentiation of the population in Ukraine is the justification of the scale and criteria for the distribution of shadow component. The results of assessing the level of the shadow economy using different methodological approaches allowed us to determine the variation of shadow incomes. According to one of the scientific concepts, shadow incomes are distributed only between the last two deciles groups of the population [3]. Without denying the right to the existence of such an approach, we consider it

insufficiently substantiated within the framework of this study.

Of course, there are no statistical data that would make it possible to reliably assess the distribution of shadow incomes by deciles population groups. This can only be done on the basis of certain assumptions. In particular, we believe that the regularity of the distribution of shadow incomes can be reflected in the structure of household expenses. The analysis proved that in Ukraine, there is a significant variation in expenses by deciles population groups.

At the same time, the share of expenditure on food products and non-alcoholic beverages, tobacco products, payment for housing and communal services, as well as communication services, is higher in the first deciles groups of the population, and the specific weight of expenditure on other items (clothing, shoes, household items, household appliances, health care, transport, recreation and culture, education, restaurants, and hotels, helping relatives, buying shares, real estate, construction, major repairs, bank deposits) is significantly higher in the last deciles groups. With this in mind, all household expenses in the context of their impact on the distribution of shadow incomes were accordingly divided into two groups: disincentives and stimulators.

Another criterion for evaluating the distribution of shadow incomes can be the distribution of respondents based on self-assessment of their own standard of living (methodology of the State Statistics Service of Ukraine [19]). The corresponding results show that the share of respondents by deciles groups of the population who indicated the sufficiency of their own income with the possibility to make / not make savings is significantly higher in the last deciles groups. The specific weight of respondents who indicated a lack of income (cannot afford the most necessary, except for food; it was not possible to provide even sufficient food) prevails in the first deciles groups. Similarly to the above, all indicators based on the results of self-assessment of the standard of living in the context of their influence on the distribution of shadow incomes were divided into stimulators and dissimulators. The outlined criterion base made it possible to estimate the percentage share of each deciles group in shadow incomes (Figure 4).

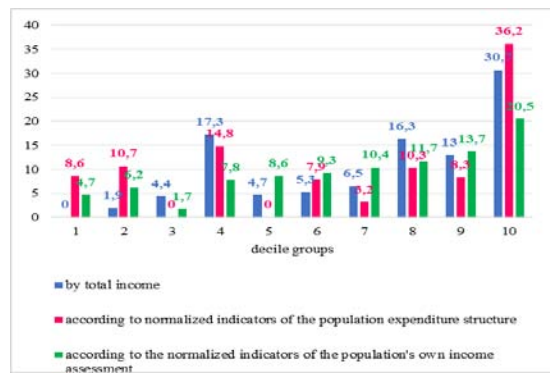


Figure 4. Specific weight of deciles groups of the population of Ukraine in shadow incomes according to various methods compared to total incomes, %
Source: built on data [19].

It is significant that the participation weights in the distribution of shadow incomes reflect a higher level of inequality than total incomes. In addition, the specific weight of the tenth deciles group of the population in the distribution of shadow incomes significantly exceeds the corresponding specific weight of total incomes.

The results of the calculations showed that taking into account the shadow component of incomes slightly changes the patterns of their distribution by deciles population groups compared to total incomes. So, if in 2021 the last deciles group of the population accounted for 20.5% of total incomes, then taking into account shadow incomes according to the author's approach, the corresponding average share varies between 23.7–25.3%.

The results of the Gini coefficient calculations show significant differences in the estimation of differentiation by total and total adjusted incomes (Figure 5). While the Gini coefficient indicates a low level of inequality in income distribution for total incomes, for adjusted incomes it indicates an average or high level. Of course, the obtained results of estimating the differentiation of the population's incomes, taking into account their shadow component, reflect income inequality within a certain confidence interval. In particular, the confidence interval of the Gini coefficient, calculated on adjusted total incomes based on normalized indicators of the population's own income assessment, is $\pm 7\%$, and on the basis of normalized indicators of the cost structure - $\pm 2\%$.

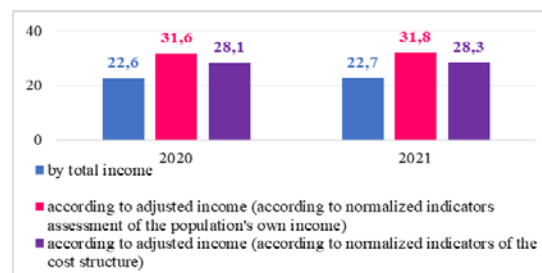


Figure 5. The ratio between the Gini coefficient for total and adjusted total income in Ukraine in 2020-2021, %
Source: own calculations.

Undoubtedly, the author's approach to assessing the differentiation of the incomes of the population of Ukraine, taking into account their shadow component, can be subjected to a certain critical evaluation. After all, the corresponding calculations were made on the basis of indicators of sample surveys of household budgets, which are not absolutely reliable, and a number of assumptions. Despite this, the presented study should draw the attention of scientists to the need not only for an expert assessment of the distribution of shadow incomes but also for the search for methodological approaches for its quantitative justification for further assessment of the differentiation of the population's incomes. It is obvious that assessing income inequality without taking into account its shadow component does not reflect the real state of affairs in Ukraine. Ignoring this problem in the process of forming the state socio-economic policy only increases social and political instability in society.

5 Conclusion

According to the information of the State Statistics Service, there is a fairly moderate differentiation in the general income of the population in Ukraine. Moreover, inequality in the distribution of income in the national economy is significantly lower than in the states of the European Union. At the same time, according to experts, Ukraine is characterized by a high level of shadowing of the national economy, which exceeds the safe level. In such conditions, evaluating the differentiation of the population's income without taking into account shadow component does not reflect the real picture. There is no reliable information base for assessing the distribution of shadow incomes, which necessitated its substantiation. Possible criteria for characterizing the distribution of shadow incomes by deciles groups of the population of Ukraine according to the author's approach are as follows: 1) the structure of household expenses; 2) the distribution of respondents according to self-assessment of their own standard of living. Taking into account the shadow component of incomes made it possible to calculate the so-called adjusted total incomes, the distribution of which by deciles groups of the population differs slightly from the distribution of total incomes. Finally, the author's calculations revealed that the real inequality in the distribution of income in Ukraine is significantly higher than the statistical data show. The obtained research results, in our opinion, indicate that during the formation of the priorities of the socio-economic policy of the state, it is necessary to focus on indicators of inequality in the distribution of income, taking into account their shadow

component. Ignoring this problem will only deepen social and political instability in society.

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PRAXEOLOGY OF THE ENGINEERING THEORY OF MANAGEMENT ACCOUNTING IN ENTERPRISES OF THE AGRICULTURAL SECTOR: A SYSTEM OF DERIVED BALANCES (IN UKRAINIAN CONTEXT)

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Abstract: The article examines the application of praxeological principles to the engineering theory of management accounting at enterprises in the agricultural sector. A system of derivative balance sheets is proposed, which enables effective management of financial resources and risks in the agricultural sector. Management accounting methods and tools are analyzed, taking into account the specifics of the agricultural sector. The results of the study allow agricultural enterprises to improve the efficiency of management accounting and make informed decisions.

Keywords: management accounting; agricultural enterprises; accounting theory; derivative balance sheets.

1 Introduction

Investigating the effectiveness of the engineering theory of management accounting, it is appropriate to talk about its practical manifestations, that is, its suitability for practical adaptation of scientifically based hypotheses and unproven assumptions [2; 15]. The emergence and fairly wide spread of strategic management accounting should be considered one of such manifestations.

Thus, transformative changes in the economy and the complication of the orientation of agricultural enterprises in the system of market relations determined the growing importance of the construction of strategic accounting as an effective tool for improving the quality of management decisions made in the conditions of increased competition, risk, and instability of the market environment [14].

Practically all studies devoted to the issue of strategic management accounting are based on the creation and use of a wide variety of accounting models, standards, methods, layouts, and computer programs.

The considered sectoral and accounting-analytical aspects of agricultural enterprises, which affect the methodology and expediency of implementing certain areas of strategic management accounting, objectively lead to the need to develop an appropriate accounting model based on the provisions of engineering theory.

2 Literature Review

In recent years, Ukrainian practicing accountants and researchers have begun to pay considerable attention to the problems of modelling strategic accounting. In particular, it is about:

- Models of fractal derivatives of balance sheets taking into account fractals of space and time [19-21];
- Strategic management accounting models [25-27];
- Situational model of strategic accounting and risk management [23; 24];
- Accounting model of strategic property accounting [6];
- Situational model of strategic management accounting, organizational model of strategic accounting [7-14];
- Accounting models for estimating the value of the firm [28].

Modelling is widely used in accounting, and according to various estimates, more than 500 accounting models have been developed and are currently in use. This is due to the fact that accounting is an artefact, that is, a mentally reproduced process, which for the purposes of research and improvement can be presented in the form of a model.

From the standpoint of the engineering theory of management accounting, the modelling function is enriched through the use of tools, methods, and models of related sciences. In particular, the development of basic structures (of the engineering type) with predetermined support points is quite effective.

We present the toolkit of accounting engineering in the form of creating a system of derivative balance sheets. Derivative means secondary transformation taking into account any, as a rule, price and specific (determined by management goals) features, and balance.

For the first time, the possibility of compiling derivative balance sheets was identified by Dutch professor Theodore Limperg. He developed a concept of value based on the principle of hypothetical withdrawal and proposed to calculate the value of an enterprise by determining the loss (or profit) upon the withdrawal of its assets [17].

Also, T. Limperg proposed for the first time to make hypothetical entries in accounting as a result of hypothetical business processes (operations). The appearance of hypothetical records served the development of derivative balance sheets and prompted a revision of established views on the static nature of accounting, in particular managerial accounting [17].

3 Materials and Methods

In our research, we used the main provisions of economic theory, the economics of agrarian formations, management and regulation of their development, modern organizational and managerial scientific ideas about their mechanisms and tools both in Ukraine and abroad, and relevant regulatory and legislative acts at the national and European levels.

Based on the results of the research, we used a complex of modern general scientific and special methods of scientific knowledge. Among the methods of research, the method of generalization, systematization, as well as the monographic method was used. Also, in the process of conducting the research, we used the methods of deduction and induction, dialectical unity and contradiction, historical, system-structural analysis, and synthesis – when performing scientific abstractions and theoretical generalizations. In order to visualize the results of our research, we use the graphic method and the method of schematic visualization.

4 Results and Discussion

It is important that the most essential prerequisites for the development of a constructive model of derivative strategic balances are the following:

- Firstly, the economic processes of the functioning of economic entities are largely related to the existence of contradictory information, the assessment of the reliability and relevance of which makes a significant contribution to solving the problem of strategic decision-making and is a prerequisite for the development of accounting and analytical support for production and implementation strategies of sustainable development of organizations;
- Secondly, when choosing options for constructive models of derivative strategic balances, the determining factor is the relationship and interaction with other accounting

subsystems - operational, primary accounting, financial, tax, etc.;

- Thirdly, there is a need to carefully study and determine the level of influence of external institutions, which is expedient to calculate when developing an optimal strategy for the behaviour of an economic entity as a clear direction and appropriate choice. At the same time, a certain system of derivative balance sheets is formed with clarification of their structure, content, and technology for calculating indicators during the transformation from different angles [1];
- Fourthly, the process of developing derivative balance sheets is based on strategic management technology, which is formed taking into account internal and external institutional factors, the policy of the accounting institute, and the corresponding internal accounting policy;
- Fifthly, the construction of the methodology for forming a constructive model of derivative strategic balances depends on the state of the external environment and is determined by a complex of factors: the political line of the state; labour market; conjuncture; bank policy; professional groups; NGOs; clients; suppliers; technologies; owners; positions of social life (Figure 1).

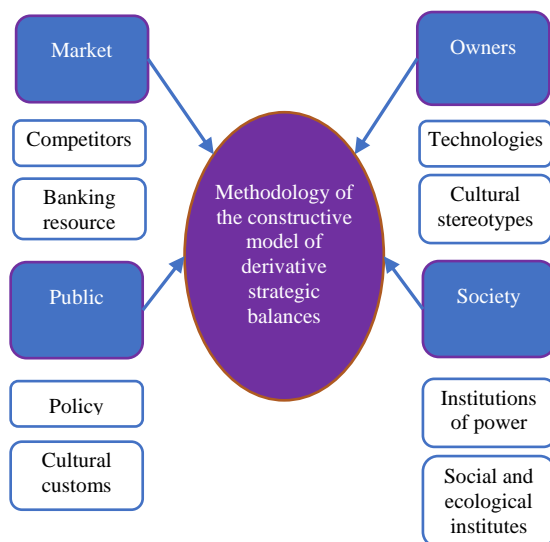


Figure 1. Formation of the methodology of the constructive model of derivative strategic balances taking into account the influence of the external institutional environment

Source: authors' own development.

The development of a constructive model of derivative balance sheets from the standpoint of the engineering theory of management accounting implies three options for the functioning of accounting systems:

- 1) An integrated system of engineering management accounting, which is a mutual interweaving (application of methods, tools, techniques, etc.) of financial, statistical, tax, operational, and strategic management accounting, built on the basis of the use of an aggregated (structured in a given construction) work plan of accounts and accounting tools engineering [3];
- 2) An independent system of engineering management accounting, the essence of which is the partial application of methods and tools of related sciences (economics, management, finance, marketing, riskology, informatics, etc.);
- 3) A combined ("floating", "flexible") system of engineering management accounting, which is formed on the basis of general methodological approaches inherent in accounting.

However, the database provides a set of various structures for established, most recurring economic situations (Figure 2).

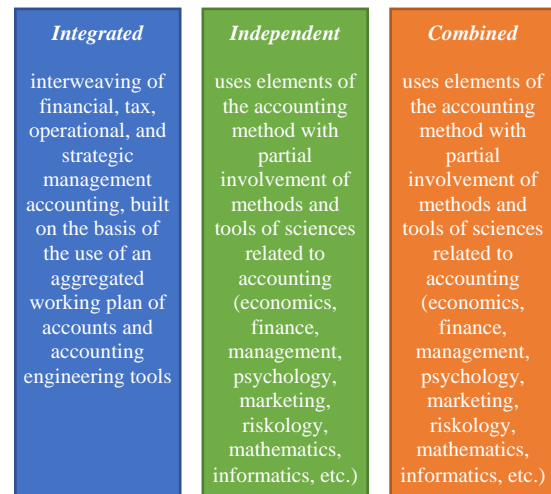


Figure 2. Variants of the functioning of the engineering management accounting system

Source: authors' own generalizations.

The main block of the constructive model of derivative strategic balances is the "Aggregated Chart of Accounts" structure, which forms the basis of strategic management accounting. This is due to the fact that the use of the principles of the architecture of the chart of accounts [16] allows the integration of objects and engineering mechanisms of strategic accounting into it:

- Property,
- Venture capital,
- Solvency,
- Backup system,
- Risks,
- Innovations,
- Value creation chain, etc.

The structural element of the aggregated chart of accounts is a fundamental accounting construct, which is considered a universal aggregate (element, particle, tool) for building engineering constructive models of derivative management balances.

A fundamental accounting structure is a functionally completed aggregate (node) of the chart of accounts, which ensures the independent functioning of strategic management accounting and the determination of results by accounting objects. The complex fundamental accounting structures guarantee the stable operation of the system and the focus of strategic management accounting on the final result.

The rapid development of innovative information systems and cloud technologies has led to the appearance of new modifications of the chart of accounts, built on the use of architectural principles, possessing exceptional information capabilities and properties of a complete system with the use of various modules, sections, computer programs in their structure in order to solve the most diverse information management tasks [19].

Architectonics makes it possible to insert and remove individual components, in addition to designing processes by connecting components together. The described systems are quite expensive, however, they provide flexibility and customization. Adaptive architecture implements a completely new approach to handling and managing constantly changing integrated tasks and processes, which can be internal or external [29]. The enterprise gets the opportunity to design components and use them in such a way as to ensure, if necessary, continuous successful engineering and re-engineering of new processes, and not just engineering at the design level. At the same time, the models of derivative strategic balances built using accounting engineering

tools are effective: actuarial, organic, substantive, venture, strategic, innovative, synergistic, situational, segmental, marketing, resource, sectional, and others.

By ensuring the connection of aggregated accounts with the structure of the agricultural enterprise, the analytical level of the accounting system increases to 50-100 thousand analytical positions.

The logical component of the construction of derivative balance sheets works according to the hypothetical principle. On the basis of the set tasks, a working hypothesis is formed, which boils down to the dependence and conditionality of the activity of the agricultural enterprise on the factors of the external environment, which by 80% determine the performance of the enterprise, the change in its value in the form of net assets and net liabilities, and the need to determine these factors, assess the impact, forecasting, control, and analysis.

The method of forming derivative balances in the management accounting system of an agricultural enterprise can be developed only by borrowing the tools of related sciences (using an engineering approach). The most important from the point of view of strategic management are the following derived balances:

- Derivative balance sheet of property management
- Derivative balance of management of agency relations
- Derivative balance of physical capital management
- Derivative balance of intellectual capital management (informal knowledge)
- Derivative balance of knowledge management (formalized) of an economic entity.

The system of derivative balance sheets - strategic, segmental, forecast, situational, hedged, and integrated risk - acts as an accounting and analytical toolkit for strategy development, display, and implementation [18]. The derivative balance system provides:

- Accounting for factors of external influence;
- Display of alternative (multivariate) strategic decisions with appropriate analytics (types of activity, internal segments, external segments, directions of strategic activity, market segments, strategic horizons, etc.);
- Accounting for assets and liabilities that arise as a result of the implementation of the adopted strategy (solvency, procurement, sales, competitive, etc.);
- Recording of assets and liabilities arising as a result of a change (adjustment) of the strategy;
- Recording of assets and liabilities due to the use of a new strategy;
- Display of hypothetical processes of conditional realization of assets and satisfaction of obligations necessary for making price decisions.

Derived balances strengthen the analytical nature of the accounting system, which involves the reflection in the system of sub-accounts and analytical positions of the structured chart of accounts of the used types of activities, internal, external, market segments, directions of strategic activity, and other analytical positions, taking into account the peculiarities of the activity and strategic directions of the agricultural organization development.

The mechanism of strategic accounting in its general form is represented by a system of accounting mechanisms for the implementation of online, reserve, segmental, and predictive strategy - a system of derived balances. Derived balances have the following formation algorithm and structural design:

- 1) Basic balance sheet (sections of the structured chart of accounts);
- 2) Adjusting accounting records based on operational management information;
- 3) Intermediate adjusted derivative balance;

- 4) Specific records of strategic operations taking into account the influence of external institutional factors;
- 5) Intermediate or final strategic derivative balance;
- 6) Hypothetical operations or processes if they exist;
- 7) Final hypothetical derivative balance.

The algorithm for forming derivative balances is presented in Figure 3.

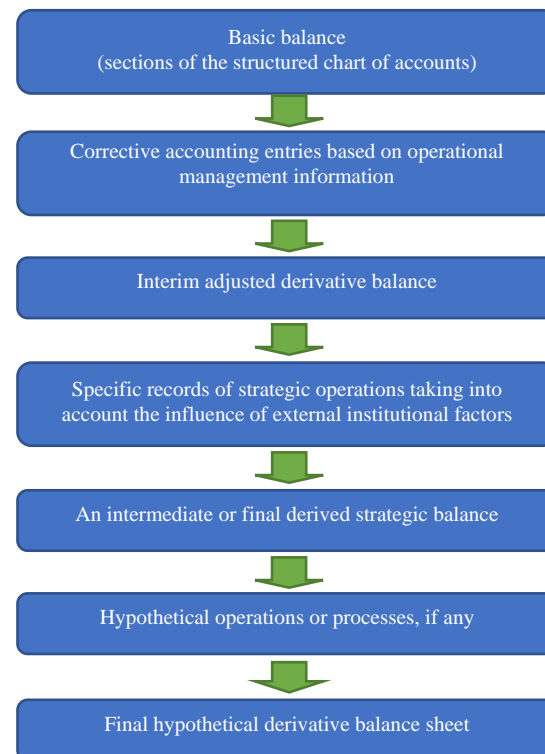


Figure 3. Algorithm for the formation of derivative strategic balances

Source: authors' own generalizations.

In addition to the above-mentioned balances, scientists distinguish a number of others, the simplest of which is considered a zero balance sheet. The founder of zero balances is T. Limperg [17].

The balance is considered zero if there are free cash sources in the asset and the corresponding structure of net liabilities (authorized capital, additional capital, reserve capital, net profit, added value) in the liability. It contains data on the movement of capital and the value of liabilities and assets shown on the balance sheet.

To get a zero balance, one needs to carry out a conditional sale of all assets of the enterprise, repayment of receivables, and obligations to creditors. Based on it, the main control mechanism was created in the form of a zero balance, which is used during any inspection [4].

The method of using accounting engineering tools by agricultural enterprises is based on the following basic positions:

- Focus on the use of a strategic structured plan of accounts;
- Use of computer programs for derivative balance sheets;
- Use of aggregated accounting records;
- Compilation of accounting records by consolidated aggregates.

Table 1 presents the format and structure of the derived strategic balance sheet.

Table 1: The form and structure of the derived strategic balance sheet

Basic balance	Adjustment for operative information	Derivative adjusted balance	Adjustment for external institutional influences	Derivative strategic balance	Adjustment for hypothetical changes	Derivative hypothetical balance
Assets <i>aggregate accounts</i> ...		Assets <i>aggregate accounts</i> ...		Assets <i>aggregate accounts</i> ...		Assets <i>aggregate accounts</i> ...
Passives <i>aggregate accounts</i> ...		Passives <i>aggregate accounts</i> ...		Passives <i>aggregate accounts</i> ...		Passives <i>aggregate accounts</i> ...
Balance	Turn-overs	Balance	Turn-overs	Balance	Turn-overs	Balance

Source: authors' own generalizations.

Sections and groups of accounts of the structured chart of accounts have the following presentation:

Chapter I "Non-current assets"
Section II "Production stocks"
Chapter III "Cash"
Chapter IV "Calculations"
Chapter V "Loans and targeted financing"
Chapter VI "Equity"
Chapter VII "Reserves"
Chapter VIII "Revenues"
Chapter IX "Expenses"
Chapter X "Results of activity".

The sections of the strategic derivative balance sheet are also a simplified representation of its aggregated elements, namely:

Chapter I "Non-current assets"
Section II "Current assets"
Chapter III "Equity"
Chapter IV "Commitments".

As a result, the number of accounting transactions is reduced from 12,000 to 10-20, which allows:

- Creating automated versions of derivative balance sheets in the form of computer engineering programs;
- Using the price system (balance, market, collateral, fair, liquidation, etc.);
- Obtaining basic indicators of ownership - aggregated indicator of net assets and disaggregated indicator of net liabilities;
- Solving the problems of development of strategic management accounting at agricultural enterprises;
- Introduction of practical development and approval of the methodology of using accounting engineering tools.

The methodology of using accounting engineering tools in the formation of derivative strategic balances in agricultural enterprises includes six blocks:

- Objects of strategic accounting;
- Assessment of activity results;
- Strategic accounting analytics;
- Process of strategic accounting;
- General economic mechanism of using accounting engineering tools;
- Decision-making.

The first block of the methodology for using accounting engineering tools in agricultural enterprises is represented by objects of strategic accounting:

- a) Objects of the resource potential of the agricultural organization;
- b) Objects of external management.

The second block of the methodology provides an assessment of the results of strategic accounting on the basis of a consolidated derivative balance sheet of strategic accounting, the structure and composition of which will depend on the selected accounting areas and objects.

The third block of the methodology, in accordance with the positions of the structured chart of accounts, provides appropriate analytical strategic accounting with a reflection in the system of derived balances:

- Types of activities: specialized derivative balances;
- Internal segments: segmental derived balance sheet;
- External segments: segmental, fractal derivative balances;
- Directions of strategic activity: strategic, fractal derivative balances;
- Main directions of development: forecast derivative balances;
- Market segments: segmental, venture derivative balance sheets;
- Links and segments of the value creation chain: sectional derived balance sheet;
- External economic situations: situational derivative balance;
- Main strategic measures: strategic derivative balance.

The fourth block of the methodology for forming derivative strategic balances structurally includes three stages, which allow for a better understanding of the relationship between strategic management and its information support system:

- Strategic planning, forecasting;
- Strategic control;
- Strategic analysis.

The Swiss researcher Johann Friedrich Scher (cited in Boiar et al.) wrote that accounting is an impeccable judge of the past, a necessary companion of the present, and a guide to the future of every economic enterprise [5]. The above can be fully attributed to the engineering theory of management accounting, which allows planning and forecasting the development of economic processes with the help of appropriate tools, methods, and techniques.

In strategic planning and forecasting, not only internal but also external factors of the macro environment of the agricultural enterprise are taken into account.

Strategic forecasting is able to determine the scenarios of the future state of the agricultural organization with the determination of alternative options and potential development opportunities, forms the basis for the development of economically justified decision options based on forecast and specialized derivative balance sheets.

The process of strategic accounting will be effective only if there are appropriate control procedures with subsequent adjustments of decisions, strategies, and plans.

The organization of control over the results of implemented strategies is based on the application of the system of zero balances. The zero balance is built on the basis of the hypothetical realization of assets and the hypothetical satisfaction of obligations on the relevant dates of control with the acquisition of free cash resources in the asset, and the corresponding sources in the liability, and the determination of the main factors for determining ownership.

The strategic analysis allows evaluating the results of the implementation of the strategy, and its effectiveness in relation to the value of the agricultural enterprise, with the generalization of information in the form of strategic information and reports, which are directly used in decision-making.

The fifth block of the methodology “The general economic mechanism of using accounting engineering tools” is represented by the algorithm for integrating the display of strategic processes, factors, and operations: the initial operator is the sections of the structured chart of accounts or sections of the balance sheet.

A key feature of accounting engineering tools is the compilation of postings by aggregates, which can act as sections of a structured chart of accounts, balance sheet, etc., to focus attention on aggregated indicators of the value of equity capital: net assets at book value and market value, net liabilities at fair value, etc. This will make it possible to reduce the number of accounts and develop automated versions of derivative balances in selected directions.

Actual, forecast, expert, and other data in the section of the structured chart of accounts can be taken from the data of the financial accounting information base, the general ledger, the balance sheet, and the budget, balance sheet, etc.

Based on the fact that the main evaluated indicator of the implementation of the strategy is the growth of the market value of the capital, all aggregated accounting records are considered in relation to their impact on the value of the agricultural enterprise.

The sixth block of the “Decision-Making” methodology focuses on making operational, tactical, and strategic decisions on the management of objects of strategic accounting in the conditions of the existing macro-environment (Figure 4).

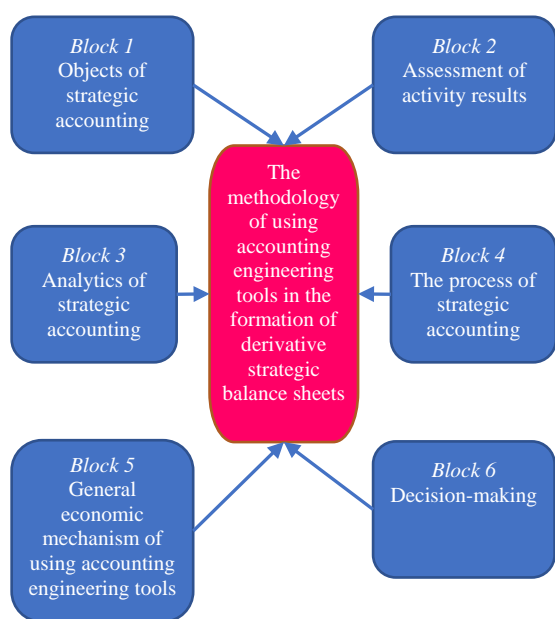


Figure 4. The methodology of using accounting engineering tools in the formation of derivative strategic balance sheets*
Source: developed by the authors

5 Conclusion

The developed and recommended method of using accounting engineering tools in agricultural enterprises includes six blocks (objects of strategic accounting, evaluation of activity results, strategic accounting analytics, strategic accounting process, general economic mechanism of using accounting engineering tools, and decision-making) and provides comprehensive

strategic management accounting and the efficiency of management of objects of resource potential and the external environment of the agricultural enterprise based on the application of the system of derivative balances.

Derived balances strengthen the analytical nature of the accounting system, which involves the reflection in the system of sub-accounts and analytical positions of the structured chart of accounts of the used types of activities, internal, external, market segments, directions of strategic activity, and other analytical positions, taking into account the peculiarities of the activity and strategic directions of the development of the agricultural organization. The system of derivative engineering balances provides accounting for factors of external influence; display of alternative (multivariate) strategic decisions with appropriate analytics (types of activity, internal segments, external segments, directions of strategic activity, market segments, strategic horizons).

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IMAGE AS AN EDUCATIONAL COMPONENT OF PERSONNEL POLICY IN PUBLIC MANAGEMENT BODIES: HUMANITARIAN ASPECT

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Abstract: The article considers image within the concept of employer branding in public management bodies, in frames of New Public Management. It is shown that the attractiveness of the brand of a particular government body is a key factor for quality staffing and provides an additional advantage in the labor market, however, the lack of linkage between the training and development of public management bodies employees and employer value proposition leads to the absence of the effect of involvement and, accordingly, the leakage of employees to the private sector. Based on the analysis of theoretical provisions both in NPM and business HR-management, as well as some case studies, it is shown that importance of image as an educational component of HR policy in public management bodies is especially evident.

Keywords: image; personnel policy; public authorities; public administration; information interaction; professional education; educational technologies; professional competences; quality of education.

1 Introduction

The state personnel policy, being the most important component of the broader concepts of "state" and "personnel policy", which to some extent cover all parts of the public administration space, at the same time is itself a complex systemic organizational and political phenomenon. The state and its derivative, the state personnel policy, are organically connected and complementary components. The state is developing its own state personnel policy, designed to increase the effectiveness of political power, ensure the intensive functioning of society, strengthen its unity, integrity and sustainable development.

At the same time, as empirical studies show, even in developed countries (in particular, in the USA), civil servants themselves consider such negative qualities as excessive bureaucracy, corruption and bribery, as well as imitation of vigorous activity, to be the most common among those employed in the public civil service, and among the least common ones they note irresponsible attitude to official duties, dishonesty, indifferent, disrespectful attitude towards people, disregard for the laws [6]. A natural question arises: what are the main reasons for the shortage of qualified personnel in the state civil service? As the results of answers to this question by civil servants show, among the main reasons are, first of all, the attraction and promotion of personnel through acquaintance, personal loyalty, the low level of personnel culture of the head, the lack of demand for honest and principled civil servants, as well as the lack of clear and systematic work on the formation of a personnel reserve [5]. In turn, these personnel problems of public authorities are associated with insufficient attention to the image, employer branding as part of the educational component of personnel policy. While many of the elements of New Public Management (NPM) are being successfully implemented in public administration, employer branding is still in its infancy.

At the same time, attention should be drawn to the fact that moral qualities, which, as is commonly believed, are priority qualities for the category of people who have chosen to serve society as their profession, occupy the last place in almost all

representatives of the positions of civil servants, having received the lowest rating values in various surveys [16]. Although namely the moral qualities of civil servants, along with other qualities of officials, have a decisive influence on the formation of the image of the civil service, largely predetermining the negative or negative-neutral image of civil servants in the mass consciousness of the population [1, 2]. Thus, the humanitarian aspect of both the personnel policy itself and its professional and educational component is of priority importance. The need to develop HR-branding of the public service as a tool for managing human resources in modern conditions is determined by the fact that over the past decades there have been both reputational losses of the public service brand due to corruption scandals, and, in general, the formation of a negative character of the image of the studied professional activity.

2 Materials and Methods

The methodological basis of the study included the basic principles of dialectics, induction and deduction, which make it possible to identify the main characteristics of phenomena and processes in their relationship, to determine the key trends in their formation and development.

The theoretical basis of the study included publications devoted to the theoretical foundations of human resource management, the concept of the employer brand, corporate branding, and internal marketing.

The study uses the method of modeling the political and managerial process, the case study method, as well as elements of the historical genetic method. The study also used sociological, structural-functional, systemic, synergetic, and other methods of analysis.

3 Results and Discussion

The image of public authorities as a social organization can be determined by a set of characteristics that give an idea of its activities. There are basic characteristics inherent in any type of organization and interpreted depending on their specifics. At the same time, it is not the characteristic itself that is important for the image, but the idea that can be created about it by professional means and which will provide a positive image. Among them, there are the following:

1. The image of the head of the structure of the public authorities of the region, which in the most general form is built on the basis of the idea of his abilities, attitudes, value orientations, socio-psychological characteristics, as well as his external data.
2. The image of civil servants, reflecting the physical, psychophysical, social data, culture, professional competence, personal characteristics, visual-audience characteristics, etc.
3. The social image of the authorities, built on the basis of public perceptions in different social groups, about the role in the political, economic, social, and cultural life in the region.
4. The image of the services offered by public authorities for the population, which includes an idea of the quality of service, their functional value, distinctive properties and uniqueness.
5. External paraphernalia (visual image, corporate design).

The process of forming the image of public authorities is a multifactorial iterative recursive interaction of a mixed type, involving three subjects: directly the public authority, the population, and the media. They are interconnected and interact with each other in the form of information exchange, emotional and evaluative reactions, direct interaction. The image itself acts as an object, participation in the formation of which is carried out by all three subjects [14].

Subjects function in a socio-cultural space, the characteristics of which are the social, economic, and cultural characteristics of the country and region. The main system-forming factor in the process of shaping a positive image is the identification of common interests as a necessary prerequisite for the existence and functioning of each subject [4]. Reasonable managerial decisions should be based on knowledge about the claims, expectations, moods, attitudes of all the subjects of the system involved in the process of image formation, as well as the features of the socio-cultural space in which the system operates. The knowledge gained about the structure of subjects' interests is transformed into specific proposals for making certain managerial decisions. The "feedback" connection of the system is represented by constant clarification of interests and correction of knowledge, in accordance with the objective data appearing at the "output".

Achieving a sustainable positive image in practice is possible due to skillful use of communication strategies by public authorities. Among them, there are: 1) strategies for the presentation of projects, intentions; 2) strategies of self-presentation, emphasizing own merits. The best way to achieve the result is to use a strategy of self-presentation, accompanied by an emphasis in PR-texts on the positive aspects and facts of the professional activities of the organization [15].

The self-presentation strategy is designed to show the public that this public administration structure is a strong organization that is significant for society.

It is known that the need for administrative reforms became increasingly more urgent in the late 1970s - 1980s due to a number of economic, social, and political circumstances. It manifested itself most obviously in the Anglo-Saxon countries, from which many theoretical ideas and practical experience were subsequently borrowed. First of all, the need for administrative change was determined by economic and social reasons, which were understood by the conservative governments that came to power at that time in a number of Western countries [7-10]. Perhaps the main reason was the growing pressure on public spending by a combination of social order factors caused by an increase in the number of pensioners with a catastrophic decline in the economically active population, rising unemployment and a constant increase in consumer expectations of the population, not only regarding general living standards, but also regarding the standards of public services provided by the state [35]. Although these judgments relate primarily to the UK, but in other countries, economic and social issues concerning the needs of the population and the financial, organizational capabilities of the state to meet them were also brought to the fore. The growing state budget deficit under these conditions forced governments to take decisive measures to reform public administration in order to more rationally spend resources and increase the efficiency of their use [13]. The economic approach to public administration and public service has become the dominant policy of their reforming. The problem of efficiency in all its forms - economic, social, organizational - was placed at the center of the reforms.

If to characterize the directions of general changes in public administration, which have found expression in its managerial reform in various countries, all of them can be boiled down to attempts to introduce market mechanisms, institutions and attitudes into the organization and activities of the modern state. The concept of an administrative state began to be replaced by the concept of an efficient state [17-19]. General managerial attitudes towards public administration have led to a change in a number of traditional postulates that underlie this field of activity and organization, which has led to the widespread acceptance and consolidation of the concept of NPM.

In the future, NPM has evolved and improved. In particular, the administration of George W. Bush (Jr.) (2001-2009) continued the strategy of new public management, but introduced some adjustments to make it more responsive to the needs of the American people, more results-oriented and innovative, rather than only competing. The main goals of the reform, expressed in

the presidential program "Presidential Agenda for Management", were: (1) focus on the strategic management of human capital; (2) search for competitive sources; (3) expansion of e-government; (4) integration of budget and performance. President Barack Obama (2009-2014) saw administrative changes in increasing the responsibility of public administration and raising its effectiveness by enhancing leadership, transparency of goals and action plans, reforming the contract system, reducing wasteful costs and eliminating gaps in the use of e-government [21-25]. The main public administration ideas that President Obama started with were high-performance government and the use of new technology to run it. The modern system of public administration should not only meet new challenges, but also promote innovation, encourage it, generate innovation that has become a necessity for sustainable and competitive development.

In an environment characterized by shorter economic cycles driven by disruptive innovation, governments need the ability to respond faster than ever to new challenges and demands from citizens, businesses, and civil society. The quality of management flexibility can be defined "as the freedom and ability of accelerated decision-making, regardless of whether it leads to cognitive or behavioral changes" [46, p. 112]. Dimensions of strategic flexibility are strategic sensitivity, resource mobility, unity of leadership. Strategic mobility tools include budget, human resources, ICT, adaptation mechanisms.

Under these conditions, the image component of personnel policy (in particular, its educational component as the most important tool for adapting to rapid changes), the employer's brand are of paramount importance for public authorities.

Raising efficiency in the growth of civil service costs (growth dynamics in richer countries) comes from the regulation of labor in the civil service on the basis of general labor laws rather than civil service laws; strengthening the correlation of wages with the ratio of competencies and results, relationship between career growth and performance efficiency, stimulating innovation and experimentation, etc. Public integration as a system of ethical values, principles and norms for the protection and priority of public interests over private interests in the public sector is set as a task of civil service reform [27-29]. The reforms are focused on enhancing the coordinating role of senior civil servants, while maintaining a balance between responding to the political will of the government and maintaining the ideal of a professional civil service; the focus is not on industry specifics, but on general leadership and management. As the authors of the modern public administration reform study write, "The uncertainty arising from the forces of globalization, which is often the driving force behind today's difficult problems, requires a networked approach to public sector management, and this, in addition, requires public managers to manage less and lead more given that they are negotiating a power struggle with politicians" [11, p. 20].

Thus, the very image of public authorities is changing - and it is changing for all stakeholders, including labor market participants as potential civil servants. These changes are accordingly reflected in the employer brand.

In corporate management, employer brand management is seen as a combination of the company's efforts to interact with existing and potential employees, which make it an attractive place to work, as well as the active management of the company's image in the eyes of partners, potential employees, and other significant market actors [26]. Accordingly, the same understanding is appropriate for use in NPM.

The basis of the employer brand is formed by the values of the employee, acting as an incentive and interest in the company. Values motivate the employee to effective work, rejection of offers from competing companies. Theys and Barkhuizen note that the presence of a positive image of a company in the labor market is one of the key factors in making a decision on employment by a potential employee [57]. Considering the employer brand from the point of view of an employee (potential

or real), it can be defined as a set of positive value associations about the company as a unique employer in the labor market. In other words, this is a set of positive associations of the employee about the material and non-material values of the company as an employer that are unique for it and distinguish it in the labor market.

It is important to understand that the work on creating an HR brand is a long-term and painstaking process that requires organization, consistency, analysis of many factors of the external and internal environment, as well as collecting a large amount of information, receiving feedback from employees and candidates, continuity and making adjustments, taking into account changing conditions.

In a study conducted by LinkedIn back in 2012, which assessed the priorities and consumer habits of 3,028 hiring managers worldwide, 83% of executives cited HR brand as a critical indicator in the ability to hire new top talent, 51% of companies increased their investment in branding over last year and only 9% reduced it [34]. The results of this study show that even 10 years ago, employers in business sector understood the importance of forming a competent image of the employer in order to increase the effectiveness of the human resource management system used. However, the first fundamental developments in this area are just beginning in state authorities.

HR branding is understood as a purposeful process of creating and maintaining a stable positive image of the public service as an employer in the labor market in order to attract and retain the most valuable personnel.

When studying the issue of developing approaches to HR branding, the attractiveness of the brand of a particular government body represents a key factor and provides an additional advantage in the labor market [5]. At the same time, the existence of a system for attracting talented personnel in the state administration strengthens its image as an employer, thereby forming additional tools for attracting and retaining effective personnel.

The organizational culture, being focused on personnel and the general goals of the development of the public service, contributes to the attraction of talents, since any individual prefers to work in a reliable, creative, open environment in which the values of the personnel and the values of the employer are not in conflict with each other [26]. The degree of employee loyalty is also associated with the employer brand and affects the degree of absenteeism [34].

Among the main driving forces for the formation of the HR brand of the public service should be the following elements: the desire to minimize the resources spent on hiring employees, increasing the attractiveness of employment in public administration, stimulating the influx of the most effective personnel, increasing the loyalty of existing employees, strengthening team spirit.

Employer branding attracts new talent and boosts retention, reduces recruitment costs, and increases employee engagement [56]. According to research by LinkedIn, companies with a positive employer brand can attract 41% of full-time US workers without any pay increase. In addition, job seekers are easily attracted to organizations that put their beliefs into action, offer development opportunities, and a chance to work on a better team [56].

Employer branding general framework is depicted in Figure 1 below.



Figure 1. Employer branding framework [19]

Archer and de Bussy propose a scheme showing dimensions and theoretical foundations of the employer branding construct (see Figure 2 below).

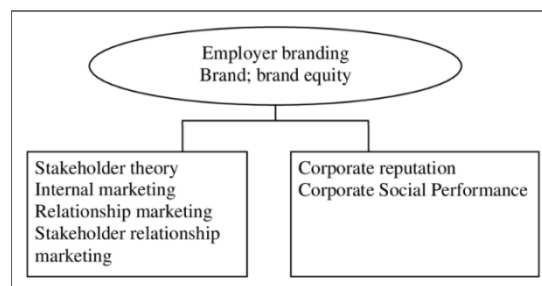


Figure 2. Dimensions and theoretical foundations of the employer branding construct [3]

Although this scheme was developed for corporations, it is quite indicative also for public management bodies.

One of the ways to strengthen the HR brand is employee training [63]. According to today's business consultants, "training employees (and achieving business goals) is easier when the process is built as a concern, a care. In fact, training is caring, because it can give the employee everything necessary for comfortable work. It is important not only to organize "caring training", but also to broadcast its benefits to employees through internal advertising. It is also important to make the training such that in the process the feeling of caring does not evaporate. Understandable material, a specific link with the workplace activities, support from mentors, feedback, as well as a convenient platform and dosage – all this matter. Training should not be felt as a regular duty, but as an unobtrusive developmental routine, something like reading your favorite media after work ... In addition to the list of requirements and material benefits, you can add "caring lists" to the vacancy: what we will teach while employing, how we can develop our employee" [47].

Training should have a convenient format, understandable courses, linked to the needs of employees. When advertising training to employees, one should focus on the benefits for them. "Advertise training to an external audience. Minimum program: tell on your website how you take care of your employees, add a paragraph about training and care to the vacancies. The maximum program: public in social networks, cases in the media, targeted advertising" [3]. Such information about the educational component of public administration bodies will help improve the image of these bodies not only among existing and potential employees, but also among the general public - consumers of public administration services and stakeholders. This is confirmed by scientists: in most studies of the employer brand, the communicative aspect prevails, i.e., in essence, the analysis of the signals that the organization sends to the external

and internal environment to enhance the attractive image of the employer is carried out [31-33]. While educational technologies and quality of education determine professional competencies, employer branding provides information interaction, which is crucially important for retention, talent management and high-quality staffing in public management bodies.

The importance of this is due to the fact that employer branding is a long-term system-oriented activity to develop, promote, and ensure the use of the employer brand as an essential information factor and motive for the behavior and decisions of the subjects of the labor market marketing system [36-40]. The key aspects of promoting the employer brand are the long-term strategic nature of such activity, based on the long life of the organization, the established organizational culture, the possibility of targeted communications with promising groups of recipients, reconfiguring the corporate digital platform for automating HR processes to assess feedback with the prospect of determining the contribution efforts to form and promote the employer brand into an integrated marketing and corporate result [3].

The existing scientific understanding in the field of comparing and distinguishing between consumer brand and employer brand, as a rule, proceeds from the fact that the employer brand is the basis for the implementation of the consumer brand, which is indeed true in types of economic activity with a significant number of personnel interacting directly with consumers, that absolutely is true for NPM as well [41, 45]. The joint use of the consumer brand and the employer brand based on the integration of the creative concepts of the unique selling proposition and the employer's value proposition is a system-forming element of the integrated marketing strategy as a component of the overall corporate strategy that details the organizational mission by setting and implementing functional goals and objectives in the format of a holistic marketing approach.

In modern scientific literature, two generally recognized basic ways of staffing the state apparatus are considered: the spoils system and the merit system [63]. The spoils system means the fact that the candidate who won the presidential elections in the country can appoint his associates to any public position. This is an effective and efficient system of 'seizing' power and keeping it in one's hands, but it is short-lived, as it is unable to create the conditions for the normal functioning of the economy in a given state.

The system of merit assumes that only those persons who win in state-organized open and independent elections come to all public positions. The essential difference between the merit system and the spoils system lies in the special requirements for the quality of a civil servant, his qualifications in the field of public administration [42-44]. With a spoils system, an important criterion is, first of all, the ability of the manager to exercise real control over such a person.

At present, in the United States, the formation of the state apparatus is based on signs of both a merit system and spoils system, since it is based on the division of employees into two groups: "competitive" and "patronage" [34].

The first group includes civil servants who enter the service and move up the career ladder in accordance with the principles of the "merit system".

The second group includes such civil servants who are appointed by the president either alone, or on the recommendation of his assistants and advisers, or with the consent of the Senate. In addition, only those persons who can ensure the organization of the work of the heads of federal executive bodies (advisers, secretaries of ministers) are "patronage" ones.

The so-called "excluded" civil servants have a special status – these are those employees who do not fall under the general legislative distribution of state bodies. These include organizations in the US such as the National Security Agency, the Federal Bureau of Investigation, the Central Intelligence Agency, etc.

Recruitment for civil service positions, which is based on a merit system, is carried out in two forms: "open" (for competitive service positions) and "closed" (for the State Department, forestry services, and a number of other departments) [48-52]. With open recruitment, a position can be filled by any person who successfully passed the exam. With a closed recruitment, the occupation of higher posts is carried out, as a rule, in the order of career service in this system.

Management of personnel policy, as well as control over the procedures for the selection and promotion of employees in the federal public service in the United States, is carried out by a specialized body - the General Directorate of Personnel. In addition to overseeing compliance with the "principle of merit", this body establishes general classification standards, determines the procedure for retirement, develops instructions and recommendations for working with personnel [53-55]. Most personnel processes in all departments must be coordinated with the General Directorate of Personnel. A similar body functions in almost all developed countries.

The main requirement for civil servants in Germany is the observance of the principle of fidelity. "Duty of allegiance" is the need to serve the whole people, to fulfill one's duties conscientiously and for the benefit of the entire population, regardless of party and personal interests [34]. The main form of control over the honesty and responsibility of an official are special administrative courts. The system of these bodies is competent in matters of the status of civil servants, the procedure for their appointment, the exercise of their rights and obligations, the dismissal of officials, as well as their social, material and pension provision.

Success of public services in the field of human resource management is evident from Figure 3 below, which shows attractiveness of public service as employer in EU countries:

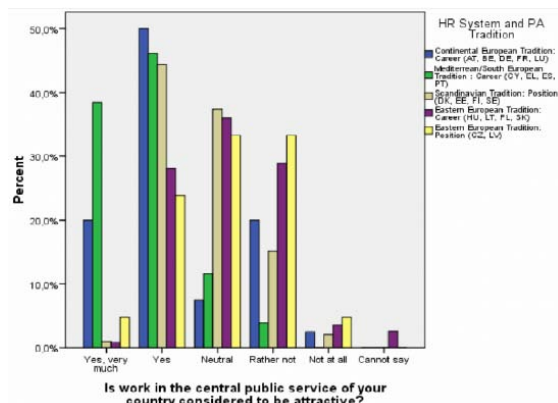


Figure 3. Attractiveness of public service work by public administration tradition and HR system [30]

The data presented by IZA World of Labor are also indicative (see Figure 4).

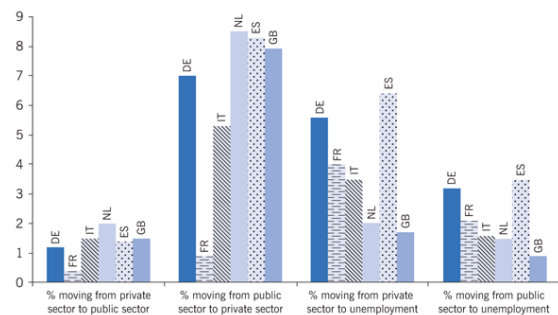


Figure 4. Annual rates of transition between the public and private sector [20]

As it can be seen from the charts, attractiveness of public service as employer is not high, and one of the core reasons of this fact is lack of integrative attractive employer branding and efficient employee value proposition (EVP). It is all the more so important and crucial as the age characteristics of today workforce evidently differ – Millennials constitute increasingly bigger part of the workforce, and in a couple of years, the share of Generation Z will also increase. This implies the necessity of modifying employer branding and EVP accordingly, to align them with the motives, needs, and values of this new wave of employees.

Cordes and Vogel write: “As the workforce is shrinking in most Western countries, the public sector increasingly competes with private and nonprofit employers for young and highly professionally educated staff [58-59]. While there is considerable research on the employer attractiveness of public organizations, evidence from comparative research remains scarce because many previous studies either have had an exclusive focus on the public sector or have not observed job seekers’ attitudinal, intentional, or behavioral responses to employment signals from different sectors” [12]. The same authors rightly claim that “public sector attraction is a scholarly and practical puzzle with many pieces. In addition to national differences between administrative systems, employer attractiveness of public organizations is likely to interfere with both professional and generational aspects” [12].

In this context, importance of image as an educational component of HR policy in public management bodies is especially evident. The image of the public authority must meet the expectations of the social environment [61, 62]. In an effort to attract potential employees and retain existing ones, the HR department must appeal to values and concepts that are close and clear for this environment.

It is important that, in general, in countries with both the Anglo-Saxon and the continental European model of civil service, the main emphasis is made on the development of leadership and managerial qualities of senior officials. The difference between these models in the humanitarian aspect lies mainly in the degree of borrowing the experience of the commercial sector, business structures for their possible application in the practice of public administration.

As an example, below there is a list of the main requirements for qualifications (competences) that persons filling the highest positions of the UK civil service should have [26]:

- The ability to set a goal and determine the direction of work;
- The ability to serve as a personal example;
- The ability to think strategically, developing ideas and opportunities to achieve goals;
- The ability to maximize the use of personnel potential, motivating and developing personnel in order to ensure the greatest effectiveness of their work;
- The ability to learn and improve work, implement changes based on experience and new ideas;
- The ability to ensure the efficiency of the workflow by achieving maximum results at minimum cost.

With regard to the advanced training of civil servants who are already filling positions at the highest level, the following main thematic areas of training can be distinguished:

- Training in leadership and modern management technologies;
- Operational training on topical issues of civil service development, domestic and foreign policy, ongoing reforms, anti-crisis measures;
- Expansion and deepening of knowledge and horizons on the subject of activity of a state body or its structural subdivision.

In the context of globalization, mutual influence and expansion of international contacts, as well as increasing competition

between countries, increasingly more attention is paid to the training of state authorities leadership personnel in terms of developing such qualities as the ability to negotiate, convince and influence the interlocutor, effectively plan one's time, prevent and resolve conflicts, defend against manipulation, exercise stress control, etc.

In Germany, for the training of persons replacing top management positions, special training programs are being developed at the request of the managers themselves or based on the results of an assessment of their needs. Thus, the Federal Academy of Public Administration offers this category of persons three main forms of education: 1) “Forum of senior executives” (two-three-day seminars for senior officials of various ministries/departments); 2) meetings of senior officials (one-day seminars for heads of ministries and departments, their deputies, heads of departments); 3) personal mentoring – “coaching” (the use of invited teachers or specialists as personal mentors) [60].

An interesting practice has developed in Italy and France. In order to acquaint managers with the experience of various administrative structures, including those of other countries, it is envisaged that individual civil servants can be seconded to work in the commercial sector or international organizations for up to five years. After completing such an internship, they return to managerial work in the civil service, retaining their official rank and at least the level of their previous position [65].

However, the problem is the need to link strategies and training programs with EVP - otherwise, training will not give the desired results: there will only be an improvement in purely professional, 'hard skills', along with some 'soft skills' as well, but without increasing commitment, involvement, that is outside the humanitarian aspect. As a result, an employee who has undergone training in the public service that meets the corporate standards of business structures easily becomes the object of head-hunting on the part of business companies and easily leaves there, seeing better EVP. Therefore, the image, the brand of the employer should become the basis of the HR policy of public management bodies.

Today's trends are the orientation of the modern civil service system towards flexibility and openness in relation to the external environment, increasing the role of shaping the career of civil servants in the system of personnel work and in determining the priorities of their own career development, the tendency to achieve uniform world standards of personnel work and the perception of the best foreign experience in this area [64]. Personnel work in public management bodies clearly gravitates towards greater mobility and flexibility of the personnel of state organizations, which is a consequence of the reflection of the public service system on the impact of the complex multifaceted problematic environment of modern society. In fact, this institution is undergoing a transformation, as a result of which it passes from its structurally closed “mechanistic” form to another hypostasis - a flexible, open “organic” one. Steady trends in the career process in the civil service are expressed in the liberalization of the principles of formation and development of civil service personnel, new non-traditional approaches based on market mechanisms, the latest achievements in managerial and economic science, replacing the former rigid system of selection and promotion of personnel with a more flexible one that allows hiring people who are suitable to complete the assigned tasks.

However, the essence of personnel policy in government bodies is to attract, retain, and rationally use highly qualified personnel in public service positions, create adequate conditions that allow specialists to regularly apply their skills, which will favorably affect the successful performance of their duties and ensure the effective functioning of public authorities [66-68]. The process of implementing the personnel policy should be aimed at using to the fullest extent the creative potential of employees, their extraordinary abilities, energy, skills to identify and eliminate problems. The application of this approach leads to an increase in the quality of work of civil servants and the effective

implementation of the most important state programs in various spheres of society [69]. At the same time, successful, effective development and training of civil servants is hardly possible today without the integration of the employer's image, or, in other words, the employer's brand, into the entire ecosystem of public administration HR policies. The image is becoming the main educational component in personnel policy, the foundation for training, retention, and talent management.

Employer brand and corporate culture are closely linked. The latter should play a key role in the formation of a successful employer brand, while the former should take into account and reinforce the cultural nuances that make this organization different from others [46]. The employer brand must clearly reflect the cultural facts of the individual organization. These facts can both attract applicants and seem not entirely attractive to them. "What attracts an applicant to a position at Goldman Sachs may be completely different from the cultural DNA that makes an applicant want to find a job at such successful companies as Virgin, Sodexo, Apple and Zappos. These reputable brands have gone to great lengths to identify the key cultural markers that have made them successful and use them to improve performance and create a distinct company image. They have the courage not to homogenize their culture. They understand that some job seekers will not be attracted to their employer branding initiatives. However, they pay enough attention to strategies aimed at attracting the target audience, telling them why it is worth working for this particular company" [56]. In the era of NPM, this is also true for public authorities.

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HISTORICAL MOTIFS IN 15TH CENTURY AZERBAIJANI LITERATURE

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Abstract: The poets who lived in the 15th century and dealt in their creativity with worldly love, loving of human being and life, were giving the wide place for social and historical themes. It is possible to see the historical motives in the works of some poets. A number of representatives of Azerbaijani literature of the Middle Ages have given important information connected with the history of the place where they lived. There were rich facts among these information materials, connected with statehood, the situation of the people and country, habit and tradition, and, at the same time, the development of the trade in that period. The article had been addressed to the Divans of Kishvari, Badr Shirvani, Hidayat, Khalili and Hagigi and interesting analysis and comparisons were carried out on the basis of patterns from their works. In the study of the history of Shirvan and the Shirvanshahs, the analysis is based on important historical information in the works of Badr Shirvani. The researches-historical scholars such as A.A. Bakikhanov, S. Ashurbeyli, Sh. Farzaliyev can be an example of this. From the poems, we learn that Jahanshah's son rebelled against him and claimed the "sultanate" throne. The inappropriate conflict between the father and the son, the meaningless struggle, becomes the subject of the literary work. Kishvari lived for a long time in the palace of Sultan Yaqub, the head of Aggoyunlu state, witnessed many historical events and reflected them in his works. Sultan Yaqub's death was followed by a struggle for power, and as a result, Kishvari lost his position. The poet, who remembers the past days with nostalgic feelings, transfers his relative impressions into verses. Hamidi's *Divan* of poems is also rich in historical information. The descriptions given by him here contain important information about the 15th century Ottoman history. In his work "Firgatnameh", Khalili talked about coming from Ajam, i.e., from Iran to Iznik, and from Iznik to Istanbul; he gave space for his impressions of Istanbul and a wide description of the city of Istanbul. The main goal of the article is to examine the reflection of historical moments in poetry, the influence of the socio-political environment on literature, and to analyze the historical motifs prominent in the 15th century Azerbaijani literature with examples.

Keywords: historical motifs; Azerbaijani literature; poet; 15th century; poems.

1 Introduction

Literature carries the culture, spirituality, national traditions and, most importantly, the history of the people it belongs to and passes it on to future generations. Certain socio-historical and cultural events experienced in each period were transferred to verses after passing through the filter of artistic thinking and imagination of the poets of that period, and have reached this day. As they are involved in careful research and analysis, those artistic examples help us to have a comprehensive and broad idea about the period to which they belong. M.F. Koprulu, a Turkish scholar engaged in historical and literary research, wrote: "Literature, as an institution of the society, is connected and in harmony with the other institutions of the society that brought it into being. In order to properly understand a literary work from the past and in its historical sense, first of all, it is necessary to learn about the general life of that period, the way of living and thinking, and how the people of that period viewed life and the universe. This means that the history of literature should be studied within the framework of the History of Civilization, which shows the geographical environment of a nation, its institutions such as religion, law, morality, economics, and political life with its general peculiarities, or History in its general and common sense" [7, p.27]. Examining the works of the poets who played an important role in the formation and development of the 15th century Azerbaijani literature in the context of the socio-historical and cultural landscape of the period provides an opportunity to reveal their common and specific aspects and different qualities, to study the characteristics that medieval poets inherited from each other and passed on to each other. In this article, the artistic presentation of social and historical topics used in the work of poets such as Nematullah Kishvari, Jahanshah Hagigi, Habibi, Afsaheddin Hidayat, Badr Shirvani, Hamidi is included in the analysis.

2 Materials and Method

The main goal of the article is to examine the reflection of historical moments in poetry, the influence of the socio-political environment on literature, and to analyze the historical motifs prominent in the 15th century Azerbaijani literature with

examples. The historical-comparative method was used in writing the article. The research was based on the typological-comparative analysis method, following the principle of historicity. In the article, deductive and inductive methods were preferred in the process of analyzing facts.

3 Results and Discussion

Azerbaijani poets of the 15th century talked about the important historical events of their contemporaries and managed to create a certain idea about those historical and political conditions. Historical motifs occupy the main place in the works of poets of the 15th century. These motifs are expressed in the poems by describing individual historical episodes and mentioning the names of historical figures.

Among the states that existed in Azerbaijan in the 15th century, poetry gatherings were organized in the palaces of the Shirvanshahs, Aggoyunlu, and later in the palaces of the Garagoyunlu state, which played an important role in the development of poets as artists. In the history of literature, works created in the palace have always been viewed with some suspicion. Such an approach hindered the discovery and uncovering of important artistic-semantic aspects in them, and the study of their subject characteristics was somewhat put in the background by marking those works as "palace poetry". It should not be forgotten that in the eulogies of the court poets, along with praise, a call to truth and justice, an invitation to the right path, an encouragement to build and create, and other similar positive qualities are instilled. With their poems full of praise, they impose serious responsibilities on the rulers and invite them to do only good deeds. It is not accidental that the study of the history of Shirvan and the Shirvanshahs is based on important historical information in the works of Khagani and Badr Shirvani. The researches - historical scholars such as A.A. Bakikhanov, S. Ashurbeyli, Sh. Farzaliyev - can be an example of this. "Divan" literature researcher Iskandar Pala expresses his position on this issue and writes: "Historians have to evaluate the works of ancient times, especially religious, literary and legendary ones, as "historical sources". When it comes to Turkish classical literature, the situation becomes even more important in terms of being close to the people who made and wrote the history. Besides, starting from the ghazals and eulogies, what is seen between the verses of the divans is nothing but history" [10, p.6]. The scientist is right in his claim. Medieval poets, especially court artists, when they immortalized in their works the remarkable days and events they witnessed, prepared a kind of reliable source for historians. "In the 15th and 16th centuries, the sambal works created in various fields of science spread to many countries of the East and gained fame" [3, p. 255]. In their works, the poets of this period talked about worldly love, love for people and life, and also gave a lot of space to social and historical topics. There were representatives of 15th century poetry such as Hamidi, Hidayat, Khalili, Sheikh Ibrahim Gulshani, Haqiqi, Basiri, Kishvari, Badr Shirvani. Since many of them were directly connected to the palace, they were able to look at various issues through the eyes of courtiers. The book "History of Old Turkish Literature" talks about the poets of this period and their works as follows: "In this period, the rulers of Garagoyunlu and Aggoyunlu not only served the development of Iranian literature, but also supported the writing of Turkish works. Poets who wrote in Turkish gathered around the Garagoyunlu palace, which had a great civilized activity during the reign of Jahanshah. At the same time, it is stated in historical sources that Sultan Yaqub also sang Persian and Turkish poems" [12, p. 162]. Historical motifs were included in the works of many artists of this period. However, Badr Shirvani's poems reflect the history of the period more accurately and in detail. The Divan of the poet who lived and created in the palace of Shirvanshahs creates a complete and accurate picture of the historical events, social processes, and a number of historical personalities that took place in Shirvan in the 15th century. During the first periods of the Garagoyunlu, Aggoyunlu, and Safavid rule in Azerbaijan, the Shirvanshahs always tried to remain independent and tried not to fall into a dependent state. That is why Shirvan lived a relatively

peaceful life and its dependence on some other states was nominal. These aspects are also emphasized in the works of Badr Shirvani. In his poems, the names of Amir Teymur's son Shahrukh and his grandson Baysungur are mentioned, and Shirvanshah Khalilullah's ability to maintain stability in the country and remain independent with a visionary policy is noted. We know from history that Iskandar Garagoyunlu sent troops to Shirvan several times (in 1425-1427, 1428, 1431, 1433). Badr Shirvani reflected the battle scenes between him and Shirvanshah Khalilullah in his odes addressed to Khalilullah. In describing the battle scenes in the poems, we also witness the mention of many place names and specific reference points.

Shirvanshah Khalilullah warns Shahrukh about the attack of Iskandar Garagoyunlu and himself sets off by sea to the city of Ray to meet Shahrukh. The goal was to unite and prevent this excessive depravity. Otherwise, Iskandar could destroy the whole country. In 1434, Shahrukh sent an army to Tabriz, and Shirvanshah accompanied him in this campaign. Iskandar ran away in face these forces and took refuge in Alinja fortress in Nakhchivan. Shirvanshah I Khalilullah's capture of Tabriz with Shahrukh's help and victory over Iskandar Garagoyunlu is described by Badr Shirvani as follows:

شاه شروان بنصرت ارزانی	رفت تبریزرا گرفت به تیغ
که افتاد از رکاب سلطانی	آن سکندر چنان سکندر خورد
کان کن پای تخت ایرانی	جمله شروانیان شدند آنجا
چون برآمد بکان شروانی	گفت تبریزی که حیف این شهر

[13, p. 495]

(Shirvan Shah went and captured Tabriz with a deserved victory thanks to his sword.

Iskandar stumbled so much that he lost the sultanate.

There, all the people of Shirvan plotted against the throne of Iran.

A resident of Tabriz said: "Shame on this city that became the home of Shirvanites)

After these events, Jahanshah, another brother of Iskandar, welcomes Shahrukh in Tabriz and declares that he will obey him, and in this way retains the right to rule the lands of South Azerbaijan. We know Jahanshah Hagigi as an outstanding statesman and a great historical figure who appreciates poetry and art and pays special attention to the development of his country. Muhsin Majit, a tireless researcher of his true work, explains in his own way why this poet-commander wrote works in Persian: "He said little, maybe he couldn't find the opportunity to organize 'raids' into the poetry climate from conquering countries, maybe he spent his time concentrating on Persian poems, as he always turned to the east, as in his politics" [8, p. 13]. As a progressive intellectual who wrote poems in Azerbaijani and Persian under the pseudonym Haqiqi, he often organized poetry gatherings in his palace. We read about Haqiqi: "After coming to power, Jahanshah Hagigi put an end to bloody wars and managed to strengthen the Garagoyunlu state. He opposed a number of nomadic customs and traditions and tried to change them to a sedentary life" [1, p. 243]. M. Tarbiyat writes in his famous work "Danishmandani-Azerbaijan": "Jahanshah Alishukurbey bought Baharli's two daughters to his two sons: Mirza Mahammadi and Mirza Yusif. The strengthening of Jahanshah's state and the power and independence he gained within the Turkmen tribe were the result of this kinship" [14, p. 383]. Indeed, the fact that the rulers strengthened their lineage with their compatriots from the Turkic tribes and relied on their own hand and nation while ruling the state was met with great sympathy, and that commander gained the trust of the people. Gara Yusif, the founder of the Garagoyunlu state, and his son Iskandar repeatedly made raids in all directions, including Shirvan, and devastated Shamakhi and other cities, killing their people. These moments were mentioned

with contempt by Shirvan poet Badr. In addition to all this, the fact that the poet mentions Jahanshah with respect and sympathy in his works shows that he was indeed a leader who built, opposed blind usurpation, and at the same time expanded the borders of his state with smart policies and purposeful attacks. Many historical sources report that the territory of the Garagoyunlu state expanded during his rule. In his poems, the poet glorifies the humanity of the Turks, emphasizing that oppressing and causing suffering to the people is unbecoming of true commanders, and thus advises his children and other young rulers to be humane and fair. The following poem allows getting to know Hagigi more closely as a ruler-poet. The poem was translated by Ghafar Kantli as follows:

Çıxma qarşıma oğul, at qılıncı, olma sən asi,
Mənəm günəşi ölkənin, həm mənəm onun ağası.
Mənimdir sultanlıq, həm də xilafət mənə ətadır,
Cavansan sən, hələ sənə xəlifə olmaq xətadır.

[14, p. 384]

(Son, do not come against me, throw down the sword, do not rebel.

I am the master of this country,

I am its sun. Sultanate and power have been entrusted to me.

You are young, it is too early for you to come to power)

From the poem, we learn that Jahanshah's son rebelled against him and claimed the "sultanate" throne. The inappropriate conflict between the father and the son, the meaningless struggle, becomes the subject of the literary work. Jahanshah himself notes that this conflict is inappropriate and unnecessary. Such father-son struggles, which are often encountered in history, are usually actively participated in by inciting negative forces that intervene from the outside. Such forces, trying to divert attention of the head of the country by destabilizing the country and thus carry out their nefarious deeds, pushed the young, young princes to fight for power and sparked discord between the ruler and his children. Considering all this, the wide and far-sighted general Jahanshah invites his son to be honest and not to act according to the interests of the black forces.

Verilmiş mənsəbi heç kim əlimizdən ala bilməz,
Qəsb etmək dinimizdə bir günahdır bağışlanmaz.

[14, p. 384]

(No one can take this moment from us.

Rape is an unforgivable sin in our religion.)

The poet actually made his enemies hear the ideas he expressed here, saying that he "can't take it from us" and said that he considers his children not his rivals, but reliable comrades-in-arms and allies. With this steadfastness, irreversibility, foresight and self-control, he overcame many difficulties and entered the history of Azerbaijan as a prominent statesman. In addition to all this, there are also moments when he behaves more persistently and makes urgent purposeful decisions.

Ta ki, mən əzmi-dilaram eylədim,

Tərki-fikri-səbrü aram eylədim,

Bivəfa sövdaları xam eylədim,

Özümü aləmdə niknam eylədim. [1, p. 259]

(Finally, I persevered,

I gave up the idea of being patient,

I neutralized those who disobeyed me,

I became a famous person in the world.)

From time to time, the ruler, whose cup of patience is overflowing, expresses in the language of poetry how he succeeded in making operational decisions when he heard that undue restraint would harm him. He emphasizes that he immediately measures those who turn against him without wasting time, and shows the unreliable people the place they deserve. The poet also notes that he sees the cause of many of the troubles that befall people in greed. The fact that hateful qualities such as greed and avarice, which have caused countless wars in the world for hundreds of years and have become the main scourge of human society, are so condemned and criticized by a statesman, makes Jahanshah high in the eyes of the reader.

Another poet whose years of life coincided with the rule of the Aggoyunlu state is Hidayat, who held the rank of emir in his time. He, who first worked in the court of Abulfath Sultan Khalil Bahadır Khan, son of Uzun Hasan, and later in the court of his brother Sultan Yağub. Ruzbahan Khunji, one of the tazkireji scholars of the Aggoyunlu era, wrote: "...their palaces were considered the main cradle of Turkish-language poetry" [4, p. 169]. Since the rulers of the state were of Turkic-Oghuz descent, this language was used more widely in the palace, and the penchant for writing and creating in Turkish increased even more. Afsaheddin Hidayat was reported for the first time by the poet and scholar Jalaleddin Muhammad bin Sadeddin Asad al-Siddiq Davwani. His work "Arzname" contains interesting facts about Hidayatullah and his activities, as well as about his twin brother Inayatullah [5, p. 22]. In his philosophical work "Akhlagi-Jalali" written in Persian, the author mentioned important points related to Hidayatullah Bey's ability to guard the Aggoyunlu state as a skilled soldier, as well as his high poetic talent. There are manuscripts of the poet's Divan and many scholars' studies about the author himself. Of these, the studies conducted by A.Garakhan, Z.Gorkhmaz, and A.Mammadov attract attention. In the third volume of the multi-volume "Azerbaijani Classical Literature Library", along with other 15th century poets, more than 40 ghazals, several mustazads and mukhammas of Hidayat are presented, which allows the modern reader to familiarize himself with the poet's poems written in simple, understandable Azerbaijani Turkish. In our modern era, the researcher-scientist A. Pashaly systematized the textological and philological study of the Divan by harmonizing the known copies of the poet, and continued the study of Hidayat's heritage with the monograph "Afsaheddin Hidayat and Divan". According to the researcher's writing, "Hidayatullah Bey participated in the army led by Khalil, who stood out among Uzun Hasan's sons for his special combativeness and bravery as a commander, in the Aggoyunlu-Ottoman wars in 1472-73 and in the battle near Malatya in 1473" [11, p. 63]. From the words of the poet, we learn that after the death of Sultan Khalil, no attention was paid to him. We read about this: "In the examples from Hidayat's poems, there are verses that can prove this. Information about the poet's spending a certain part of his life in Iran can be obtained from his verses".

Çün İnan içrə, Hidayət, yokturur söz qiyməti,

Tez Xorasan əzmin eylə, yoxsa meyli-Rum qıl. [3, p. 265]

(Hidayat, poetry is not valued in Iran.

Be quick, either go to Khorasan or Rum.)

There is a point that draws our attention, that is, when the poet says Iran, he means a small region in the territory of the Turkish state of Aggoyunlu. In order to value his words, the poet expresses that he prefers to take refuge either in Khorasan, that is, in the state of the Teimuris, or in Rum, that is, in the Ottoman lands. In one of his poems, Amir Hidayat mentions that he is a powerful statesman, but despite this, he was unfairly removed from his position in the Aggoyunlu palace by a twist of fate.

Əgər zəncirə çəkdürsə səni mən tək qara zülfü,

Nola hər xanda olsa, çəkərlər şiri zəncirə.

Hidayət qasir oldisə neçə gün gərçi xidmətdən,

Fələkinin iqtızası bil anı, həml etmə təqsirə [11, p. 374].

(If its black threads chain you like mine,

That's okay, they usually chain a lion.

Although Hidayat was removed from his position for a few days,

Consider it a misfortune, don't blame him.)

As can be seen from the poem, the poet compares himself to a chained lion. From many of his poems, we also learn that he saw himself more as a poet than a statesman. The variety of themes of Hidayat's ghazals makes it possible to talk about their idea-content characteristics in a broad way. In short, it can be said that although the historical events he encountered and the military campaigns he participated in were not reflected in his works, Amir Hidayatullah left his mark in the history of the state with his public activities, and in his poems, he managed to 'hit' the rulers and the heads of states who ruled the countries with his effective words. In his poems, Amir Hidayat's conclusions about bravery and courage as a skilled commander and fearless warrior are worthy of attention. The words of the poet, who advises not to run away from the field, to jump forward and show bravery, are both thought-provoking and instructive and wise words. A detailed description of a city castle is given in one of the poet's ghazals. This poem helps to get complete information about medieval Azerbaijani architecture. The ghazal says:

Bu nə qəsri-müəllavü nə uca tağü eyvandır

Ki alçax payəsi bu qəsrin gərduni-gərdandır.

Fələk dərđüm vəli andan həm əladir bu mənində

Ki, hər bürcündə yüz min kövkəbi-iqbali-tabandır...

[11, p. 313].

(What a high castle, what a lofty palace!

The lowest level of this castle is a revolving world.

I would call it asiman, but it is better than that.

A sky that has a hundred thousand bright lucky stars in each constellation.)

From the given description, we learn that the castle was built in Tabriz, it has high arches, its steps wrap around the building and it was possible to watch thousands of stars from each constellation. Hidayat's description of this building with all its details indicates the poet's aesthetic taste, high description and persuasive ability. Although important historical information is not present in the poems of this poet-general, he is a literary-historical figure who attracts attention as he is both a soldier, a statesman, and a poet.

One of the famous Azerbaijani poets of the 15th century is Nematullah Kishvari. Kishvari lived for a long time in the palace of Sultan Yağub, the head of Aggoyunlu state, witnessed many historical events and reflected them in his works. In his takhmis written to Navai, Nematullah Kishvari calls on the shahs not to persecute the weak, to be just and protect their homeland from attacks.

Hakiməm dib xəlqini incitmə bir təqrib kim,

Padişahlar xandəvü acizlərə təqib kim,

Şah adil bolsa, dəyməz mülkünü əsib kim,

"Şəhğə iş el fikrini qılmaq durur, vəh zib kim,

Bir sürük toydur rüəyayə şəhşəbani biş imas" [6, p. 158]

(Don't hurt your people by saying "I am the ruler".

The king cannot persecute the weak.

If the king is just, his kingdom is not in danger.

It behooves the ruler to take care of the hand.

Feeding the subjects is not a big task for the king.)

Sultan Yaqub's death was followed by a struggle for power, and as a result, Kishvari lost his position. The poet, who remembers the past days with nostalgic feelings, transfers his painful impressions into verses:

Vah nə ləzzət tapqay ol sət qələndər Kışvəri
Kim, görünsə rayəti-Yəqubi-xani bir dəxi.

[6, p. 146].

(If Yaqub Shah's kingdom was seen again,
How happy this simple servant Kishvari would have been at that moment.)

In this poem, the poet expresses his deep regret for his situation, longing for the return of the days when Sultan Yaqub was in power. It is not difficult to understand the pessimism of a sensitive artist in a complex historical time, when everyone is concerned with protecting his position. It is said that Nematullah Kishvari went to Alishir Navai, a great poet and statesman of the 15th century, and met and discussed with him. This is how Kishvari used to voice his complaints and grievances against the person he praised in his ghazals.

Kışvəri şeiri Nəvai şeirindən əksük iməs,
Bəxtinə düşsəydi bir Sultan Hüseyni Bayqara.[6, p. 104].
(If a Sultan Huseyn Bayqara was lucky,
Kishvari's poetry would not be inferior to Navai's poetry.)

At that time, Alishir Navai's poems became popular and spread widely, so the poet compares himself with him and tries to emphasize his superiority.

Hamidi is one of the Azerbaijani poets who was born in Isfahan in an Azerbaijani-Turkish family and studied here. He later moved to Turkey and continued his work there, and was recognized as a talented writer in the literary environment of the time. It is said about the poet's poems with historical sources: "Although a large part of the odes are dedicated to Sultan Muhammad Fateh, they cannot be considered only as praise works. There are also odes that provide information about the wars witnessed by the poet, the weapons used during the war, the victories won, the climatic conditions of the places where he lived, asari-etiqas, which are valuable as historical documents" [3, p. 267-268]. At the same time as him, many poets went to Ottoman lands. The poet's poems are rich in historical information. The descriptions given by him here contain important information about the 15th century Ottoman history. Zakulla Bayramli, one of classical literature researchers, writes about this: "The section that occupies the most space in the Divan is the section called "Qasa'id and tawarikh"... This section, which contains the poet's odes written mainly in Persian and Turkish, contains laments, dates of the Sultan's conquest, dates of construction of individual buildings, palaces, bridges and mosques, dates of birth and death, dates of inscriptions, etc. Here we encounter odes written by the poet to Sultan Muhammad Fateh II, as well as to individual courtiers and statesmen" [3, p. 226]. In many of Hamidi's poems, he was exiled to the city of Bursa after being angered by the sultan, and the poet describes the sad traces that this event left on his memory.

Yar əgər qılsa bəni xar əlümdən nə gəlür
Və gər öldürsə bəni zar əlümdən nə gəlür? [1, p. 221]
(What can I do if my beloved insults,
Humiliates, or kills me?)

In the verse given as an example, when the poet says "beloved", he means the beloved ruler to whom he shows loyalty. Hamidi

expresses his helplessness in front of the verdict that the sultan will pass on him and says that he is forced to submit to this decision by saying "what I can do".

Aşıqəm aşıqü-bəndən əgər incinür isə
Şəhrdən qava bəni yar əlümdən nə gəlür
Kəndü küyindən əgər Hamidiyi-suxteyi
Göndərə Bursaya, Xankar əlümdən nə gəlür?! [1, p. 222]
(I'm in love, I love you, but what can I do
If my beloved is offended by me and chases me out of town?!
If the ruler sends this unfortunate Hamidi to Bursa,
What can I do?!)

Thus, it is clear from the poem that Hamidi was exiled to Bursa by the Sultan. We read about it: "From the poet's writings, it is understood that he received an excellent education, but because the artist was not appreciated in his country, he decided to travel, and he traveled for exactly 30 years. Finally, after a 30-year journey, Hamidi arrived in Rum and became one of Sultan Muhammad Fateh's court poets. The poet, who was in the Sultan's service for 20 years, was removed from the palace as a victim of an inappropriate word. The artist, who fell out of respect with the Sultan, was appointed the sheikh of the Murad Khudavendigar tomb in Bursa, lived a secluded life for a while, and served in the tomb" [3, p. 267]. In the poet's language, along with the aspects of obeying the order, obedience to the Sultan, the rightful resentment of an artist with a delicate soul, the whining of a complaining poet absorbed in the verses of the poem can be heard. It is also known from the sources that Hamidi incurred the wrath of the ruler due to the intervention of people who caused resentment and sowed seeds of doubt between the sultan and the poet.

Another notable literary representative of the 15th century who left a mark in literature is Khalili. It is said that this artist, whose creativity was influenced by the philosophical environment of his time, left valuable works behind him. At the same time, the poet's legacy has not been published much in Azerbaijan, and his poems have not been studied in detail. The homeland of the poet whose name is mentioned in the tazkiras is indicated in different ways in different sources. They presented him as a native of Diyarbakir, Ghazvin, and Khorasan. Since he came from South Azerbaijan, Khalili was also called the poet of Ajam, who came from Ajam in Anatolia. Based on the language of his poems, it is clear that he writes in Azerbaijani Turkish, so he can be considered a representative of Azerbaijani poetry. It is possible to find important information about this poet in the records of Turkish researchers. His poem "Faragnama" (Firatnameh) is considered to be his most voluminous work, which characterizes the major aspects of his artistic heritage. The work, which has not come down to our time in its entirety, was written in the form of a manuscript. Based on the information given about the work, it can be characterized as a life history reflecting the poet's life path. In this work, there is a description of the city of Istanbul, which is noteworthy in terms of historical information. The well-known researcher A.Musabayli conducted a study about the poem. The scientist's researches in this direction are reflected in the book "Azerbaijani literature emerging in Turkey and Khalili's "Firatnameh"". The book includes research based on manuscript sources, transphoneliteration of the comparative text, photo-facsimile of the Istanbul copy. The influence of Khalili's poetry is more prominent in the works of Ottoman Divan poets Tajizade Jafar Chalabi and Bursali Jalili. In the work "Firatnameh", Khalili talked about coming from Ajam to Iznik and from Iznik to Istanbul, and gave a complete description of Istanbul. In the part of the poet's work entitled "Sifati-rah va residen be İstanbul" we read:

İki gün dəxi dərya seyran ettim,
Üçüncü gündə İstanbula yettim.

Təməşə eylədim çün şəhr içini,
 Dedüm kim, Rumə gəlmiş şəhri Çini.
 İçi dopdolu bağı gülsitandur,
 Ləbi-dəryası rahətəxşi-candur.
 Xüsüsən, ol binalar kim, yapılmış,
 Anın lutfünə canu dil qatılmış. [9, p. 218]
 (I traveled by sea for two days
 And reached Istanbul on the third day.
 I looked inside the city,
 I said that a Chinese city has come to Rum (Ottoman lands).
 It is a garden full of flowers.
 The seaside gives peace to the soul.
 Especially the buildings here
 Were built with great taste)

As we have seen, Khalili gave his impressions about the city of Istanbul in this section.

4 Conclusion

The main aspects that united the poets we talked about and endeared them to the reader was that they covered many topics of interest to society in addition to illuminating historical events in their works. As we reviewed the creativity of the representatives of the 15th century Azerbaijani literature, we witnessed that they manifested both their poetic skills and the ability to create real artistic art, and we were able to see that they formed a complete picture of those historical conditions by talking about the main events of the historical period in which they lived. Historical motifs are widely covered in the works of 15th century poets. The examples we looked at above clearly reflect this. The conducted research and the obtained results can play the role of a base for future scientific investigations in the relevant direction. The article can be referred to in the study of topics of either historical or literary genre.

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REGIONAL POLICY AS A COMPONENT OF INFORMATION AND COMMUNICATION INTERACTION OF LOCAL SELF-GOVERNMENT BODIES WITH THE PUBLIC: THE EXPERIENCE OF EU COUNTRIES

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Abstract: The article analyzes the features of EU regional policy, especially in relation to the phenomenon of Euroregions, which is unique for the European Union. Structures, processes, functions, and relationships of information and communication interaction of self-government bodies with the public, based on participation paradigm and ecosystems capabilities are outlined. Conceptually, regional development is presented as a process of resolving local and regional problems and contradictions based on communication and interaction between participants and stakeholders. A number of cases of the EU countries' good practice regarding the formation and implementation of regional policy within the framework of Cohesion Policy are considered.

Keywords: Cohesion Policy; Euroregion; regional policy; self-government; territory.

1 Introduction

Having originated in the form of 'emergency' measures practiced during periods of economic crises, regional policy in the developed EU countries in the post-war period acquired the character of a permanent factor. The approach to solving regional problems has also changed: regional policy has come to be regarded not as a secondary moment, only supplementing the activities of other areas of economic and social policy, but also as one of the most important and necessary conditions for accelerating economic development. Currently, regional policy has become an independent direction of the general socio-economic policy.

The formation of regional relations represents an evolving process. Therefore, the regional policy itself does not remain unchanged, and the scientific study of its dynamics is an urgent task. At the same time, the experience of implementing regional policy in the countries of the European Union is important and relevant not only for a better understanding of the processes taking place in this region of the world, but for other countries.

For a long time, the regional policy of the EU has been under the close attention of researchers. This interest is easily explained: the indicated sphere, both real relations and their legal basis, to a certain extent serves as an example of building a system of both local self-government and relations at the federal level in many countries. On the other hand, the very policy of the EU in this direction is changing and improving, which is primarily due to the expansion of the composition of the European Union member states [2, 3]. At the same time, the institutional structure of policy implementation remains virtually unchanged, which allows speaking of a fairly successful interaction between the level of the union (various funds) and the level of local self-government (the Committee of the Regions, representing regional and local bodies).

Meanwhile, in modern political and economic science, public-power relations are increasingly viewed through the prism of a communicative approach [7]. In the context of research in this area, of particular interest is the understanding of regional development as a process of resolving local (regional) problems by power groups, the search for agreed and mutually beneficial ways to resolve conflict situations between the leading actors of the political process. The theoretical constructs are based on the position according to which the regional community consists of numerous groups whose interests intersect, and this fact

actualizes the critical importance of communications and harmonization of the interests of all stakeholders at the level of the region and local government, including the information and communication interaction of local governments with the public.

This is all the more important given the fact that the implementation of the strategy of continuous interaction between the authorities and civil society institutions in the issue of territorial development contributes to the formation of civil society and strengthening its position at the local level, facilitates the formation of a favorable living environment for representatives of the local community, the effective development of all spheres of public life of the city or other territory, as well as the development of the city's economy and increasing investment attractiveness as a result of the implementation of the plan for the strategic development of the territory and the local community.

2 Materials and Methods

The study uses a number of general scientific methods: the unity of the historical and logical methods, the structural-functional method. Also, the research employs the following methodology toolkit: the method of system analysis, which made it possible to consider regional policy as an integral part of a more complex and global system of political and socio-economic processes and activities within the framework of an integrating Europe; the method of comparative analysis was used in considering the historical phases and stages of the formation of regional policy, as well as in identifying its local features at the present stage; the typology method is used to hierarchize the characteristics and specifics of regional policy implementation.

3 Results and Discussion

Promoting a harmonious and balanced development of the territory of the entire European Union involves, in particular, the exchange of experience, knowledge, technologies, and best practices between regional and local authorities in two priority areas: "innovative economy" and "environment and risk prevention".

In particular, Spain is administratively divided into 17 autonomous communities, to which two autonomous cities (Ceuta and Melilla) located on the northern coast of Africa are equated. The "State of Autonomies" is multinational and heterogeneous in its economic development, it also has the "North-South" problem known to many European countries, where the more developed regions of the north (Catalonia, the Basque Country) often have no desire to provide assistance for the lagging southern regions (Extremadura, Murcia). The regional policy of the Spanish government itself and the European Union are aimed at equalizing regional development and smoothing out regional disproportions.

In fact, until the thirties of the 19th century, there was no policy of regional development in Spain - the Kingdom of Spain of that time did not take any special measures and did not make any investments for this. In agrarian Spain, large-scale industry was just emerging. The appearance of the first state programs for the development of regions was a forced step of the "Francoist" government and dates back to the beginning of the 60s of the 20th century. It was associated with the urgent need to break the economic and political blockade of the country by Europe and the world as a whole and the conditions put forward by the IBRD (International Bank for Reconstruction and Development) and the UN conditions for breaking [4].

The first step on this path was the Stabilization Plan of 1959, aimed at liberalizing the country's economy – it was called the "Spanish economic miracle" [5-7]. As a result of the measures taken, large investments from abroad came to the country,

especially in the tourism sector, and this ultimately allowed Spain, being a backward agrarian country, one of the poorest in Western Europe, to become one of the most highly developed European economies.

A special increase in the economic indicators of Spain fell on the period 1960-1974 - higher than that of other countries of the world, 6.6% per year, second only to Japan, Spain entered the top ten largest industrial countries in the world.

The next important step in the development of the country and its regions is associated with 1978 - the year of the Spanish Constitution adoption [13]. Regionalization processes supported by the king began to develop (as it is known, these processes, as a rule, are reflected in the Constitutions and other legislative acts of states through the establishment of certain rights and guarantees of autonomies (regions)).

The state regional policy pursued by Spain, in addition to the European structural funds, also applies other financial instruments: the Interterritorial Compensation Fund (ICF), uses state aid for regional purposes, and implements local state cooperation. Of these instruments, the European Structural Funds are the most important due to their financial dimension.

The uneven development of the regions of Spain is a consequence, first of all, of significant differences in the starting resources available to the regions, as well as the history of the regions themselves, influencing regional policy and, ultimately, the state of the regions as a whole [8-10, 12]. The main tasks of the state regional policy are the development of measures to prevent social conflicts, overcome differences in the standard of living of the population of individual regions, rational territorial division of labor between regions, economic cooperation, to reduce unemployment, and in general - ensuring economic well-being and maintaining the integrity of the state.

The active development of regional policy in Germany became an urgent need in the post-war period, when regional disparities reached significant levels [17-19]. Moreover, the stable state of the national economy, which allowed the government to allocate large funds, also caused the attention of the leadership to the solution of regional problems.

The regional policy of Germany is an integral part of the national economic policy, the purpose of which is to ensure equal participation of weak regions in the economic development of the country. In 1969, a national instrument was formed - the Joint Task - with the aim of improving regional economic structures (Gemeinschaftsaufgabe (GA) "Verbesserung der regionalen Wirtschaftsstruktur") [20]. The Joint Task, which is the result of an agreement between the federal government and the Länder (lands), aims to provide an institutional framework for a common and coordinated regional development policy in Germany. The GA gives the Länder full responsibility for the implementation of regional policies, limited only by national rules. Assistance provided by GA is directed only to certain areas that have been pre-allocated for support. A map of such areas is agreed by the GA Planning Committee and approved by the European Commission. The Planning Committee, in turn, provides a detailed annual Framework Plan, which indicates: the areas marked on the aid map, aid measures, aid conditions and regional development priorities.

Over the past two decades, a sufficient number of measures have been taken in Germany to stimulate initiative 'from below', from the states (lands) [21]. Such achievements have been due to the development of the concepts of integrated regional development, which involves the participation of all relevant authorities in the region. The bottom line is that the lands themselves must choose those activities that most need funding [24]. The concepts of integrated regional development are flexible tools that promote regional development and better prioritization of goals. The programs include the allocation of subsidies from both the federal and land budgets for the development of industry and

infrastructure, which, in turn, creates the prerequisites for a wide deployment of the investment process.

As for the Federal Government, it offers additional assistance to weak regions, provides a unified scheme for land development, and creates aid systems that exclude competition between the Länder.

Swedish local self-government is based on a rich centuries-old tradition of solving issues of local importance directly on the ground. Already at the beginning of the 14th century, guarantees of the personal and economic freedom of peasants, as well as their right to influence the decision of state issues, were enshrined in the first Swedish constitution, proclaimed by King Magnus Eriksson. Special legislation on local government, adopted in Sweden in 1862, provided for the separation of ecclesiastical and secular affairs [26-30]. Since that time, the Lutheran Church continued to solve its problems within the boundaries of the old church parishes, and new special urban and rural municipalities - communes (kommun) were established for public administration. At the regional level, legislation introduced the institution of landstings, which had a fairly wide range of powers, including the representative function of the electors of the first chamber of the Riksdag - the Swedish parliament. The powers of the landstings were mainly exercised within the boundaries of the fiefs - regional administrative units into which the entire territory of the country was divided for the implementation of state administration [20].

As a result of the reform of 1862, 2400 rural communes, 89 rural communes and 10 communes-chepts (something in between a city and a rural commune) were formed [4]. During the period of industrial development in Sweden, there was a constant outflow of the population from the countryside to the cities. Many rural communes turned into sparsely populated municipal units, began to experience economic problems and could no longer independently solve the main issues of a local nature, mainly due to a decrease in tax revenues to local budgets. At the same time, the differences in the basic functions of rural and urban communes gradually smoothed out, which became especially noticeable after the Second World War. For these and a number of other reasons, in the mid-1940s, the Riksdag decided to reform the communes. As a result of the first stage of reforms, which affected mainly rural communes, in most of which the question of voluntary unification had long been discussed, in 1952 the total number of municipalities in Sweden decreased by almost 2.5 times. Then came the stage of reduced activity in the process of consolidation of communes. However, in the early 1970s, the municipal reform intensified again, largely due to the decision of the Riksdag to abolish the principle of voluntary association, and in 1974 the number of communes was again sharply reduced - to 278 units [4].

Since the mid-1970s, the emphasis in the transformation of Swedish municipalities has been mainly shifted from quantitative to qualitative changes related to improving legislation, organization, as well as strengthening the economic and financial foundations of local self-government, searching for new forms, methods and tools for managing the municipal economy, developing partnerships between municipalities, landstings, government agencies and the private sector, strengthening the authority of Swedish local government bodies in the international organizations, etc. [16].

Overall, the most common instruments for the development and implementation of regional economic policy in the EU are international funds, programs, as well as specialized regional development agencies (RDA) and public enterprise corporations (PEC). The operators and coordinators of all significant regional projects are RDAs, which are the link between the central government of the country, regional and local authorities, business and the public [31-35]. RDAs can be formed by both governmental and non-governmental structures at the level of regional or local authorities and act as independent semi-autonomous bodies in cooperation with other organizations representing local and regional interests.

In Western Europe, RDAs usually operate as semi-autonomous organizations functioning at the regional level in close cooperation with central and local governments. RDAs with some strategy implementation functions are protected from political pressure, although they usually report to a ministry in a central or regional government [36-39]. Development agencies can operate within the legal framework of the private sector and thus avoid some of the bureaucratic hurdles associated with the public sector. This status enables them to take risks, make quick decisions, and negotiate in a way that effectively responds to business needs and attracts private capital. Since employees in such agencies tend to try to stay at the position longer than in public service, they usually acquire significant training, organizational experience and knowledge.

One of the most important components of the process of development and implementation of regional policy is a reasonable choice of regions in which economic growth will be stimulated or, conversely, limited. The process of selecting regions - objects of regional policy consists of several stages [23]:

- 1) Selection of a grid of regions that can become objects of regional policy (such regions can be units of one of the levels of administrative-territorial division or specially allocated areas);
- 2) Selection of indicators of the socio-economic development of the regions, on the basis of the analysis of which a decision is made to classify certain territories as objects of regional policy;
- 3) Typology of regions, which is necessary for the correct choice of instruments of regional policy;
- 4) Highlighting growth poles (in cases where regional policy is based on the concept of growth poles);
- 5) Determining the number of supported regions, more precisely, the optimal proportion of the population living in areas of financial incentives.

The redistribution of funds between regions always causes dissatisfaction: the territories receiving financial support consider its 'size' (amount) insufficient, while those deprived of support usually consider the scale of redistribution excessive. Therefore, the process of selecting areas for financial incentives is sought to be made as objective as possible, which is achieved primarily through the use of various socio-economic indicators. Although some experts believe that a truly open mechanism for selecting districts exists only in Denmark, Portugal, and partly in Germany, a particular degree of formalization of this process exists in almost all countries [22].

The main indicator used to identify problem regions is the unemployment rate. Considerable attention is paid to this factor in the Netherlands, Belgium, Denmark, France, and also in Hungary. When comparing the EU countries with each other, it turns out that the unemployment rate is emphasized in more developed countries, GDP per capita - in less developed countries (due, in part, to the lack of reliability of data on unemployment associated with part-time employment and high level of migration) [40, 41]. Along with the unemployment rate, in many European countries (according to EU standards), GDP per capita is used as an indicator. In a number of countries, GDP indicators are replaced or supplemented by indicators of household income (in Germany, since 1969, this is wages; in the Czech Republic - per capita cash income).

Despite the simplicity and transparency, the definition of regions - objects of regional policy based on statistical indicators has its drawbacks: the objectivity of formalized approaches is relative, and the indicators themselves are not always reliable and often do not reflect real problems [43]. Subjective one in the formalized methods of selecting regions is, firstly, the choice of socio-economic indicators used (depending on which indicators are preferred, certain territories win). Secondly, the calculation of complex (integral) indicators - neither the use of the method of transforming single indicators for their comparability with each other, nor the giving of weights to single indicators are

usually motivated in any way. In Germany, when compiling a grid of financial incentive areas, the integral indicator is calculated according to about 20 options (with the inclusion or exclusion of particular indicators, their standardization or normalization, giving them different weights). At the same time, the decision of the question of which calculation option to use is largely political in nature [25].

It is known that three groups of actors participate in the political and economic process and determine the political dynamics: 1) federal and regional state authorities and local governments; 2) structures of civil society; 3) business community. Three groups of actors are formed and function, guided by different motives and solving different problems. Let us emphasize, however, that the state, civil society, and business act as relatively integral and, to a certain extent, opposition to the other two, but inextricably linked with them political institutions and political subjects [45, 46]. Namely they (and various groups within them) appear as relatively independent actors who act as objects of security and subjects of its provision.

In the policy of regional building aimed at the goals of territorial development, two most important areas can be distinguished: the capitalization of the territory in the systems of national and global economic balance, which means all the assets of this territory, including economic infrastructures, human capital, natural resources, etc., and improving the quality of life, that is, the redistribution, by the "even layer", of the results of capitalization on the social structure of a given society. Because of this, in the new political context, the state authorities (both federal/national and regional, as well as municipal self-government) should build special ways of meaningful partnership with the second and third sectors: with business, they should discuss and implement a strategy for the capitalization of the territory; with civil society and small business - to form a policy aimed at improving the quality of life [23]. Thus, communications become critically important, playing the role of system connections, without which the risk of system entropy is inevitable.

Today, as part of the optimization of the public affairs management system (this concept includes both public administration issues and the implementation of industrial and economic projects and tasks at all levels), many European countries, such as France, Germany, Spain, Belgium, are actively resorting to the policy decentralization, transferring a number of state powers (including through budgetary and financial mechanisms) to the local level [50-52]. As a result, local self-government plays an ever-increasing role in solving the whole range of socio-economic and political tasks facing the central authorities, helping the state to more quickly respond to emerging problems and challenges, in the first place - on a regional scale. To assess the scale of the contribution of local self-government to the process of managing public affairs, we will give a few examples. Thus, in France, the expenditures of territorial authorities today account for 20% of the expenditures of the national budget, that is, 244 billion euros [15]. In Germany, the indicator of expenses of territorial authorities is much higher and amounts to 41% in recent years, in Spain - more than 47%, in Belgium - 46%, and on average in the EU countries - 32% [42].

Local self-government, being the level of government closest to the population, makes a significant contribution to the implementation of state policy, which is especially noticeable in the social sphere, providing socially significant services to the population. Thus, in most EU countries, local self-government is actively involved in helping citizens who find themselves in a difficult socio-economic situation, in a situation of "social inconsistency" (discrepancy between the level of education and available work, removal from the process of making managerial decisions, non-recognition by the community of the citizen's contribution in achieving common goals), in a position of isolation and self-removal from society. In France, 22% of citizens today are in a position of "social inadequacy", and in the

countries of the European Union as a whole, this figure is about 25% [61].

Although the fight against unemployment is a national task, municipal authorities at their level are also making efforts to solve it, creating new jobs, stimulating the development of small and medium businesses, investing independently, as well as jointly with regional and central authorities in infrastructure projects. Thus, in France, about 1.4 million people work in local governments and structures affiliated with them. In Marseille, 60% of the jobs in the city are created by local authorities. Although the number of employed at the municipal level is only 4% of the total working population, however, the number of jobs created at the local level is constantly growing [63].

Municipal authorities are actively working to solve another important socio-political problem facing the EU states today, namely, the problem of alienation of citizens from the decision-making process by authorities at various levels. This is a complex socio-political task, because as a result of the "social feeling" of the detachment of citizens from government, they have dissatisfaction with the work of government bodies both at the local and state levels. As a result, all this negatively affects the level of citizens' trust in public authorities and the recognition of the legitimacy of the latter. Thus, about 50% of the French respondents could not answer positively the question "do they trust their authorities" [67]. At the same time, local governments are a level of public authority, which citizens trust to a greater extent than central authorities, due to the constant interaction of citizens and municipal authorities and the involvement of local authorities, as the level of government closest to the population, in solving the pressing problems of the population of municipalities or rural communities. In France, 26% of respondents believe that municipalities should prioritize improving the system of interaction between the population and local governments, strengthening control over the decision-making process and stimulating participation in management based on broad public representation [67].

To solve the problem of "social exclusion" and the wide involvement of the population in the management of local affairs, France, Belgium, and Spain are actively using the practice of creating public structures with the participation of the population and local authorities, such as civil councils, intra-city district councils, city bureaus, etc. which assume obligations to fulfill part of the powers of local authorities [53, 54]. According to the experts of the Council of Europe, such forms not only stimulate the participation of citizens in the work of municipalities, but also harmoniously complement the democratic mechanisms of governance and the formation of local bodies, which generally contributes to the strengthening of democratic institutions in the country [47].

The experience of the EU countries shows that stimulating the participation of the population in the management of public affairs contributes to an increase in the efficiency and optimization of the management of public affairs, including the public sector, both at the local and central levels of government. For example, the mayor of Paris believes that the participation of citizens in the management of the city of Paris and its urban districts made it possible not only to rationalize the system of urban management, but also to increase the efficiency ratio of the use of the city budget by 4-5% [11].

All this is possible, of course, only if there is effective communication interaction, a communication mechanism, one of the defining components of which is regional policy.

It is also interesting to note a unique entity, inherent in the EU – the Euroregion. This is a modern form of cross-border cooperation, which consists in uniting border areas with the aim of further developing mutual (primarily economic) integration and the most effective solution to common existing problems [56]. The Euroregion is primarily a form of regional and municipal cross-border cooperation. A characteristic feature of the Euroregions is the presence of common bodies that jointly solve the problems existing on both sides of the border in the

field of the economy, the development of cultural and humanitarian ties. There is no single legal form corresponding to the concept of "euroregion". This can be a "general partnership agreement", "community with the rights of a legal entity", "community of interest", etc. At present, Euroregions play an important role in creating favorable conditions for the development of the European Union on its external borders, especially its relations with countries of Central and Eastern Europe (CEE). An analysis of the activities of Euroregions both in the European Union and in the CEE states shows that these border communities are by far the most "advanced" form of cross-border cooperation between European states [59, 60]. Members of Euroregions are mainly regional and municipal entities or their associations. However, according to experts, Euroregions actually "do not work" in the absence of interstate agreements on cross-border cooperation between the countries concerned. The main areas of Euroregions' activity are: economy and employment, transport and communications, culture and education, tourism, health care, social services, infrastructure and environmental protection [62]. The problems of arrangement of the joint border, interaction in emergency situations, cooperation of law enforcement agencies, water supply, and migration of the population of border areas are also being solved. The issues of financing the activities of joint bodies and various projects are usually resolved by the interested parties on a parity basis. If the Euroregion includes a territorial entity of an EU Member State, it receives additional funding from Brussels, part of which is also allocated to partners in the Euroregion. Euroregions play a positive role as a tool for smoothing out differences in the levels of economic development of cooperating territories, jointly solving environmental problems, as well as removing cultural and language barriers, various stereotypes and phobias [1].

An example of a Euroregion created on the periphery of the European Union is the Bulgarian-Greek Euroregion Mesta-Nestos. At the time of its creation - in 1997 - the external border of the EU ran along the Bulgarian-Greek border (Greece has been a member of the EU since 1981, and Bulgaria joined the EU during its last "eastern enlargement" in 2007). The Bulgarian-Greek Euroregion "Mesta-Nestos" was the first registered Euroregion in Southeast Europe. It got its name from the name of the river (in Bulgaria it is called Mesta, and in Greece - Nestos). The Mesta River originates in the Rila Mountains in Bulgaria, and then, under the name Nestos, crosses Greece and flows into the Aegean Sea. The creation of this territorial community was initiated back in 1990 by two associations - the Bulgarian Border Association of Mesta and the Greek Border Association of Nestos, created in cooperation between the inhabitants of the city of Drama in Greece and the inhabitants of the cities of the Blagoevgrad region of southern Bulgaria, located in the valley of the river Mesta. Already in 1998, this territorial community joined the Association of European Border Regions (AEBR) and received the status of Euroregion. On the Bulgarian territory, this Euroregion includes 8 municipalities of the Blagoevgrad region - Bansko, Razlog, Belitsa, Gotse Delchev, Garmen, Satovcha, Khadzhidimovo and Yakoruda with a population of more than 130 thousand people and a territory of more than 3 thousand square kilometers, and on the Greek side - also 8 municipalities, including Drama, Doxato, Kalambaka, Kato Nevrokopi, Nikiforos, Paranesti, Prosotsani, and Sitagroi. This is the territory of historical Macedonia, the inhabitants of this part of southern Bulgaria have always gravitated more to the neighboring regions of Greece than to the central parts of Bulgaria. Only during the first 10 years of existence in the Euroregion "Mesta-Nestos", 492 projects were implemented in 7 different areas, including 135 projects in the field of communication and information exchange, 120 projects in economic cooperation, transport and infrastructure, 96 projects in the field of tourism, 110 in the field of culture and civil society, 15 in environmental protection, agriculture and technology transfer [14, 55].

Northern Europe is a wide field for Euroregional policy. Among the northern Euroregions, "Øresundsregionen" stands out, or, as it is also called, "Greater Copenhagen", which is currently the

standard of cross-border agglomeration. Despite the fact that each Euroregion has its own list of topical issues and programs, they set themselves a common goal - to ensure sustainable economic growth and increase their own competitiveness [64-66]. This formulation of the question forms the concept of the northern cumulative benefit, which makes it possible to achieve a higher positive effect than in the disparate actions of individual national initiatives. However, the councils of the northern regions also enjoy a high degree of autonomy, since all decisions are developed by local municipalities and national ministries. They also have their own identity and administrative, technical and financial resources. Therefore, the policy of the European Union is considered as an addition to the regional policy of the Scandinavian countries.

It is important to note that in the communications business, the relationship between the region and business has long been an integral part of the policy of development, and now these mechanisms are gradually being embodied in regional policy [16]. Relations with real and potential investors in the region are especially important here.

Speaking about the peculiarities of the approach to regional policy in the European Union, it should be noted that this policy is closely related to the definition of the essence of the very concept of region (district). According to the definition given in the Charter of Regionalization adopted by the European Parliament in 1988, a region is understood as a homogeneous space that has a physical and geographical, ethnic, cultural, linguistic community, as well as common economic structures and historical destiny [42]. Thus, the European understanding of the region determines the international nature of the functions of the region, on the one hand, and the functions performed within the framework of decisions of supranational bodies, on the other.

An example of the phenomenon of regionalization as a manifestation of the patterns of socio-economic systems' development in modern conditions is the concept of "Europe of regions", the essence of which is to reduce the role of state authorities and simultaneously increase the role and authority of supranational and regional structures [1]. The modern Regional Policy of the European Union (often called the Cohesion Policy) is a system of measures aimed at improving the welfare of the EU regions and at reducing the inter-regional economic gap. This policy is implemented since 1975 (the date of the establishment of the European Regional Development Fund).

The new public management, which today has become the basis for the functioning of public management at all levels in the EU countries, is naturally also characteristic of the regional level and local self-government. Accordingly, marketing concepts and tools are used. In turn, the consideration of the region in the objectification of marketing implies the use of marketing communications tools.

The legitimacy of using marketing theory in territorial management is due to the real conditions in which the functioning of regional economic systems is set today, namely: the conditions of business uncertainty regarding the prospects for investment development of home territories, fierce competition for investments, for financial injections from internal and external investors, uneven infrastructure provision of regional territories, interregional differentiation in terms of the level of general economic development, etc. In this regard, it is natural to raise the question of the use of modern marketing technologies in territorial administration, the basis of which could be the effective use of the potential and competitive advantages of the region.

The regional economy is saturated not only with a variety of objects, but also with connections and relationships between them, which makes it possible to single out institutional, organizational, and informational components in its structure that have a systemic impact on the region' development. Thus, not the territory, but the regional economic space acts as a 'commodity' and object of investment. Its comprehensive development and optimal use constitute the main content of

regional marketing. The regional economic space should be understood as an open, multi-level and heterogeneous system formed by the interaction of transformational and transactional factors continuously evolving in the natural and social environment [44].

The regional marketing complex may include ten main integral tools (10 P): Product (the main types of products produced in the region); Place (geographic location of the region); Price (price level prevailing in the region); Promotion (a communication set of measures to promote information about the region and create its positive image); People (standard of living, quality of human potential, main consumer segments); Production (composition and dynamics of development of basic industries); Personell (competencies, motivation, degree of retention of labor resources); Patterns (norms and patterns of behavior adopted in the region, the influence of basic regulatory institutions); Placement of Funds (volume of investments and investment potential of the region); Pollution (level of pollution, ecological comfort, 'quality' of the environment).

Regional marketing as a concept of territorial management includes, on the one hand, the activities of individual economic entities for market self-regulation, and, on the other hand, expresses the interests of the state as an institutional agent of society. Marketing is implemented in the form of a specific policy that ensures an effective division of labor in conjunction with the integrated development of the territory.

The implementation of the regional marketing concept forms a new mode of action for the region in market conditions, a new management methodology is being developed in a constantly changing external and internal environment, and prerequisites are being created for maintaining and increasing its competitiveness. Obviously, strengthening the competitiveness of the region implies an increase in its attractiveness for various consumer groups [68-70]. The use of a marketing approach in this context seems to be quite relevant and effective. Definition, classification and, ultimately, satisfaction of the specific needs of target audiences are key factors in the interaction with private business and the socio-economic development of the region as an integral goal of the subjects.

In this regard, special attention in the system of marketing activities of the regions began to be paid to the creation and development of brands of territories. Both in theory and today practice, the brand of the territory is a set of stable values shared by the local society, reflecting the unique, original consumer characteristics of the region and community, which have received public recognition and fame, and are in stable consumer demand [71]. The brand of the territory is formed on the basis of a pronounced positive image of the territory, that is, on the totality of emotional and rational ideas arising from the comparison of all the signs of the territory, personal experience and rumors that influence the creation of a certain image.

In modern conditions, issues of local importance, the solution of which lies with the local governments of urban and rural areas and contributes to their sustainable development, cannot be solved through traditional technologies of municipal government. Recently, the issues of the application of municipal marketing have been actively discussed. Due to the fact that municipal marketing is essentially a market-oriented concept of management, it can be considered as a tool for sustainable development of the region. The role of marketing communication policy instruments, including the formation of public opinion, is especially relevant. Many researchers consider municipal marketing through the formation of the image of individual municipalities, including rural settlements, as well as through attracting investments and new economic agents to the municipality, which is closer to such a concept as territory marketing. However, the possibilities of municipal marketing in practice are much wider. Since municipal marketing is a type of regional marketing, it is possible to adapt the basic principles of regional marketing to municipal specifics.

The strategic orientation of the territory makes it possible at any given moment to direct efforts and resources precisely in line with the general vector of development, try to solve numerous small current tasks. In addition, strategic planning represents a key mechanism for the development of a territory in the information space due to the fact that the strategy determines how the government itself sees its place, and also identifies target audiences in establishing communication with which the territory is most interested.

Strategic market planning is based on a marketing approach, which consists in the development and implementation of a long-term marketing program for the development of a specific territory using territorial marketing tools. When developing the strategic concept of territory marketing, various marketing tools are used that contribute to socio-economic development, increase investment attractiveness and the formation of a favorable image of the territory.

One of the defining tools of territory marketing is territory positioning [57]. In essence, a well-designed positioning strategy allows embodying the image of the future as it is seen by the territorial community: namely the desire for an ideal makes the territory move forward, attracts 'consumers'. The territory positioning strategy must be comprehensive, continuous, and relevant to changes in the external environment [58]. Only in this case, the unique programs developed by the community will provide it with critical information about consumers, competitors, and the changing external environment, and contribute to the effective allocation of available resources for an adequate response to diverse external challenges.

The development of a territory positioning strategy involves conducting in-depth marketing research aimed at understanding how consumers of the territory product perceive the proposed unique properties of the place, and which parameters, in their opinion, are the most important. In this context, namely communications are an essential tool.

The implementation of the territory positioning strategy is inextricably linked with the development of a promotion plan. The territory promotion plan is a communication system that, by identifying all the competitive advantages of the territory in the process of developing a positioning strategy, is aimed at conveying to the target group of consumers of the place all the advantages that the authorities can offer, based on their capabilities and resources, to increase the well-being of the territory subjects. By and large, the promotion of the territory can be very close in meaning and action to the promotion of a commercial company and its products. Depending on the chosen target group of consumers, the tools for promoting the chosen position are determined. Mostly these are communication tools, which are the main methods of informational impact on the target segment of consumers, and image tools aimed at creating a positive image of the territory.

At the same time, communication channels are used not only to promote the territory and its products, but also to ensure the openness and availability of information for internal consumers of the territorial product (that is, residents, employees, resident companies, citizens who come to study or work on a long-term basis) and external ones (investors, non-resident companies, representative offices of administrations of other regions, tourists, business travelers, guests, migrants). Consumers have the ability to select available channels, submit their requests, and receive feedback.

Today, digital technologies make it possible to create platforms and ecosystems that multiply and improve communication capabilities. At the same time, the qualitative development of the network environment has a rigid regional differentiation associated with the spread of practices of the involvement of a structurally differentiated network community in the process of developing public decisions. Studies show that the network environment in the online public space, which is developing in a quantitative and qualitative format, is a system-forming component of the ecosystem of network public administration

[6]. The network environment becomes a source of structural, axiological, and technological components of the ecosystem of network public administration, contributing to the following:

- The emergence of institutional structures ready to integrate into the process of developing socially significant problems;
- The formation and dissemination of value and behavioral orientations of a new culture of participation and engagement of citizens, which are necessary for the actualization of various forms of civil solidarity, cooperation between public-state and private-state partnerships;
- Creation of innovative synthetic in origin (based on the synthesis of knowledge from various branches of science and practice) technologies for developing solutions to socially significant problems.

At the same time, institutional innovative changes are possible with a programmatic approach, when the state creates institutional conditions for civic participation and co-public socio-political reflexivity on the problems, goals, and methods of development both on a national scale and at the level of local communities.

Regional marketing is becoming a kind of tool for developing and making strategic decisions for the socio-economic development of the region. At the same time, contrary to the prevailing opinion that the definition of priorities for the socio-economic development of the region requires only an analysis of the dynamic statistical base to understand the development trends of the region's industries, the use of regional marketing allows forming the necessary foundations for the use of management tools in the region, such as clusters, public-private partnerships, diversification.

Communications of various kinds, acquiring a network character, significantly modify the feedback of government institutions with the population and local communities. The system of territorial administration is increasingly becoming a two-way process. There is an opportunity for more complete political monitoring and effective electoral campaigns at a level that would ensure the formation of a truly legitimate government. The question, however, is exactly what model increments are needed here so that the communicative dialogue in this field of communication does not expand formally, but would give the expected and real social result. Communication in this plane is interpreted as a systemic process of cognition and action, connecting, by means of communication and information exchange, all the structures of society with the aim of reproducing the life of people, managing the social order, relaying sociocultural experience, maintaining and developing the humanistic principles of cooperation, partnership, broad public and civil dialogue. Based on this understanding, it becomes evident that communication is a necessary prerequisite for the functioning and development of all social systems and society as a whole. It provides connection of people, allows them to successively reproduce the cumulative social experience, broadcast cultural patterns and values, helps the division of labor and organization of joint activities, coordination of institutions of power and management. Because of this, a communicative dialogue between civil society and public authorities becomes possible and relevant as a real prerequisite for creating a new conceptual model of social and managerial relations, which can find differentiated application at different levels of the management system.

In particular, the above mentioned Cohesion Policy "relies on the fact that regions may differ not just in terms of their territorial characteristics but, also, in the mix of policies they decide to implement. Regions are likely to adopt different growth strategies, investing the Cohesion Policy funds received in those territorial assets which they hope will maximize the local growth potential" [14, p. 30]. "The assumption on the association between territorial capital and Cohesion Policy is that specific territorial characteristics foster the effectiveness of

the EU regional policy” [14, p. 31]. The taxonomy is reported in Figure 1 below, showing how territorial capital includes very different assets, from physical infrastructures (box a) to human capital (box f) to social capital (box d).

Rivalry ↑	(high)	c Private fixed capital stock Pecuniary externalities Toll goods	i Relational private services operating on: - external linkages of firms - transfer of R&D results	f Human capital and pecuniary externalities
		b Proprietary networks and collective goods: - landscape - cultural heritage	h Cooperation networks Governance on land and cultural resources	e Relational capital
	(low)	a Resources: - natural - cultural Social overhead capital: infrastructure	g Agglomeration and district economies Agencies for R&D transcoding Receptivity enhancing tools Connectivity	d Social capital: - institutions - behaviors - trust - reputation
	Tangible goods (hard)		Mixed goods (hard + soft)	Intangible goods (soft)
	Materiality			
	(high)		→	(low)

Figure 1. Territorial capital: A taxonomy [14]

Thus, namely regional policy in such conditions represents a crucially important component of information and communication interaction of local self-government bodies with the public.

Modern science often operates with the concepts of “digital economy”, “digital ecology”, “business ecosystem”. However, the definition of these terms is very diverse, and therefore it should be clarified that the “information ecosystem” is understood as a complex dynamic structure that includes productive models of interaction between communicants, communication tools and has the ability to vary the methods of interaction depending on the communicative supertask [48].

Recently, urban communication platforms have become very popular, which implement the idea of involving residents in public administration processes. In recent years, there has been a transition from a model of informing and providing public services in a digital format to a model of active involvement of citizens through the so-called public platforms. At the same time, efficiency is expressed in reducing the transaction costs of interaction and increasing the availability of information for all participants in the management system at the regional and local levels, for stakeholders and citizens, increasing the level of convenience and quality of their participation in government decision-making (by providing timely access to the necessary information) [49]. The logic of the model lies in the transformation of public administration processes using information and communication technologies for the provision of public services in accordance with such requirements of the public sector as efficiency, transparency, accountability, and customer focus [42]. Mostly this interaction is carried out with the help of electronic platforms and web technologies, which is associated, on the one hand, with financial pressure on budgets (cost reduction) and the need to reduce the size of governments (staff), and on the other hand - with the increasing opportunities for using web technologies when interacting with citizens, business, and public organizations and involving them in solving socio-economic problems [47]. In this case, electronic platforms and support from the media provide the proper level of coverage and involvement of stakeholders in solving these problems, forming an open ecosystem. Also, there is an integration of public platforms with private platforms (Facebook, LinkedIn, etc.). Communications in such ecosystems are at the highest level of quality.

The introduction of Web 2.0 technologies into the management process makes it possible to increase its efficiency and

transparency, enables providing feedback in the “power-society” communication, and not only ensures efficient and flexible (‘Agile’) development and implementation of regional policy and municipal development programs, but also contributes to the further development of participatory democracy.

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INTERNATIONAL SOCIO-LEGAL APPROACHES TO HUMAN RESOURCES MANAGEMENT IN CONDITIONS OF DIGITALIZATION

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Abstract: The article discusses recently aggravated challenges of international human resource management (IHRM) in the context of rapidly ongoing digital transformation, tightened regulatory requirements, and unprecedented since 1960s growth of unionization. Particular attention is given to the concept of human capital management (HCM) as the logical continuation of HRM, as well as 'sustainable HRM', and the matrix of HRM units activities to ensure the implementation of sustainable development is suggested. The possibilities of AI application in social and legal approaches to IHRM within HCM ecosystems are outlined.

Keywords: digitalization; human resource management; discourse; speechwriting; artificial intelligence; ecosystem; sustainability.

1 Introduction

The activities of any international company are inextricably linked with international human resource management. The following fundamental definitions of IHRM proposed by various authors can be distinguished:

- "The process of hiring and improving the skills of employees who work in the global space" [41];
- "Issues, functions, policies, and practices of HRM arising from the strategic activities of international companies and relating to the international interests and goals of these companies" [56];
- "The field of IHRM implies understanding, researching, applying and revising all activities in the field of human resources in their internal and external context, as they affect the processes of human resource management in organizations in a global environment, increasing the experience of many stakeholders" [60];
- "The use of human resources around the world to achieve the goals of the organization, regardless of geographical boundaries" [66];
- "IHRM emphasizes the subordination of national culture and national employment practices with corporate culture and HRM practices" [54];
- "The interaction of three dimensions -HRM activities, types of personnel, and countries in which operations are carried out" [67].

Let us summarize the views of scientists on the interpretation of the concept of IHRM as follows: IHRM should be understood as a set of strategies, policies, and practices of an international company in the field of human resource management at its headquarters and foreign divisions. The key feature of IHRM is to take into account the influence of external (political, economic, social, technological, cultural) and internal (organizational structure, company size, company age, internationalization stage, organizational culture, etc.) factors on the HRM function, as a result of which an international company develops an overall strategy for HRM, convergence or divergence.

At the same time, the divergence strategy is more flexible for an international company and makes it possible to more quickly and efficiently resolve current issues in the field of HRM. For

example, it is not entirely reasonable to use the same test methods when selecting personnel for company divisions located in different countries; this is due both to the specifics of the national labor legislation, and to the socio-psychological characteristics of the candidates. If the test is not modified taking into account the local characteristics of the unit and local specialists did not take part in its development or evaluation, then it is possible to obtain distorted (biased) results [40].

It should be noted, however, that the very term "strategic IHRM" is somewhat artificial: international companies tend to develop an overall HRM strategy that is integrated into the company's business strategy (so-called vertical alignment) and private functional HRM strategies (staffing, training and development, remuneration, labor relations) that correspond to each other ("horizontal consistency"), i.e., the strategic component is a priori present in the IHRM paradigm. Thus, the use of the umbrella term "IHRM" is adequate.

Typically, international companies employ three types of personnel: expatriates, residents of the host country, and third-party nationals. An expatriate (parent-country national, PCN) is an employee who is not a citizen of the country in which a division of a foreign company is located, but a citizen of the country where the headquarters of the organization is located [2; 3]. A resident of the host country (host-country national - HCN) is a citizen of the country in which the subsidiary (affiliated) company / branch of the organization is located. A third-country national (TCN) is a citizen of one country who works in another country and is employed by an organization headquartered in a third country. Accordingly, this determines the need for a differentiated socio-legal approach to human resource management. For example, Saudi legislation in the field of labor migration is considered one of the most stringent in the countries of the Persian Gulf region. The work of an international HRM manager is added by such job responsibilities as participation in international taxation issues, international assignments and relocations of employees, special adaptation trainings (including the so-called pre-departure training), provision of administrative services to expatriates, as well as interaction with government authorities of host countries. In addition, factors such as the type of government and the state of the economy in the host country, trade unions and consumer organizations can have a significant impact on HRM processes in an international company.

Digitization also makes its own adjustments. The digital transformation of business affects the change in business models of companies, and, consequently, the strategy and practice of HRM and its social and legal framework. At the same time, two main directions can be distinguished in digital HRM research. The first one is related to the very introduction of digital technologies in personnel management, while the second is related to the transformation of relevant corporate strategies and practices [7-10]. The object of study in the first case is the process of digitalization as such, in the second - digital technologies as a means of transforming the HRM function in a dynamic environment.

HRM digitalization issues attract consulting and analytical companies. Thus, in PwC reports, it is attributed to the priority areas of the Industry 4.0 concept, the main limitation in the implementation of which is the often low level of development of digital culture and the shortage of specialized specialists in companies. The role of personnel and strategies for working with them for successful digitalization is noted, in particular, by McKinsey experts [1]. Deloitte's annual Human Capital Trends highlights the most important trends in corporate HRM across countries. Digitalization has been one of the key trends in the field of personnel management for many years. The authors of the studies note that the function under consideration should not only digitalize itself, but also contribute to this process in other areas, and therefore the digital transformation of an organization should begin with HRM [15]. The content of digitalization of

HRM is also noted: the introduction of relevant ICT tools and specialized applications, their automation and provision of decision-making based on data. While the 2016-2017 consulting firm surveys describe digitalization as a priority in its own right, the 2018-2019 surveys see it as a tool to achieve more strategic goals dictated by the changing socio-economic environment.

It is widely recognized that digitalization in human resource management provides a strategic edge to business. Figure 1 below shows the importance of digital HR trend for representatives of international business back in 2017.



Figure 1. Digital HR: Percentage of respondents rating this trend "important" or "very important" [47]

It is interesting to note that the effectiveness of digital HRM is a qualitative characteristic of digitalization, reflecting the level of integration of digital practices into the core activities of companies, the ease of their application to solve routine tasks, and the strength of digital tools [47]. For example, in a company, only one aspect of personnel management may be digitalized, but the rent from the introduction of technology will be significant.

Thus, the complexity of IHRM itself in today turbulent environment, and, accordingly, ambiguity of application vectors for social and legal approaches to IHRM determine the need for systemic research.

2 Materials and Methods

The theoretical and methodological basis of the study was the works of scientists, as well as the opinions of expert practitioners and reports of consulting companies on general problems of the sociology of management, various aspects of HRM, organizational and institutional issues of the development of personnel management systems, in particular in the context of sustainable development [12; 13]. At different stages of the study, systemic, structural-functional, and statistical methods for studying management problems, as well as elements of the case study method were used.

3 Results and Discussion

The collected empirical data confirm the existence of two modes of HRM digitalization, on the basis of which the companies can be divided into four clusters depending on: (1) the high efficiency of digital HRM practices and the large scope of the digitalization of relevant processes; (2) high efficiency of such practices, but small coverage of digitalization; (3) low efficiency of digital practices, but wide coverage of digitalization; and (4) low effectiveness and low coverage of digital HRM practices. In addition to existing studies on the relationship between digitalization of HRM and various characteristics of a company (see, for example: [11]), the study of clusters made it possible to identify specific patterns and features of companies with different levels of digitalization of the processes under consideration.

Various findings suggest that companies that are more digitally successful have greater flexibility in managing their workforce

structure: they are more likely to resort to non-standard types of work and have, on average, younger staff. This is facilitated by the use of ICT tools to strengthen the HR brand, which increase the interest of job seekers in vacancies. In addition, companies with more extensive and effective digitalization of HRM demonstrate high rates of employee turnover, including at the initiative of the employer, which may reflect not so much the shortcomings of HR management, but rather its flexibility and dynamism). Such results add to the controversy of previously obtained data that digital technologies affect the work experience of staff in a company in an extremely positive way [38].

Employees are the main asset of the organization, investments in which can bring serious returns to the business. Therefore, information systems related to the management of the life cycle of an employee in an enterprise are now experiencing a kind of boom. Management systems, defined as HRMS (Human Resource Management System), have long been included in almost all ERP products as modules responsible for personnel administration, time tracking, and payroll: hiring employees, maintaining time sheets, changing positions, dismissal, i.e., most often it is the automation of routine processes [17; 21-24]. But HCM (Human Capital Management) is a broader concept that arose in the process of evolution of the employer-employee relationship system, the transfer of focus in the implementation of the information system from the employee's "function" directly to people, to the individual. Today it is not enough just to record in the information system the movement of an employee, his career growth or qualifications. The tools for searching and developing talents, the tasks of adapting employees at the time of starting work in the company, training, managing professional growth, tracking satisfaction and motivation, and, finally, retaining specialists are coming to the fore, since the preparation of a candidate will require additional time and significant financial costs.

In today's environment, it is also important to give employees tools for feedback and mutual evaluation of both colleagues and managers at all levels of positions (360° score) in order not to lose mutual understanding and to find solutions to emerging problems on time, and better even in advance, and in international companies this should be end-to-end processes and databases covering simultaneously all branches or departments in all countries of presence [26-30]. Nevertheless, the automation of routine processes is still necessary, and it is not advisable to break both functions. Accordingly, HCM systems are relevant today, providing coverage for the entire "life cycle" of an employee and containing all the functionality noted above.

HCM is an integrated system that supports, in addition to the basic functionality familiar to everyone (from personnel records to payroll), the entire life cycle of an employee - from the recruitment process, onboarding, development of his competencies and career, to timely replacement of personnel and offboarding. The strength of HCM is in completeness, integration into all business processes and in providing quality and timely feedback at all levels.

However, the legal environment for business, including international business, is becoming increasingly complex and challenging. In particular, there are evident problems in with growing unionization and tightening legal requirements for the US hotel industry and other service sectors. Unionization in the service industry is increasingly in the news today, as employees at Chipotle and several Starbucks locations, as well as Google's cafeteria workers, have successfully organized and begun the work of negotiating contracts with their employers [31-34]. "What's happening right now, especially with a lot of younger workers, is that they're being exposed not just to unions but to organizing and the idea of standing up for yourself, even if they wouldn't even use the word 'organizing,'" said Saru Jayaraman, who is co-founder of Restaurant Opportunities Centers United. "There's a lot of different forms of organizing going on right now," she said, "and we really do ourselves a disservice by only looking at examples of unionization in the traditional model. Workers across the board are recognizing their worth" [25; 71].

The fact of renewing fast growth of unionization movement, and sentiments described by Jayaraman above, derive from pure talent management and even pure HRM as whole, lack of effective employee ownership programs and ownership culture [55; 61; 63]. Distrust between hotel labor, management and real estate owners increased alongside the industry's fragmentation and is evident in increased unionization and organized labor demands in cities across the country at a time when unionization in all other industries has declined sharply.

"In 2022, more than 16 million workers in the United States were represented by a union—an increase of 200,000 from 2021" [44]. Moreover, the share of Americans who approve of unions is at its highest since 1965 (see Figure 2 below).

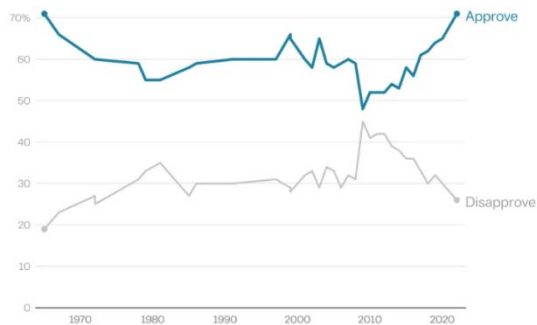


Figure 2. The dynamics of share of Americans who approve of unions [44]

This chart evidently demonstrates crisis in HRM even in the USA. Such phenomena belong to the elements constituting social and legal environment of HRM, in particular, in the international business.

In classical terms, the main task of trade unions, as organized groups of interests/pressure, trade unions of the "new democratic type at the present stage of social development", is to convey to everyone the ideology of labor, the ideology of freedom of choice and the right to work, the ideology of justice, the ideology of solidarity, dignity of hired worker, working person" [25]. "The main mission of trade unions in the modern world is to create a just civil society" [25]. However, the role and very necessity of trade unions is leveled if equality, diversity, participation, elements of meritocracy are provided by corporate HCM ecosystems, scalable for any market – from European and Asian and Middle East. "There is no need for weapons if peace reigns" [62].

Meanwhile, many CEOs from Central and Eastern Europe say that technological infrastructure and market changes will be the main challenges for their organizations in the next two to three years. In addition, more than 62% of respondents named technology, and 43% mentioned legislation among the main external forces that will affect business in the medium term [54].

One of the acute challenges is gender and racial quotas. Gender diversity has received serious attention to legislation changes in some countries. In response to the slow progress in female representation in corporate boards, several European Union countries have imposed gender quotas on firms to augment corporate boards' efficiency by incorporating diverse talent. This move has influenced many other nations across the world. Gender diversity boosts business profitability, according to McKinsey 2020 report [72]. Former White House Economic Adviser Laura Tyson talks about women's influence on productivity and decision-making in companies [4; 76]. The Diversity&Inclusion (DEI) strategy is considered favorable for business: increasing the diversity of the staff by adding employees of different gender, age, nationality provides a greater breadth of views and competencies of the team. But sometimes its application is ambiguous.

There are cases when, for the sake of diversity, an employer is forced to refuse people with suitable qualifications, hiring candidates from an unrepresented minority in their place. Companies have to offer candidates of different sexes different conditions and entry requirements. So at Google, men were paid less than women for the same job [20; 69]. In the case, which will be discussed below, male programmers with excellent skills and experience could not get the desired position and lost in wages due to the forced need of the employer to hire women.

One small IT company in Europe, which deals with 5G networks and has only engineering staff, was faced with the need to hire employees. At the same time, the option of hiring foreigners with relocation to a small European town was considered, a good salary and an interesting project were offered. There are many suitable professionals on the market, and they were happy to take on this position [35-37]. The company needed specialists in low-level development and hardware, and the vast majority of them were men. However, due to the gender quota that the company is required to follow after being acquired by a global corporation, it changed the recruiting plan, which ultimately had a negative effect on company performance [64; 65; 68]. The company suspended the search for candidates and changed the conditions. A division has appeared: a male specialist must have 5+ years of experience, excellent English, and he can apply for a conditional salary of up to €4,000. A female specialist needs 3+ years of experience, English can be average, the salary level with the same competencies and experience is up to €6,000 [70]. It turns out an inverse relationship: lower qualifications - higher wages. An employer gets less experienced and skilled employees for a lot of money, while a highly qualified specialist loses wages and even employment opportunities.

Economists argue that developed countries are losing up to 20% of GDP due to systemic discrimination against women in the workplace [5; 73-75]. That is, globally, quotas in the future can bring GDP growth by 20%. However, at the micro level, the situation is by no means so unambiguous. Therefore, not only a systematic, flexible, and easily adaptable approach is needed, but also the use of the capabilities of digital intelligent technologies, which will synergistically combine the social and legal approach to human resource management in complex and multifaceted international business conditions.

According to modern ideas about the structure and content of ecosystems, an HRM ecosystem can be represented as a self-developing system that includes two components:

1. Personnel ecosystem – a collection of actors both inside and outside the organization working to achieve both individual and collective goals, including "in-house employees, freelancers, contracted employees from digital agencies or talent pool, on-demand work platforms, as well as employees who are involved together with partners for the implementation of common projects" [1].
2. Technological HRM-ecosystem - a technological platform (marketplace), which offers various technologies for human resource management, services that satisfy the widest possible range of needs of this profile.

Organizational ecosystems are seen as 'emergent phenomena that result from a tenuous balance between actor agency and social structure, rather than from purposeful engineering' [40, p. 274]. Dickmann et al. [9, p. 459] states that HRM research is an (open) innovation system and its healthy ecology relies on the community's voluntary but collective efforts in absorbing emerging phenomena and conducting research to make sense of them. Cooke et al. [16], employing ecosystem approach, suggests considering human-centered HRM as a contributor to building sustainable societies, thus expanding social 'context' of HRM.

The ecosystem, in essence, represents a social approach to human resource management, while the legal approach is one of its subsystems. Formally, the legal support of the personnel management system consists in the use of means and forms of legal influence on the bodies and objects of personnel management in order to achieve the effective operation of the

organization [39]. Legal support of the personnel management system includes: observance, execution, and application of the norms of the current legislation in the field of labor, labor relations; development and approval of local normative and non-normative acts of an organizational, administrative, economic nature; preparation of proposals for changing existing or canceling obsolete and actually invalidated regulations issued by the organization on labor and personnel issues [4]. However, for international companies, the legal aspects of HRM are much more complex and multifaceted - the example of trade unions and quotas described above is a clear confirmation of this. Management of human capital is a natural evolution of management of human resource, with the expansion of HRM social 'context' [42; 43]. Instead of trying to negotiate with trade unions and make more and more concessions to the detriment of organizational performance and, which is even more critical, contributing to the deepening of the "chasm" of mistrust and the gap between employees and the employer, it is advisable to build a digital human capital management ecosystem aimed at achieving sustainability in the sense of adaptations of UN SDGs – human rights, equity and fairness through workers' voice, work-life issues, employee wellbeing and forms of employee assistance. This is, in overall, 'sustainable HRM', allowing boiling down legal aspects of HRM to 'technical' process but soundly enhancing the significance of social component.

According to modern discourse, for sustainable development, an organization should strive for a balanced observance of all areas of the ESG principles. However, depending on the field of activity of the company, the focus may shift to the relevant areas [45; 46]. For example, in energy companies, mining companies, special attention, as a rule, is paid to environmental factors, in financial companies - to managerial ones. However, there is also a common area of sustainability for all industries and sectors - HRM.

To implement the SD strategy, HR must rethink its business value model in terms of Green HRM. Consulting companies have developed a matrix with specific HR actions to ensure the implementation of sustainable development (see Table 1).

Table 1: Matrix of HRM units activities to ensure the implementation of sustainable development

Purpose of the value proposition	HR actions to provide/maintain the value proposition
Knowledge of external business realities	Understands external business realities and sustainability trends, and adapts its practices and allocates resources accordingly
Compliance with the interests of internal and external stakeholders	Creates market value for investors through intangible value creation and sustainability Increases customer share by establishing close connections with target customers Helps line managers implement a sustainability strategy by building organizational capabilities Creates a clear sustainability value proposition for employees and ensures that employees have the necessary skills and abilities to do their jobs
Creation of HR practices (Green HRM)	1. Manages HR processes in a way that creates sustainable value 2. Manages the processes associated with performance management in a way that creates environmental and social value 3. Manages information and organization processes in a way that creates sustainable development value
Development of HR resources	1. Has a clear strategic planning process for investments in HR in line with the company's business goals related to sustainability 2. Aligns the organization according to a sustainable development strategy

Sustainable Human Resource Management is "putting people in the center", thus representing the very essence, foundation of social approach to HRM.

But legislation will always trail behind technology. Simply put, technology moves fast — it's constantly evolving, changing, and optimizing. Laws move slow. Since these two fundamental elements of modern society move at such drastically different paces, they are often out of sync with each other [48-50]. Companies, especially those operating in an international business environment, have to adapt to these conditions, trying not only to maintain performance, but also, if possible, use external social and legal factors in their favor. For this, digital intelligent systems are indispensable. Benchmarking, referring to best practices is also advisable. In particular, "the features of the innovative model of personnel management of high-tech companies are the combination of high involvement strategies and innovation management [51-53]. Within the framework of this model, HR innovations can be distinguished at the individual, team, and organizational levels. These types of HR innovations are associated with the management of innovation cycles, the creation of an innovation climate, the development of innovation teams and the innovation potential of employees, which is a significant factor in competitive advantage in a high-tech environment" [6].

The sphere of jurisprudence, including labor law, which until recently was conservative in the field of new technologies, has recently undergone significant changes. Thus, in the US, the popularity of IT technologies in the field of jurisprudence, whose services are cheaper and more efficient, is growing exponentially. According to the Wall Street Journal, in the United States, since 2012, 280 startups have been created that deal with the application of artificial intelligence in the legal field [14]. One of the sound advantages of artificial intelligence is the ability to analyze the situation, taking into account numerous factors, which is extremely important in the international legal approach to HRM. IBM has developed the ROSS program, which tracks all changes in legislation and precedents in the field of bankruptcy and, for a specific question in this branch of law, begins to search in all existing codes of laws, and, having found the answer, formulates it, supports it with a selection of legal norms, judicial precedents and citations from secondary sources. Users of the program say that it helps them save from 20 to 90% of their time: for example, a task that took six hours for a lawyer working without the program took his colleague with the program only 2 hours. Experts note that this machine intelligence has reduced labor costs, increasing the speed and volume of services provided [38]. Such developments for labor law are still only in their infancy, but the development trend is obvious [57-59].

In general, CEOs around the world believe that cloud solutions, AI, Internet of things, and process robotization (RPA) will be among the technologies that will benefit businesses in the next few years. In Central and Eastern Europe, 83% of the surveyed executives confirmed that the Internet of things brings the greatest impact, followed by cloud solutions, artificial intelligence and RPA [62]. Successful CEOs are twice as likely as others to say that AI tools should start to make a difference in the next two or three years. IBM analysts believe that leaders in this category are more advanced in implementing AI at scale in their organizations and are more likely to use this technology as the basis for intelligent workflows, rather than in single or fragmented pilot projects. Technologies based on hybrid cloud infrastructure (AI, IoT, and automation) can make core business processes (not only the supply chain, finance, procurement, but also human resources management) more flexible and intelligent, which means that they can be used to increase business performance in today's volatile economic conditions, as well as to receive real-time cross-functional analytics [18].

The internationalization of business is changing the principles of recruitment. Analyzing the US personnel market in the field of ICT, R. Lermann draws attention to how important it is to attract the best specialists from all over the world in order to maintain the company's competitiveness [70]. Even a new formula for

economic growth has appeared: “Richard Florida describes it in the form of the so-called ‘‘Three Ts’’: Technology, Talent, Tolerance, which contribute to economic development, market attractiveness, and competitiveness” [19]. Digital platforms like talent marketplaces successfully and at the lowest cost for the company neutralize the potential negative impact of cross-cultural factors in international HRM, due to the absence of human biases and the initial perception by employees of the digital platform as “equal for all”.

In general, the transformation of human resource management processes under the influence is inevitable in view of the evolution of the organization's management as a whole and is a positive event, since it entails an increase in performance efficiency and a shift in staff employment to more creative professions that require unique knowledge, skills, and abilities. Undoubtedly, such qualitative transformations will affect not only the internal environment of the organization, but also the labor market as a whole and, in conjunction with it, the education system. To achieve a positive effect of such transformations, complex work is needed to implement them both at the level of individual enterprises and at the level of national, regional, and international economic systems.

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ELEMENTS OF DIGITALIZATION OF PUBLIC MANAGEMENT AND ADMINISTRATION: INFORMATION TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE IN THE FIELD OF HR

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Abstract: The article considers modern challenges in the field of human resources management in organizations of the public administration sector. The role of digital technologies, platform and AI-based solutions in human resource management within BANI environment is analyzed. The ways of transformation of personnel (HR) processes are described, in particular on the basis of talent marketplaces and gamification. General characteristics of innovative HRM technologies for public management organizations are systematized.

Keywords: digitalization; public administration; artificial intelligence; human resource management.

1 Introduction

Digitalization is an irreversible process covering all spheres of human life. It represents a part of public relations, being displayed, in particular, in public administration. The creation, functioning, and development of e-government is based on the active use of modern digital technologies. The digitalization of public administration is designed to reduce administrative barriers and make the interaction of citizens and businesses with government bodies simpler, faster, more comfortable and transparent, to eliminate the impact of subjective factors, in particular, those associated with the prerequisites for the emergence of corruption. One of the goals of the digital transformation of public administration is to make the interaction between citizens and authorities practically invisible, seamless, to create an ecosystem in which a citizen will automatically, in a proactive mode, receive the services he needs [51].

The COVID-19 pandemic has confirmed the high importance of digitalization of public administration processes, so it can be expected that over the coming years, its digital transformation will be in the focus of attention of both researchers and government authorities. The digitalization of public administration should be based on a set of principles and actions aimed at maximizing efficiency, both to achieve specific short-term goals and to implement long-term development projects. Digital transformation is one of the new priorities in the development of public administration. It should focus on the working-out of cross-cutting initiatives at the national scale, which will allow the flexible deployment of efficient, secure, and easy-to-use digital public services, provide access to real-time electronic services, link disparate data held by various national and regional administrative bodies into a single system.

Transformational logic requires rethinking the performance of government functions, the provision of public services, the implementation of control and supervision activities, etc [3-5]. At the same time, the concepts used in this area should be separated, which allows for a more consistent and logical organization of planning and implementation of transformational activities related to digitalization and digital transformation of public administration processes.

However, digital technologies are used in state and municipal government institutions not only in the field of providing services to the population and in the area of interaction between interdepartmental organizations, but also in HRM. A feature of the current stage of social development is the gradual replacement of the role of traditional communication channels with electronic ones, and then with network ones, which is caused precisely by progress in the field of information and telecommunication technologies, and this directly applies to HRM. At the same time, while the digitalization of public administration functions is being considered today in detail among scientists and experts, the digital transformation of processes in the field of HR has not yet received enough attention.

2 Materials and Methods

The methodological basis of the study consisted of the works of scientists and practitioners in the field of HRM, digital economy, digitalization of business processes, the theory of provision and functioning of public administration bodies, information and resource support for state and municipal government, New Public Management. The work used such methods of scientific research as a systematic approach, analytical and dialectical methods, the method of analysis and synthesis, the structural-functional approach.

3 Results and Discussion

In modern conditions of labor organization, the search for effective ways of interacting with personnel is the most important task, both for the corporate sector of the economy and for the state. Human resource management is the solution of global, long-term tasks, the achievement of strategic goals by identifying and developing individual characteristics and talents, planning human resources and personnel costs. The intellectual potential of the personnel, employer brand and personnel policy are the sources of growth in the value of the company's intangible assets and the business as a whole. Human resource management forms the competitive advantages of the organization and allows taking a leading position in the market. It is known as an axiom that distinctive feature of human resources from other resources is the ability to develop, improve, generate new ideas, and their possibilities and initiative are unlimited, while other resources are limited [1; 2]. Recent studies show that the management of modern companies around the world is aware of the need to automate simple repetitive personnel management processes, such as personnel records and time tracking, scheduling vacations and days off, payroll and various kinds of bonuses, compensations and benefits, internal communications, public opinion polls, submission of proposals for improving business processes, posting information about vacancies and the initial stages of recruitment, a number of aspects of adaptation, assessment, and training of personnel [66]. Accordingly, a significant share of research in the field of human resource management falls on the corporate sector.

Meanwhile, the public sector must compete on an equal footing in the labor market for the most modern, qualified, young personnel, who are attracted, first of all, by potential involvement in solving large-scale national problems and the opportunity for professional development. In the personnel management system of the public sector, it is necessary to increase the efficiency of HR services work through the creation of advanced technological HR systems.

The following are declared as priorities for the coming years in the direction of HR systems in public administration sector of most countries [21. 65]:

- Staff training and development. In order to make a breakthrough in the process of system transformation and provide public authorities with highly qualified specialists with the skills, competencies, and experience necessary to achieve national goals, it is needed to revise the legislative norms and methodological recommendations that regulate the personnel management system in the civil service and support their procedures and tools, as well as introduce new processes for working with personnel and human capital [9-12]. An important area should be the development of soft skills (basic communication skills, self-management skills, productive thinking, management skills) and hard skills.
- Active work on the formation of a personnel reserve using modern resources (personnel reserve of executive authorities, reserve of managerial personnel and youth personnel reserve, personnel portal of the relevant department, etc.) and optimization of the functioning of personnel reserves (for example, digitization when receiving and storing documents of candidates and current civil servants);
- Work with key talents, high-potential employees. Currently, noticeably insufficient attention is paid to the process of identifying and retaining high-potential employees; criteria for assessing the potential of personnel have not been developed;
- Improvement of the motivational program. It is recognized as necessary to carry out activities aimed at creating a corporate spirit by meeting the social needs of employees and the needs for involvement in their activities.
- Selection and adaptation of personnel. In particular, in European countries, appointed civil servants undergo a mandatory initial training course for 1-2 months in frames of the adaptation program for civil servants. Such professional adaptation programs have gained relevance and significance, since they can reduce start-up costs by saving the time of the manager and work colleagues.
- Digitalization of HR processes in the public service. At the initial stage of digitalization of HR processes in the public administration sector, it is possible to use digital personnel management programs that are already actively used in the commercial sector, including state-owned companies [14-17]. These are chatbots, asynchronous video interviews (that is, a form of interview that does not require the simultaneous presence of a recruiter and an applicant), predictive analytics (predicting likely behavior patterns of future employees), etc. Creation of a unified IT-platform for the implementation of centralized full-cycle personnel management would allow combining services such as a register of uniform methodological rules and standards, a register of profiles, open vacancies, job seekers and active civil servants, training materials, as well as all the tools necessary to work within a single HR management cycle in the public administration sector [19; 20]. The full cycle of centralized personnel management includes personnel planning, recruitment, evaluation, training and motivation of employees. It is expedient to transform the current personnel departments in public authorities into full-fledged HR units and attract competent specialists widely using technologies in their work activity.
- Building an HR analytics system in the public administration sector. Basically, to assess the work of a civil servant today, indicators of the qualification and age structure of personnel are used, as well as employee satisfaction; retention of staff (staff turnover), managerial performance and employee performance [22; 24]. But HR analytics makes it possible to carry out analytics and statistics on personnel, build recruitment strategies, evaluate personnel performance using the most advanced digital technologies.

In the "new reality" of today, a new acronym, BANI, began to be used to characterize the mechanisms and conditions for the existence of the business environment. The term "BANI" was coined by futurist Jamais Cascio a few years before the pandemic, but namely COVID-19 pandemic confirmed his

"prediction." In Cascio's opinion, the VUCA acronym is starting to become "obsolete," so many of the models and tools developed by experienced business strategists need to be rethought and need to be adapted, and some need to be reinvented to improve the efficiency of working in a VUCA environment. In the BANI world, the key characteristics of the VUCA world are becoming more complex, new economic models and business structures are emerging in which the usual volatility, uncertainty or complexity are no longer relevant to understanding what is really happening [67]. Cascio not only accurately described the new economic reality, identified its key risks and challenges, but also showed possible directions for the development of economic entities aimed at minimizing the negative manifestations of the BANI-world (see Figure 1 below). BANI-world thus challenges the established organizational structures and management system, including the personnel management system. In the changed conditions, the efficiency of the organization's functioning no longer depends on the level of development of the hard skills of its employees.

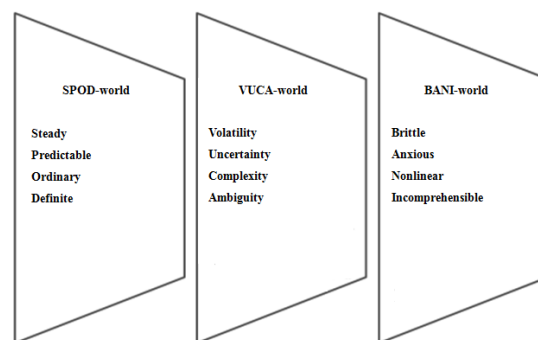


Figure 1. Stages of business environment evolution

The same paradigmatic change of environment concerns also public management. Public administration functions in an increasingly complex political, inter-administrative, legal, and socio-cultural context. Consequently, public managers face sound problems [26-31]. At the same time, the activities of the government are constantly under the scrutiny of politicians, journalists, interested citizens and social networks. Thus, the external environment for the functioning of public administration bodies is increasingly reminiscent of the turbulent environment of modern business. Accordingly, if to talk about the now widely accepted NPM (New Public Management) paradigm, the competencies of civil servants should be close to the competencies of managers in the business sector.

In the digital economy, the most important human qualities are the possession of a huge amount of information, readiness for rapid changes, the desire to learn more and more, sociability, versatility, and readiness for drastic changes. Industry 4.0 or 4th industrial revolution includes the prevalence of global networks, the emergence of neural networks, arising and fast evolution of artificial intelligence [32-36]. All this affects the HR management system not only in any company, but also in the government sector.

The civil service is characterized by a significant regulation of the activities of employees, a hierarchical structure, the presence of more equal, transparent and stable working conditions compared to business structures, which logically follows from the concept of Weber's rational bureaucracy [38-40; 42; 57]. However, the reforms of the last twenty years, aimed at introducing New Public Management, have led to a change in the model of people management in the civil service, bringing together the public and private sectors, primarily through the introduction of performance evaluation of civil servants.

The relevance of the transition from the model of personnel management to the model of human resource management in the public civil service is due, first of all, to the fact that human resource management implies, first of all, "an open

communication channel for both management and subordinates, as well as three-way interaction, where the main actor appears - consumer of public services - society" [68].

According to experts, public sector organizations that want to compete for and retain in-demand candidates need to simplify the application process and the selection process for civil servants in general [6, 21]. It is important to ensure that the application and candidate review process is efficient and timely so that candidates are not hired by other organizations or companies. The government often competes with the private sector for the same candidates and selection should be carried out at the same rate in order to hire the best people [44-50]. With the job market as competitive as it is now, job seekers have little patience for overly burdensome and lengthy recruitment processes. Thus, public sector employers need to review their recruitment processes and work with all stakeholders to implement reforms that will improve the efficiency and rationalization of HR management.

Similarly, the same problems that can manifest as frustratingly rigid job parameters, hidden work processes, and limited opportunities for promotion or pay increases for civil servants can also manifest as employee retention problems [18]. One of the biggest challenges faced by HR departments in the public sector is that there is a lack of engagement due to the bureaucratic systems and budgetary constraints that exist in many organizations.

While some elements will not change any time soon (reviewing the pay scale and job classification may not be within the purview of the HR department), HR departments can work with management to improve job satisfaction for civil servants where possible. The main factor in the satisfaction of employees with their daily work and career in general is how many opportunities they are offered for training, development, and acquisition of new skills by a state institution [13].

A persistent problem, experts say, is the perception that jobs in the public sector pay less than those in the private sector. And while it is not always the case that public sector employers pay less than their private sector counterparts, there are areas and positions where public sector employers cannot match the compensation and benefit packages that commercial firms offer [52-55]. In the current race to attract the best talent, even highly motivated government departments may find that they cannot adjust salary proposals as quickly or be as flexible about other benefits as private firms.

Thus, the main aspect of personnel management in the public sector is the use of the advantages that the state really offers. While the public sector may not be able to compete with some private sector compensation and benefits, it is critical to communicate the benefits they provide, such as fixed pensions and deferred compensation plans, and the sense of service that comes from working in the community [59]. Calling for a sense of service and community work can be a uniquely persuasive argument for positions in the public sector. The performance of public institutions is critical, and the pandemic has only highlighted to many job seekers the vital role that local government officials, public safety officers, health workers and social service providers play in supporting the collective well-being of the entire country.

Modern trends in personnel assessment are moving away from the standards of a biographical interview, a recruiter does not need to spend time on a detailed analysis of all previous jobs of the applicant - today it is important to assess the candidate's competencies. The modern methodology for assessing competencies has a very structured format, which saves the recruiter's time. The Digital direction in HRM is not only complex software. First of all, HR-Digital is an approach to work, a philosophy [3].

One of the key characteristics of a modern worker can be considered "professional zapping" [58]. The term "professional zapping" can be described as the orientation of employees

towards a quick and constant transition to new knowledge and the development of new competencies (often in a fundamentally different field of activity), an orientation towards continuous professional development and personal growth, a constant "search for a professional self" of an employee to form and update a "portfolio" of professional competencies [63; 64]. Such a "zapping approach" changes the idea of employees about the ideal trajectory of behavior in the labor market, the model and strategy for building a career. In accordance with the new model, an ideal career is not so much moving up the career ladder but rather the constant change of functions, roles, territories, varied experience, which provides the opportunity to acquire a wide range of competencies. Therefore, the employee may not have a clear career development plan, and after each stage, orientation in the current organizational landscape and options for the next step are determined. While earlier there were no strict requirements for tenure, now the recommended time for an employee to stay in one position is a maximum of 4-5 years [56].

The actualization of HR marketing has become a global trend in 2019-2020. Namely the development of information and communication technologies has become the imperative of increasing attention to the tools of external and internal HR branding. Among the most effective digital HR marketing channels, there are the following: social media (social networks); job search and career sites; placement of content on third-party resources; various referral programs; virtual communities.

A few years ago, many employers were not familiar with the terms "HR Ambassador" and "HR Evangelist". However, already in 2019, these vacancies began to appear on job sites. The main task of an HR Ambassador is to promote (including online) his company at various HR forums, trainings, conferences, master classes, seminars, etc. The goal of an HR evangelist is to create an innovative culture in the company, create an innovative working environment and develop programs aimed at revealing both the professional and creative potential of employees.

In order to attract and retain employees with the necessary professional and personal qualities and experience, companies are increasingly focusing on the development of HR branding tools [69]. Moreover, while earlier these efforts were often chaotic, situational, and multidirectional, especially among small and medium-sized businesses, now one can observe a tendency towards an increase in the systematic actions of HR managers, enhancing the usefulness and quality of content about the company, increasing the interactivity of interaction between companies and potential employees.

As in other functional subsystems of personnel management, digital technologies are actively introduced into the recruiting process at all stages. The key trends in this area are the automation of screening and the recruitment process [70-72]. Among the tools for digital recruiting of personnel, one can single out such tools as: a recruiter robot; various chatbots used to search for information and communicate with the applicant, performing administrative work (scheduling meetings, maintaining lists of applicants and creating detailed candidate profiles); work with Big Data; cognitive selection (Design Thinking); aggregation and uberization (employer interactions with third-party recruiters whose portfolios are collected on digital platforms); referral recruiting, which involves the creation of professional communities and industry conferences on the Internet (in referral recruiting, networking has become the engine of the recruitment process).

New business and HR strategies based on digital technologies increase the effectiveness of management decisions: automated recruiting, transition to virtual workplaces, individualization – creating an environment for self-realization and development for each employee, HR analytics and performance management.

The "Big HR tech," which enables the collection and processing of data on cloud-based HR systems, provides the foundation for building fully automated, intelligent HR processes based on machine learning. This enables an even higher level of

efficiency. In theory, these applications can be used to reduce staff turnover, assess employee sentiment, measure changes in the perception of the employer's brand, and determine the type of employee that is most effective in a given organization, in a given position, and for a given region. As a result, work gets done faster, and human resources have time for more strategic and creative tasks. For example, on average, a recruiter invites only 5 out of 250 applicants screened on their behalf by the automated system to the interview stage.

Big HR tech is gaining traction across service industries. For example, in 2018, SAP created a smart recruiting system based on machine learning for a large bank. When recruiting employees, it automatically analyzes resumes and opens profiles of job seekers on social networks. Then, it compares them with data about people who have already been selected for a similar position and are successfully working in the company. If the job seeker's profile is similar to that of a successful employee, the system recommends hiring him and explains the reasons for choosing [60]. A smart system developed by SAP analyzes the experience, skills, and appraisal results of each individual employee, and then finds the most suitable positions for career growth. It tells everyone what skills need to be improved in order to increase the chances for a new position, and independently appoints the necessary refresher courses for this [61]. Having prepared in advance, a person, with a high probability, can move up the career ladder as soon as a vacancy appears, and immediately successfully start work. Transparent growth conditions within the company increase employee motivation, and managers always have a pool of internal candidates for important vacancies.

One of the potential solutions for enhancing HRM in public management is to leverage artificial intelligence (AI) in talent management, in frames of the so-called Talent Engine. The Talent Engine of the future is a network of interconnected and interdependent actors and entities that collaborate to create value and achieve shared goals. This network uses data and Artificial Intelligence to create new processes for talent acquisition, learning, internal mobility, engagement, compensation and rewards. Individuals are drawn into the Talent Engine that leverages AI to provide personalized recommendations based on interests, preferences, goals, and skill levels. These learning communities provide a sense of belonging, trust, and accountability among talents in an organization. Talents can also take advantage of professional communities that use AI to identify potential mentors, mentees, peers, or experts who can provide support, advice, or feedback.

J. Bersin, founder of Bersin by Deloitte talks about building and testing AI-based coaching tools. These systems used data from high-performing teams and were "tuned" to the characteristics of the organization's employees and teams. Comparing data on individual and team problems with data from high-performing teams, as well as using tools to motivate managers and leaders to take effective actions, they were able to help employees improve their performance by 25% in three months of using the system [7].

One of the most successful and innovative solutions was developed by the U.S. company MogulHospitality. The solution is designed based on Talent Engine principle. The AI matching system can identify talents who demonstrate their capability to perform the job, such as Assistant General Managers, Hotel Managers, and primary directors and expand the pool of talents by looking into other industries that have similar or transferable skills and experience. The matching system can also be utilized in autopilot mode which can process job descriptions and use industry specific variables to search through a database and crawl the internet. It can also contact the most suitable talents with personalized messages that match the employer's brand and tone. The system can also help employers by providing a simple and intuitive chat interface, that is powered by the GPT model, to create and manage their job postings. A dashboard provides insights into talent pipelines by position and geography including talent tier, worth, experience level and readiness for

promotion. Employers can "drill down" into each position to understand the distribution of talent by multiple dimensions including brand, product type, geography and union experience. An experiential learning zone uses Natural Language Processing (NLP) to analyze an employee's queries and feedback, and generates relevant responses or suggestions. Talents can utilize Augmented and Virtual Reality (AR/VR) training, which are immersive and interactive learning experiences that simulate real-world scenarios. For example, the training includes moments of truth in customer service and develops conflict resolution skills, adapting the difficulty of the training according to the employee's performance [73]. AR/VR training can also use computer vision and speech recognition to capture the employee's gesture and voice to provide real-time feedback on whether his or her tone reflects the brand's tone and voice. Experiential learning can use AI to create personalized learning paths for employees based on their skills, career pathways, and preferences. AI can also help match employees with suitable projects, assignments, or gig jobs that can provide them with hands-on experience and exposure to different roles or functions. While this solution is developed for hospitality industry, its flexibility and its very essence allows adjusting it for any sector, in particular, public management.

Along with the change in recruiting tools, there is an accelerated digital transformation of employee training and assessment. The main trends in the system of employee training, which have received further development, can be briefly summarized as follows:

1. "Setting up" digital training content for each employee and providing them with access to training programs at any time, anywhere, and with any type of device (implementation of a mobile learning system and cross-platform solutions).
2. Formation of an integral system of electronic distance learning, including:
 - Micro and macro training online courses;
 - Virtual platforms for learning (solving cases and exercises in a virtual environment);
 - The use of artificial intelligence in the learning process and the creation of a student management system on this basis (a virtual trainer maintains the development profile of each student employee in a single database, helps track progress in the competencies and productivity of employees and offers additional educational programs based on organizational goals and achievements of employees);
 - Video learning (assimilation and memorization of information is more effective when using video content, compared to text content);
 - Gamification. Gamification tools give quite impressive results, according to surveys (see Figure 2) [18]:

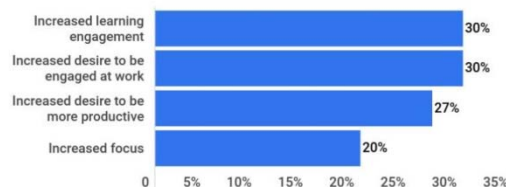


Figure 2. The effect of gamification on employees

The 2018 Talent LMS gamification survey showed the following results (Figure 3):

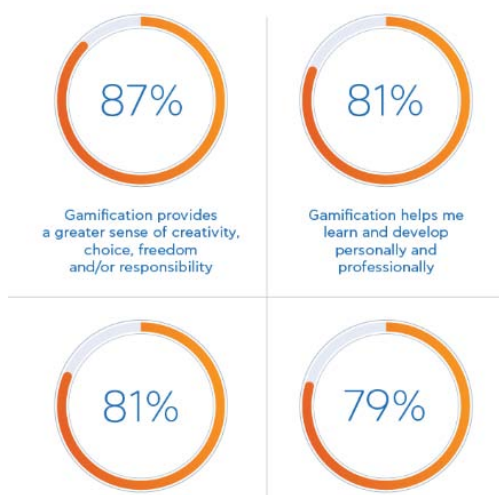


Figure 3. 2018 Talent LMS gamification survey results [13]

The decision to use this kind of tool has quite serious reasons. The realities of the modern labor market are forcing to fight for highly qualified personnel, as well as to form such an HR brand that could not only attract a new workforce, but would also be able to retain it through the formation of loyalty from the staff.

These problems are especially clearly seen in state and municipal institutions, where work is particularly routine. In this regard, gamification serves as an innovative tool that allows achieving the following results: attracting new employees, training current staff, stimulating them and increasing motivation, promoting loyalty to the HR brand, as well as diversifying the workflow and getting away from the routine of their activities.

When introducing gamification into state and municipal institutions, it is necessary to take into account the specifics of the functioning of these structures. In addition, they tend to be conservative in their hiring practices. However, in order for the HR brand of public management institutions to compete in the labor market, it needs to use innovative approaches to the organization of HR structures and follow the trends emerging in this market.

Obsolete HR practices in google spreadsheets format mostly focus on paperwork and routines, but the world of HR automation has stepped forward a long time ago. Gamification in the future until 2025 is considered by the heads of HR departments in the United States as one of the most promising trends [62].

Gamification, as an HR tool in state and municipal institutions, can be used in several ways to solve the problems of HR departments:

- 1) Recruitment. At the moment, many large companies are recruiting through gamification. This is due to the fact that the selection of new employees is perhaps the most voluminous, in terms of time and personnel equivalent, the daily duty of HR department employees. For this reason, insufficient attention is paid to solving strategic problems. When using gamification tools in recruiting, it becomes possible to more rationally allocate resources, both temporary and human. In addition, an important advantage of using gaming platforms is the lack of a personal relationship between the recruiter and the applicant, which significantly increases the efficiency of the recruitment process.
- 2) Motivation of the current staff. The problem of staff motivation is one of the most important problems of the

HR departments. This problem is especially acute in state and municipal institutions, which are distinguished by the routine performance of official duties. Since one of the main tools for motivating human activity is monetary reward, and in state and non-profit organizations its use is minimized, it is necessary to develop new motivational tools to increase employee loyalty to the place of work. In this regard, gamification will serve as a tool for solving the problem. Thanks to the introduction of game mechanisms, it will be possible to dilute the routine of performing labor functions. Also, games held within the workforce give rise to healthy competition, which results in a more intense involvement in the activities of institutions. For the successful performance of their duties, employees receive awards and various bonuses, which allows them to move up the rating table. This 'mechanic' is an effective tool of motivation, because it gives employees the opportunity to realize themselves, feel their involvement in the team, and also gain respect from other employees.

- 3) Staff training. In the meantime, this is one of the main tasks facing HR departments, because the staff is the main resource of any organization, on which its effectiveness depends, and in public management bodies the quality of staff, in fact, even determine the national security. In state and municipal institutions that perform important social functions, increased attention should be paid to the development of personnel, since the well-being of society largely depends on the performance of their official functions. However, since institutions often do not have sufficient financial and human resources to ensure constant and continuous training of staff, this task can be assigned, for example, to online simulators, which will be based on game mechanics. During the game, a person, as a rule, learns new information better. In addition, the game creates conditions that provide an opportunity to practice the acquired knowledge and develop skills in practice.

It should also be noted the active introduction of "sticky learning" technologies that change the work behavior of the employee. According to experts, training is ineffective if it is not reinforced in practice and does not change behavior. A feature of "sticky learning" is the constant repetition, analysis, and updating of training content and approbation of the acquired knowledge in practice [8, 15]. This becomes possible on the basis of the development of multimodal training courses and simulators, which, among other things, allow employees to independently assess their progress in training.

It is also advisable to use the approach of "training that increases confidence", training in priority soft skills. Moreover, the introduction of the Agile philosophy into HR management implies continuous feedback both between managers and subordinates, and between colleagues, the formation of a culture of mutual respect and dialogue.

Talent marketplaces represent a particular innovative phenomenon in HRM and strategic management in general. "A talent marketplace is an internal system within an organization focused on developing talent. The talent marketplace lets employees promote their skills and pursue aspirations. It also allows companies to post projects, gigs, new roles, or even mentoring opportunities ... With a talent marketplace, companies can fulfill their needs with employees who are hungry to grow and learn. Employees benefit because they can pursue their passions, upskill, and grow as professionals. When the opportunities the company offers and employee needs match up, both parties benefit ... I believe the talent marketplace as a platform, is really the future of talent management. Everything we do to manage people eventually falls into this system." Josh Bersin, HR industry leader and BetterUp Science Board Advisor writes [41].

In particular, Fuel50 is the AI-powered talent marketplace that delivers internal talent agility and workforce reskilling. With hyper-personalized AI and a deeply embedded commitment to diversity and inclusion, Fuel50 mobilizes your talent. Fuel50's

ethical AI matches your people to opportunities in real-time, automatically maps your workforce architecture, and provides deep data insights for predictive talent.

Another solution – Workday Human Capital Management (HCM) - adapts to changing needs of employer, changing requirements to employees skills. Your workforce, how and where people work, even the skills you need continue to shift. The platform is based on machine learning and helps understand employees’ skills today and build talent around the skills that will be need tomorrow.

Overall, U.S. HR Analytics market trends are presented in Figure 4 below.



Figure 4. U.S. HR Analytics market trends, 2020-2030, USD million [23]

At the same time, growth is observed in application of HR analytics in government (public administration) sector (see Fig. 5 below). As can be seen from the figure, HR Analytics market share in government sector exceeds the one in manufacturing and even academia.

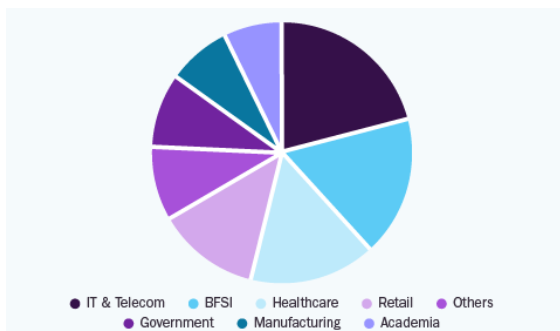


Figure 5. Global HR Analytics market share, by end-use, 2021 (%) [23]

Deployment of AI in HR can occur across the entire talent lifecycle (see Fig. 6).



Figure 6. Deployment of AI in HR throughout the entire talent lifecycle [25]

The capabilities of artificial intelligence are far superior to those of humans when it comes to rapidly processing and analyzing very large amounts of data. This feature allows a person to make a quick and efficient analysis and make the right decisions in difficult situations. Artificial intelligence does not have a

personal understanding of the situation and emotions, so its decisions are the most objective, which is especially important for the public administration sector, where both prejudice and nepotism are very significant potential risk factors in recruiting and HRM. Being data-driven, AI reduces bias in HR processes such as recruitment and selection, resulting in fairer and more consistent decision making.

Automation of a part of HR processes makes managers more independent and enables managing human resources more effectively. The capabilities of AI can become a great value for employees and for the entire organization. Real-time data collected using artificial intelligence allows predicting problems, as well as making quick decisions.

Thanks to modern AI-based HR tools, in an employee’s digital profile, it is possible to record what knowledge and skills he has, whether he knows how to work with digital technologies, manage teams and motivate other people, how these people feel under his leadership and what he likes to do and what he does not like.

The use of digital profiles allows changing the approach to managing organization and automating the entire routine as much as possible. The whole point now comes down to connecting the personal goals of the employee with the tasks of the public management organization or its particular department.

The digital profile is the core of the modern HR system. It not only stores information from the employee’s resume, but also constantly accumulates new data about his competencies, role in the organization, and contribution to the common cause. For example, in the Human Capital Management System from TalentTech, this information is provided by modules related to the selection, adaptation, training, engagement, and effectiveness of personnel. They can enrich employee profiles both individually and all together. The modular system allows creating digital profiles at any stage of the employee’s interaction with the organization. A digital twin can appear both for a newcomer and for the entire staff at once if to conduct a large-scale assessment of competencies, an engagement survey, a 360-degree survey, or automate the goal-setting system.

When implemented correctly, AI helps employees find mentors, choose the right training, and give advice on further career development. In addition, technologies can be configured in such a way that people feel comfortable in them, as in a social network. Thanks to this, employees can regularly update their data, share achievements with the team. AI-powered HR teams are streamlining processes and accelerating access to the right data. It also helps reduce the need for administration, improves analytics, and opens the door to “real” strategic people planning [37]. Due to this, HR experts have time to assess the current situation in the organization: what kind of people the organization needs, what skills can be developed within the team, and which ones can be attracted from outside (including through outsourcing), and so on.

In the field of recruitment, even in public administration, despite the presence of clearly structured job descriptions and requirements for applicants, many recruitment decisions are made intuitively. One study found that most hiring managers make judgments about a candidate within the first 60 seconds of a meeting, often based on the candidate’s appearance, handshake, clothing, or speech, while often overlooking what characteristics, experience, education, and personality character traits guarantee success in the performance of a particular role. As a result, candidates are selected incorrectly in 30-40% of cases [68].

AI-powered algorithms can scour resumes, find suitable candidates within organization, identify high-performing employees, and even provide interview transcripts, helping to choose the talent most likely to be the most successful. In particular, when using Pymetrics AI-based assessment, built on the principles of gamification, due to eliminating all the mistakes made in the process of conducting interviews and reviewing the

“track record” of candidates made within the current process, the success rate can increase by more than 30% [43].

Thus, new technologies are the main driver of the transformation of HR management tools and technologies in public administration bodies, changing the requirements for employees and leaders. AI-powered tools, HR process automation, cloud computing and online collaboration platforms are making HR systems more responsive, engaging and personalized. In general, the benefits of using the achievements of the new technological paradigm in HR management are manifested in increased flexibility, “simplification and remoteness” and, as a result, the effectiveness of many personnel management tools.

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MANAGEMENT CONTROL IN THE SYSTEM OF ENSURING THE ECONOMIC SECURITY OF PRIVATE COMPANIES AND PUBLIC INSTITUTIONS

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Abstract: The essence of economic security as an object of management is revealed, as the one consisting in protection from external and internal threats, the presence of competitive advantages due to the correspondence of the material, financial, personnel, technical and technological potentials and the organizational structure of the organization to its strategic goals and objectives. The differences and common features of the concept of economic security and the corresponding management control together with its tools at the business level (micro level) and the level of public administration institutions (macro level) are considered.

Keywords: management control; economic security; public management; public sector; subjects of economy; integrated reporting.

1 Introduction

Today, the environment for the functioning and development of organizations both in the business landscape and in the public sector is characterized by three groups of factors: complexity - the life of economic entities is influenced by many factors in the external and internal environment of the organization; dynamism - factors of influence quickly and interdependently change, creating various combinations of key factors and models of influence on the organization, depending on the nature of their interaction; accordingly, complexity and dynamism create uncertainty in the results of both the implementation of individual management decisions and the entire financial and economic activity.

Currently, within the various sciences, considerable attention is paid to the study of issues of ensuring the economic security of business entities. They are studied from the point of view of legal sciences - economic, administrative, environmental, international, criminal, etc., from the point of view of economic sciences, from the point of view of the science of public administration, etc. Researchers understand security as the state of protection of an individual, society, state from external and internal dangers and threats, based on the activities of people, society, the state, the world community of peoples on identifying (study), prevention, weakening, elimination (liquidation) and display of dangers and threats [5]. Thus, the phenomenon of economic security is quite broad and multi-vector, relating to both business entities and public authorities.

The concept of economic security occupies a special place among the categories that have recently emerged in the theory and practice of business. This is due to the fact that the basis of the economic well-being of any business entity is not only profit, but also security.

World practice shows that an important role in solving the problem of ensuring economic security is played by useful business information about different aspects of the business, formed on the basis of accounting and analytical data [10]. Accounting is located at the intersection of information flows of various organizational departments, and practically only it can generate information about the real state of affairs of an economic entity. In modern conditions of development, the role of reporting data as a source of reliable and objective information about financial and economic activities is significantly increasing.

Keeping stakeholders and business decision makers informed is a critical factor in improving the economic viability of a business, its efficiency and protection against external and internal threats. In the system of ensuring economic security, there is an acute issue of generating complete and reliable information adapted to specific tasks that arise in the process of optimizing profits and making managerial decisions by the management of economic entities.

The same is in public administration - the development and implementation of the state policy for ensuring economic security is impossible without ensuring the publicity of management, the availability of management information for both the subject and the object of management [1-4]. The global financial and economic crises showed that one of its causes was the aggravation of the fundamental contradiction of modern management between the objective need to strengthen the public nature of management and the development of alienation of management objects from management decision-making. The main mechanism for resolving this contradiction is, first of all, the creation of an effective system of public administration, as an institutional component of economic security.

The most important condition for economic security in any country is macroeconomic stabilization with full employment and a structurally balanced economy. However, in a rapidly changing economy with a transforming socio-economic system, the problems of economic security are seriously exacerbated, mainly due to the impact of institutional factors.

The influence of institutions on the content and principles of functioning of the system of economic security is characterized by inconsistency: market institutions can simultaneously act as a means of ensuring it, and a threat factor. It can be assumed that institutional shocks, creating negative impulses, like a virus, weaken the economy from the inside, reduce its stability and increase vulnerability to internal and external economic and political threats.

The complexity of the structure of economic security determines the possibility of different approaches to the systematization of its components. According to modern researchers, the components of economic security are financial, energy, military, information and food security [54]. Economic security includes the following components: investment, production, scientific and technical, foreign economic, financial, social, demographic, food security. Information, innovation, and environmental security are singled out as special types of security [34]. Today, many threats have lost their sharpness, while new challenges and threats to economic security have emerged. One can say that there has been a transformation of threats to economic security. Accordingly, such a transformation is accompanied by an increase in the significance of economic threats and barriers that have institutional causes.

The state of institutional security is typical for developed market countries with stable economies. The institutional framework of the socio-economic system, the laws and the functioning of the subjects of political and economic decision-making must fully comply with or be adequate to the short-term and long-term goals of economic policy, then they are effective [6-9]. In addition, institutions adequate to the market create such frameworks and tools for socio-economic relations that direct business practice and its regulation in the direction of efficiency. Well-functioning mechanisms of monitoring, control, systems of incentives and punishments help to keep economic agents within the legal framework and business ethics [44].

In the macro aspect, economic security, which is a key part of national security, is understood as such a state of the economy that provides: a sufficient level of social, political, and defense existence, optimal satisfaction of public needs, invulnerability and independence of its economic interests in relation to

existing, emerging, and potentially possible (with a high degree of probability of occurrence) external and internal threats and impacts [40]. At the same time, the achievement of economic security is ensured through: innovative development; sustainable economic growth; high quality management; social partnership policy. Thus, the macro- and micro-levels of economic security are closely interconnected and represent a single system. The economy of an economic entity depends on made decisions of a political and social nature [15; 16]. The study of these circumstances makes it possible to understand the composition of institutional changes, which include a set of legal and economic methods of management and contribute to the identification of dangers in the economic sphere.

It is important to note that the nature of the control action exerted by the subject of control on the object of control is essential in public administration. While state administration fulfills the tasks and goals set by the state, public administration is aimed at achieving a socially significant result. Thus, public administration arises as a result of a kind of social contract between the state and society, when the relevant bodies and officials are vested with power [18-22]. At the same time, the main bearer of power remains the population of the country. Therefore, public administration has a broader profile of managerial influence. So, the subjects of public administration are also local governments, public organizations, enterprises and institutions of various forms of ownership. Certain state-administrative powers, which are carried out in the interests of society, can be transferred to them [62].

The phenomenon of economic security of business entities is one of the components of economic security in general and the economic security of the state (region) in particular. Its significance, however, is also evidently great, since the public interests of the state are formed from the totality of the private interests of individual business entities. The development, adoption, and implementation of sound management decisions in ensuring economic security is one of the most important problems of modern management [24-26]. This is evidenced, in particular, by the growing scale of losses as a result of even small mistakes made in decision-making, including on personnel matters.

The system of management control as internal control in organizations is understood as a set of organizational measures, methods and procedures used by the management of the organization as a means for the orderly and efficient conduct of financial and economic activities, ensuring the safety of assets, identifying, correcting, and preventing errors and distortion of information, as well as timely preparation of reliable financial (accounting), management, and tax reporting [12].

In the internal control system, it is necessary to develop preventive (preliminary) control to a greater extent, rather than subsequent one. The costs of preliminary control, as a rule, are much lower than those of the current and subsequent ones, and are fully compensated by the prevented losses.

In combination, all the considered elements of the control system provide the organization with a reduction in the risks of business and financial activities, as well as diminishing threats of unreliable reporting. The procedure for exercising control over business transactions should be reflected in the accounting policy of the organization and depends on who should carry out controls [11]:

- If the organizational structure provides for the presence of an internal audit service or the position of an internal auditor is allocated in the staffing table, then in the organizational and technical aspect of the accounting policy it should be reflected that the control of business operations in the organization is carried out by the internal auditor (auditors) [28-30]. This option provides for the existence of an appropriate provision on the structural unit, for example, "On Internal Audit", which should define the purpose and objectives of internal audit, rights, obligations, responsibilities, independence, control of work, audit

secrecy. This will help create a well-functioning system that would ensure control over the management, accounting, and financial functions of an economic entity;

- If the organization does not have the ability to organize an internal audit, control functions are performed by the head, accounting staff, other financial and economic services. At the same time, it is expedient to describe the control system in the appendix to the accounting policy, in which to provide a list, frequency (plan) and procedures for conducting inspections and inventories separately for each area of accounting [31-33]. In this document, it is also possible to develop forms of internal - management reporting, which contribute to the control and reflection of its results.

Management accounting, as the most important element of management control, acts as an integrated enterprise information system that provides the collection, measurement, systematization, analysis, and transmission of data necessary for managing enterprise divisions and making operational, tactical, and strategic decisions based on this data. Since company executives do not have time to study operational information in detail, they often use summaries and other information necessary to fulfill their managerial responsibilities [10]. The main purpose of management accounting is to provide information to managers responsible for achieving specific organizational results.

Management accounting needs its own special subsystem that ensures the economic security of the organization [35; 36]. This management accounting subsystem should be fixed in special methodological guidelines developed independently by the enterprise, providing a homogeneous accounting environment for making effective management decisions by the organization's managers.

In turn, from the position of the theory of public administration, one can briefly define control as a system for monitoring and checking by state bodies of the process of functioning of the corresponding controlled object in order to eliminate its deviation from the specified parameters.

Meanwhile, in the theory and practice of management, control remains the least studied function of management. Based on the methodology of system analysis and synthesis, in order to compile a model of an effective control system, it is also necessary to develop and implement the necessary and sufficient control processes, while correctly determining which processes (main, auxiliary, managerial) in the organization are controlled, by what criteria and what are their normative values [38; 39]. On the one hand, getting an answer to the question "what is controlled?" in theoretical terms, is the first step in shaping an effective control system; on the other hand, the control system, being a subsystem of the management system, should contribute to its integrity and be integrated with other subsystems [52].

As the practice of business companies and public authorities (institutions) shows, one of the most effective groups of measures to create a control system consists of the actions to ensure the activities of the internal audit service [59]. According to modern professional standards, internal audit is understood as the activity of providing independent and objective guarantees and consultations aimed at improving the economic activity of the organization [59]. Internal audit helps management achieve its goals by using a systematic and consistent approach to assessing and improving the effectiveness of risk management, control and corporate governance processes.

Recognizing the significance of existing developments in the field under study and not denying their merits for the theory and practice of management accounting, it should be noted that the problem of forming the conceptual content of management accounting and control in the context of ensuring economic security under the influence of the external environment factor has not been widely reflected in the works of modern authors and not supported by systematic theoretical and methodological developments.

2 Materials and Method

The subject of the study are theoretical, methodological, and organizational issues related to the need to ensure economic security based on improving the process of making appropriate management decisions.

The methodology of the study is based on the use of dialectical logic and a systematic approach to the study of accounting and analytical information in the system of ensuring economic security, methods of analysis and synthesis. The work uses methods of scientific knowledge, system and factor analysis of managerial and economic processes, problems of ensuring economic security.

The theoretical basis was provided by the provisions of the theories of macro- and microeconomics, including theories of institutionalism, systems, management (including sustainable), management accounting.

3 Results and Discussion

Formation and maintenance of the protective mechanism of business is based on special methods of observation, analysis, and forecasting of the financial and economic activities of an economic entity. At the same time, these procedures are built as a result of the receipt and processing of relevant information. All this determines the need for an interconnected solution to the problems of ensuring economic security and the use of reliable and relevant accounting and analytical data.

Based on the defining role of management accounting in ensuring the economic security of an enterprise, many authors attribute to the main tasks of management accounting providing managers at all levels with reliable and high-quality information to control the feasibility and efficiency of business operations, the rationality and validity of the use of material, labor, and financial resources, in order to prevent probable negative results of the economic activity of the enterprise, as well as the to identify internal reserves to ensure the financial stability of the enterprise.

In the management accounting system, it is necessary to create a special subsystem for ensuring the economic security of the organization, which should be presented in a series of special methodological manuals that take into account the specifics of the economic activity of the enterprise and provide an accounting environment for making effective management decisions [41-43]. Thus, the design of a management accounting system and an internal control system makes it possible to ensure economic security at the level of an economic entity.

At the same time, the accounting department plays the leading role in ensuring the economic security of the organization, since namely it receives the first access to information, documents all operations, and forms objective information about the economic agent [45-48]. By creating a mechanism for internal risk and threat management, an enterprise will be able to influence not only the result in order to reduce the negative consequences of risk situations, but also influence each stage of management. This goal is fulfilled by management accounting.

Modern management accounting can be considered as an integrated information system of the organization, which would provide the collection, measurement, systematization, analysis, and transmission of information necessary for managing the structural divisions of the company and making managerial decisions.

The main purpose of management accounting is to provide information to managers responsible for achieving specific production results. The objectives of management accounting are as follows:

- Providing management with information to control the feasibility of business operations, the use of resources;

- Approval of regulations, standards and estimates in the organization, preventing the occurrence of negative results of the company;
- Identification of internal reserves to ensure the financial stability of the company.

Among the signs of the management accounting system, one can consider the completeness of the costs taken into account, the responsibility according to the places of their occurrence, the efficiency of their accounting and the form of relation between management and financial accounting [70; 71].

To ensure a unified approach to measuring and evaluating the costs and results of company' activities in the past, which are reflected in accounting, as well as those formed in the management accounting system, an information link is created between cost indicators and performance results.

Thanks to single internal management information, it is possible to solve tactical and strategic tasks based on operational, timely and reliable accounting information on costs and results, both for responsibility centers and for the whole company. Since the purpose of organizing a management accounting system is planning, as well as ensuring the economic security of the organization, analysis, control and management of cost, it can be achieved thanks the effective use of information through responsibility centers based on information from production and financial accounting [13; 37; 60]. The information obtained is presented in management reporting.

It is quite natural that each specific company/enterprise has a special approach to the formation of a model of economic security of the company. This is related to the peculiarities of financial and economic activity, the direction of the business as a whole, the state of the external environment at the location of the enterprise, the features of objects and security, and objects of threats.

In the management control system, one cannot limit oneself to the analysis of only financial and other quantitative indicators. It is also necessary to evaluate the performance of a business organization or a public institution according to non-financial criteria [48-51; 53]. Namely the assessment of financial and non-financial indicators within the framework of managerial control would prevent the threat to economic security.

Non-accounting indicators can be calculated both in monetary and in-kind terms, contain a description of activities or can be based on a professional assessment of the current situation. Their first part (monetary non-accounting indicators) can be obtained in the system of financial or management accounting, but subject to the introduction of additional analytical positions in the accounts of accounting and in accounting registers [72-74]. Data containing descriptions of activities (for example, the development of communications, participation in educational activities, charitable activities), or indicators based on assessment of the situation (for example, company reputation, consumer loyalty, customer satisfaction, the degree of social protection of personnel, company image) cannot be generated on an ongoing basis in system accounting [55-58]. They are determined by accountants-analysts, marketers, and other specialists periodically, on the instructions of managers, based on a survey of consumers, customers, other stakeholders, personnel, studying the market situation, assessing the state of affairs of competitors, researching Internet portals, etc. The purpose of these indicators, the frequency of their collection, the methods of obtaining information and its approximate nature make it impossible to obtain it in just a financial accounting.

The company's reporting reflects the culture of conducting business. The importance of improving reporting is due to the fact that it introduces changes into the practice of company management, i.e., there is a relationship between reporting and business management: on the one hand, the better the reporting, the more efficient management; on the other hand, the more efficient the business, the better the reporting [61; 63-65]. The presence of integrated reporting will ensure a more stable

financial and economic condition not only of individual companies, but also of the country's economy as a whole.

Integrated reporting is a relatively new type of company reporting that combines a variety of information about the company's activities obtained in financial and management accounting, as well as using other tools for obtaining information in order to fully and comprehensively disclose the features of the functioning of the reporting economic entity, the results achieved, development prospects and risks, and the company's ability to create value over time to develop a sustainable business.

An integrated report represents a concise communication of how an organization's strategy, corporate governance, performance and growth outlook are driving value creation in the short, medium, and long term [66; 67]. The purpose of developing a business accounting and integrated reporting model is to give providers of financial capital and other stakeholders the information that reflects the threshold values of indicators which characterize the sustainable development of a business model and the stages of its value creation life cycle over time, taking into account the risks associated with the efficiency of using various types of capital within which the business model creates its value.

Connectivity of information involves active consideration of the links between various operating and functional units and the capitals used by the organization. Integrated thinking enables complex, strategic decision-making and implementation of certain actions focused on creating value and ensuring economic security in the short, medium and long term [17].

Integrated thinking takes into account the interconnectedness and interdependence between various factors that affect the ability of an organization to create value over time. Such factors include:

- Capitals of the organization, their optimal distribution, as well as their interconnectedness;
- The ability of the organization to respond to changing needs, meet the interests of key stakeholders;
- The organization's alignment of its business model and strategy in response to the external environment and the opportunities and risks it faces;
- Interrelation of the facts of economic activity of the organization and its results in the past, present, and future.

Integrated reporting meets the criteria of corporate reporting to the greatest extent. Combining the financial, environmental, and social components of the company's activities, it contains financial and non-financial, systemic and non-systemic, reporting and forecast data, focusing on the development of the company's business model and, thus, economic security, since the economic security of an organization is seen as an element of accounting and management accounting [27].

With regard to state-owned commercial companies, as well as non-profit organizations in the public sector of the economy, the problem of accountability and transparency of their activities often remains unresolved. Williams and Lodhia rightly state that "while the private sector has taken up the voluntary reporting agenda, the same cannot be said for the public sector, being described as 'patchy' and an emerging field" [69]. However, the concept of integrated reporting is already being formed in public sector organizations receiving budget funding, aimed at improving the efficiency of using budget funds, eliminating information asymmetry. At the same time, the functions of the subjects of the institutional environment at each hierarchical level are determined (Figure 1).

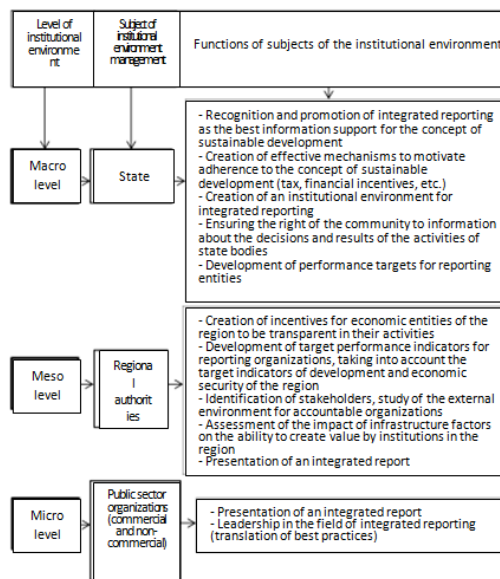


Figure 1. Functions of subjects of the institutional environment in the concept of integrated reporting [68]

For example, in Australia, From the perspective of councils that were considered as reporters (either sometimes, fairly often or always), financial capital and manufacturing capital type were the most frequently reported (Figure 2) (96.2% and 89.2% report sometimes, fairly often, always) whereas the least reported capitals were intellectual and natural (41.1% and 55.1%) [69].

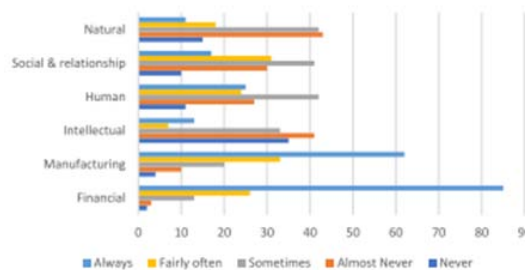


Figure 2. Type of capital – level of reporting [69]

One of the significant problems in developing the concept of integrated reporting for public sector organizations is to determine the range of reporting entities to which the concept is addressed. Despite the fact that the methodological basis for accounting is economic theory, the concept of "organization in the public sector" in economic theory and in accounting is interpreted differently. From the standpoint of economic theory, the public sector of the economy includes commercial and non-profit organizations operating under the direct control of the state [62]. Commercial organizations of the public sector include state (municipal) unitary enterprises; other commercial organizations that are fully or partially state (municipal) property (commercial organizations with state participation), non-profit organizations include state corporations, state (municipal) institutions. A number of scientists, in addition to the specified set of organizations, also refer to the public sector and government bodies [40].

Considering the above, the concept of preparing integrated reporting in public sector organizations includes public sector organizations in their understanding from the standpoint of economic theory (commercial organizations with state participation and non-profit organizations established by state (municipal) authorities, as well as government bodies) as reporting entities.

The concept is based on a hierarchical three-level approach, where the state plays the leading role, which should create

formal institutions and a favorable institutional environment for the development of integrated reporting.

Integrated reporting acts as an information basis for assessing the degree of achievement of sustainable development indicators expressed in financial and non-financial indices, as well as for monitoring the effectiveness of the use of budget financing of public sector organizations [75]. In the modern world, both in developed and developing countries, the state participates in economic processes not only as a regulator, but in some cases also as one of the parties to economic relations - especially when it comes to the implementation of large-scale innovative projects, the complexity and resource intensity of which makes them unattractive for providers of private capital. Under these conditions, integrated reporting can become an information base for conducting an audit of the effectiveness of the use of public funds of budgets of all levels based on the "policy of three 'Es' - Economy, Efficiency, Effectiveness. It contains not only financial, but also non-financial indicators that characterize the organization's impact on systemic economic security.

The principal model of economic security is aimed at solving the problem in a complex, combining both the object of the threat and the means and methods of ensuring security, and in this context, the concept of economic security in business and in public administration coincides [23]. It becomes clear the importance of a principled approach to ensuring security, which, in turn, serves as a methodological basis for concretizing certain protection measures.

When conducting a comprehensive assessment of the effectiveness of economic security management both in business and at the institutional level, it is necessary to take into account:

- Assessment of management effectiveness should include the determination of a comprehensive indicator of management effectiveness. The indicator is based on establishing the potential, realizable and achieved efficiency of enterprise management;
- The advantage of the approach for a comprehensive assessment of the effectiveness of enterprise management should be the possibility of combining quantitative and qualitative assessment of management effectiveness.
- A comprehensive indicator of the effectiveness of managing the economic security of a company should be constant, which will indicate a high efficiency of enterprise management.

In this regard, it remains important to define a universal method for assessing financial security. One of the standards is the method of equilibrium values. This method allows highlighting the indicators of business security. Equilibrium values allow the use of integral indicators [14].

To assess the current level of economic security of a company and analyze its sufficiency, American scientists have developed a graphical analytical method "Radar of economic security". The radar is built on the basis of vectors, the length of which depends on the ratio of the level of individual components of economic security in the organization under study with the reference level and taking into account their weight. According to this method, the level of economic security is displayed as a radar-polygon, the corners of which represent separate functional components of economic security (Figure 3).

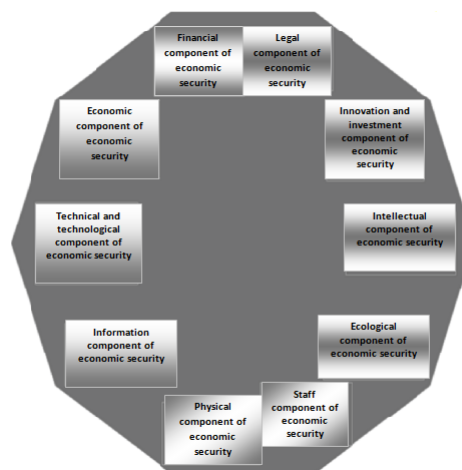


Figure 3. Graphical representation of the assessment method "Radar of economic security" [76].

The vector length is calculated using the formula:

$$V_k = \left[\sum_{i=1}^n \frac{P_i}{P_{ie}} q_i \right] 100$$

where k – number of indicator groups, P_i – the value of the indicator for the object under study, P_{ie} – indicator value at reference/normative safety, q_i – the significance of the indicator, n – number of indicators in the group.

It should be remembered that pluralism in understanding the essential characteristics of economic security is often predetermined by the content and characteristics of those real systems and mechanisms for ensuring economic security that are taking shape in individual countries and regions.

The weight coefficients of the components of economic security are determined by calculating their share in the overall system of indicators of economic security. If the parameter is better, the greater its value according to the generally accepted method. If the indicator is better, the lower its value, its calculation is carried out according to the inverse formula [14].

There is an obvious interdependence between management types and the management information base. A management that does not claim to achieve large-scale goals does not need an effective information base either. As well as the lack of proper information and analytical support does not allow the management system to either set or solve high-level tasks. Meanwhile, modern management activities in the public and corporate sectors are increasingly based on information technology systems and analytical support, which allow collecting and processing growing amounts of information in order to more effectively make management decisions and monitor their implementation. An attempt to respond to these needs was, in particular, several stages of creating the infrastructure of electronic government. However, the chaos automation syndrome is known (both in business entities and public institutions), which occurs in the case of improper structuring of information flows, administrative structure, production and management processes, as well as conflicting goal setting. In addition, the complexity of the modern economy implies a plurality of stakeholders and the risk of poor coordination of their interaction with a corresponding decrease in the efficiency of the functioning of information flows, organizations and management systems. "Automation" does not reduce the inefficiency of management if there was no consistency in the initial formulations of the problem. Therefore, the effectiveness of managerial control is critical for economic security at all levels - from a small firm to public institutions.

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METAPHORS: UNLOCKING INTENSITY'S POTENTIAL

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Abstract: The article explores the profound impact of metaphors in unlocking the potential of intensity. Metaphors, as cognitive tools, have the unique ability to shape our perception, enhance understanding, and facilitate communication. By examining the role of metaphors in various contexts, this article highlights their potential to amplify intensity and foster personal growth. Drawing on interdisciplinary research and real-life examples, we delve into the mechanisms through which metaphors influence human thoughts, emotions, and behaviors. Additionally, we discuss practical applications of metaphors in educational, therapeutic, and creative settings, providing insights into how individuals can harness the power of metaphors to unlock their own intensity. Overall, this article aims to shed light on the transformative nature of metaphors and their role in harnessing intensity's full potential.

Keywords: metaphors; intensity; power of language; human communication; expression.

1 Introduction

Intensity is a multifaceted concept that encompasses passion, focus, and unwavering dedication towards a goal. It is often associated with exceptional achievements and extraordinary experiences. However, harnessing and sustaining intensity can be challenging. This article explores how metaphors, as powerful cognitive tools, can unlock intensity's potential by shaping our perception, enhancing understanding, and facilitating communication.

In the realm of communication, the power of language and its ability to convey intensity and shape our understanding of the world is undeniable. The speech act, with its various levels of intensity, provides a framework for analyzing the expressive nature of language and its impact on communication. This article delves into the intricate relationship between language and intensity, exploring how different levels of intensity manifest in verbal expressions. Additionally, we examine the specific types of intensities, such as attractive, allocutive, informative, and special communicative, and their significance in conveying meaning and influencing communication dynamics. Through analysis of political texts, we shed light on the prevalence of negative intensity in pre-election campaigns in France, highlighting the persuasive strategies employed to shape public opinion. By delving into the depths of language and intensity, this article aims to deepen understanding of the complex interplay between language, expression, and the intensity of communication.

2 Literature Review

There are several research studies conducted on the topic of metaphors and intensity. For example G. Lakoff and M. Johnson (1980) [11] explore how metaphors shape our understanding of the world and our experiences. They discuss the role of metaphors in expressing and conceptualizing intensity. R.W. Gibbs (1994) [6] examines the cognitive processes involved in understanding and producing metaphors. He explores how metaphors contribute to our understanding of intensity and other abstract concepts. The book of Z. Kövecses (2002) [9] provides an overview of metaphor theory and its practical applications. It explores how metaphors can be used to convey and enhance the experience of intensity in various domains. The research of M.J. Landau, B.P. Meier, and L.A. Keefer (2010) [10] examines the influence of metaphors on social cognition, including the perception and interpretation of intense emotional experiences. L. Cameron (2003) [3] explores the use of metaphors in educational contexts, including how metaphors can enhance the understanding and experience of intensity in learning environments.

These are just a few examples of the research conducted on metaphors and intensity. Further exploration of academic

databases and research journals can provide a more comprehensive understanding of the topic.

3 Materials and Method

During the research, the discursive analysis method was used. Materials of this research are political and media discourses in French.

4 Results and Discussion

The Power of Metaphors

Metaphors are not merely linguistic phenomena - they are cognitive tools that enable conceptualizing abstract ideas and making sense of complex concepts. They provide a bridge between the known and the unknown, allowing grasping unfamiliar experiences by relating them to familiar ones.

Metaphors are present in almost every language and culture. They represent a fundamental aspect of human communication and expression. Different languages have unique metaphors that reflect their cultural values and beliefs. For example, English often uses sports-related metaphors, while Chinese metaphors often draw inspiration from nature.

Metaphors can vary in their degree of transparency. Some metaphors are straightforward and easily understood, while others require deeper interpretation and analysis. Metaphors can evolve and change over time, reflecting shifts in societal values and cultural contexts. They can also be influenced by historical events and technological advancements.

Researchers have conducted extensive studies on the role of metaphors in language and cognition. These studies explore how metaphors shape our thinking processes, influence decision-making, and impact our perception of the world.

Literature is a rich source of metaphors, showcasing the creative and expressive power of language. Exploring renowned literary works can provide insights into the diverse ways metaphors are used to convey meaning and evoke emotions.

Cognitive scientists investigate the cognitive processes involved in metaphor comprehension and production. Their findings shed light on how metaphors facilitate understanding and shape our mental representations. Comparative studies on metaphors across different cultures offer valuable insights into the cultural and contextual variations in metaphor usage. These studies highlight the universal aspects of metaphorical thinking while also emphasizing the unique cultural nuances. Engaging in creative exercises, such as writing prompts or artistic activities, can help individuals explore and experiment with metaphors. These activities encourage the development of metaphorical thinking skills and enhance creative expression.

Metaphors have the ability to evoke emotions, create vivid mental imagery, and stimulate creativity. They act as a lens through which we perceive the world, influencing our thoughts, attitudes, and behaviors. By understanding the language facts and exploring the rich materials available, we can further appreciate the power of metaphors and their impact on our cognitive processes and communication.

Intensity in political and media discourses

The author of political texts often tries to influence emotions and touch moral values. The author of political discourse chooses tools (language correlations) for this reason in order to influence the addressee in terms of intensity realization. Intensities (at the ideological level) in political discourse may relate to: 1) expression of consent with the authority (loyalty towards it); 2) expression of dissatisfaction with the authorities; 3) influence the mind of the recipient in the appropriate spirit [12].

In Lassan's (1995) [12] research, different functions of mass media discourse, including political discourse, are identified and analyzed. One of these functions is the agonal function, which is associated with aggressive strategies and the formation of conflicts. The aim of the agonal function for the speaker is to assert dominant claims in the fight against opposing ideologies. One option for this function is the exposing function, where the speaker reveals and criticizes the actions of his enemies in a negative light. This function helps to gain power and make influence by changing the audience's attitude towards the opponents.

In political discourse, politicians often employ various strategies to achieve their goals without resorting to direct insults. One of such strategies is the use of brilliant metaphors, which serve the purpose of discretion and can lead to success in political confrontations.

"There are different functions associated with this approach. The function of provocation involves intentional eliciting a verbal or non-verbal response from the audience to promote the speaker's interests. It aims to engage the addressee and provoke a reaction that aligns with the speaker's agenda" [15, p. 829]. The function of protection is a survival tactic employed by the addressee to deflect criticism or redirect it towards another politician. By shifting the focus away from themselves, they aim to avoid personal verbal aggression and shield themselves from potential backlash.

On the other hand, the function of promoting harmony focuses on conflict resolution and fostering peaceful relationships within the political communication process. This function aims to create psychological convergence and alleviate the burden of tension.

The function of relieving the psychological burden aims to ease the addressee's tension by diverting attention to a different direction. Metaphors are often used to evoke emotions and provide a sense of relief, helping to alleviate psychological stress.

The function of psychological proximity aims to reduce communicative distances and formalities in metaphorical communication. It fosters a sense of closeness and connection, enabling more intimate and personal interactions between the speaker and the addressee.

These functions demonstrate the multifaceted nature of political discourse, where metaphors and other linguistic tools are utilized to navigate conflicts, promote harmony, and achieve strategic objectives.

The speech act encompasses various levels of intensity, each of which can be expressed through verbal means. These levels interact with different types of intensities:

"Attractive intensity refers to the ability to capture and hold the attention of the audience. It involves employing persuasive techniques to engage and 'captivate' listeners.

Allocutive intensity focuses on constructing expressions that align with the norms and conventions of language. It involves using appropriate grammar, vocabulary, and syntax to ensure effective communication.

Informative intensity relates to the accurate reflection of facts and objective reality in the speech. It involves conveying information that is factual and reliable to inform the audience" [15, p. 830].

Special communicative intensity pertains to the speaker's attitude towards the information being expressed at the informative level. It involves conveying personal opinions, emotions, or evaluations that shape the speaker's perspective.

Analyzing political texts, it can be observed that pre-election campaigns in France often exhibit a high degree of negative intensity. This suggests that these campaigns frequently employ

strategies that emphasize criticism, opposition, or highlighting negative aspects to influence public opinion.

In summary, the speech act encompasses multiple levels of intensity, each with its own verbal expressions. Political texts, particularly pre-election campaigns in France, tend to showcase a significant presence of negative intensity.

This is related to the functions of the political discourse we mentioned above, as well as the specific features of the pre-election constituents. "The pre-election campaign is a militaristic metaphor based on the war model" [1, p. 54]. The following intensities are realized within this framework: intensity of persuading the sincerity of intent in relation to the fact and freemium intensity (ethnospecific targets (historical experience and traditions) of particular manipulative intensity and manipulation, including universal emotions and needs).

Each of the levels described above has a certain manipulative potential, but the intensity of the freemium activation is the greatest manipulative force as seen in the definitions of the proposed intensive components. Let us review one example of the realization of this intensity. Fear is the most commonly used manipulator of emotional cases [13]. Fear for own life, fear of impossibility to meet own basic needs, fear of alienation and misunderstanding, fear of being isolated from society or group are inherent in a human. The emotional state of conflict with fear is a sense of calm and a sense of "selfconfidence, the ability to provide for one's own needs" [7; 14]. For example: The "trou" (hole) in the term "Le bouclier fiscal est désormais de trou" stated at the newspaper "Humanité" metaphor consists of associative frames with negative emotional colors: excitement, fear and inefficiency of the action performed, instability, infertility, uncertainty. The Humanité newspaper is trying to create a picture of capital flowing by telling readers that the "tax armor" is completely ruined. Such figurative comparisons aimed at a wider community are, of course, more expressive than those in "dry" economic terms, and are clear even to people without economic education.

Role of metaphors in expressing intensities

The expression of intensities in frames of political discourse is often achieved through the conceptual metaphor [2; 8]. This is also due to the functional nature of the political dictatorship. Schekal (2000) [17] distinguishes the following functions of the political discourse from the point of view of systemic intensity: 1) Social control (manipulation of public consciousness); 2) Legalization of power (explanation or justification of any decision); 3) Reorganization of the power (strengthening of the system dependence); 4) Orientation (formation of the view of political reality in the minds of the societies); 5) Social solidarity (integration into societies or certain social groups); 6) Social differentiation (isolation of social groups); 7) Agonal (protesting against the activities of government bodies); 8) Action (activation, mobilization of supporters).

Conflict

This intensity is represented by military frames, weapons, and frames of war;

[...] Dans cette bataille qui s'engage, je vais vous dire qui est mon adversaire, mon véritable adversaire. Il n'a pas de nom, pas de visage, pas de parti, il ne présentera jamais sa candidature, il ne sera donc pas élu, et pourtant il gouverne. Cet adversaire, c'est le monde de la finance.... cooperation.

[...] Nous sommes ensemble, nous sommes un peuple où nous aimons nos différences, nos singularités, mais nous sommes conscients que nous sommes dans le même avenir commun, dans le même destin, et que nous avançons, là, les uns, les autres, certains plus en retard, d'autres plus en avance, mais dans la même voie du progrès et de la destinée humaine.

Threat + warning

[...] Je veux vous dire que ce sera difficile. Mais je veux vous dire que ce sera, aussi, un beau combat que nous allons livrer. Le combat ne s'arrête jamais. Ce n'est pas là celui d'une élection qui arriver. Ce sera celui, aussi, d'une transformation, d'un changement du pays.

Metaphor increases the manipulative potential of political discourse. The following groups of metaphors are often used in political manipulative communication:

1. Spatial metaphors. According to Telia [18], spatial coordinates are perceived in the human being as up or down, so future and past: The manifestation of a noble beginning is marked by an adjective *high* (high feelings, aspirations, motives), bad intentions are labeled as *low* and *down* (low feelings, low thoughts). These adjectives (upper, lower) are also typical of French thinking. "Haut" is associated with a positive situation, but a "bas" (lower) is associated with a negative situation. For example:

Le bonheur est vers le haut; la tristesse est vers le bas. (Happiness upper; misfortune lower). La santé et la vie sont vers le haut ; la maladie et la mort sont vers le bas. (Healthy and life upper; disease and death lower). Plus est vers le haut; moins est vers le bas. (Positive upper; negative lower). Bon est vers le haut; mauvais est vers le bas. (Good upper, bad lower).

2. Medical metaphors. Metaphorical models belonging to the concept of "medicine" (medical metaphors) and especially "disease" (morbial metaphors) are widely used in modern political texts [4]. In this case, all kinds of political events are figuratively presented as "physical and mental illnesses, and the desire to cure them". For example, the concept of "disease recurrence" is used politically in the context as a wrong move in the following example:

Après les propos ambigus du président du Parti chrétien démocrate (PCD) sur "les lobbies sionistes", c'est "à nouveau une récurrence", a-t-elle jugé sur RTL. Other examples: Mais la grande confusion – entre faits et mensonges, entre journalisme et divertissement, entre nombre de clics et qualité des sources – qui gangrène les médias... Elle s'observe tout autant hors de nos frontières, où la politique étrangère de la France, phagocytée comme jamais par la bien-pensance et les intérêts d'autres puissances "amies", n'en finit plus de se fourvoyer

The medical terms used figuratively are distinguished by their high functionality. For example, thanks to the metaphorical transfer, a stable structure based on the word *cœur* has emerged in the *au cœur de* ("in the center of something, in the middle of something").

- Le rapport Pébereau place l'envolée de la dette au cœur du débat politique
- Gérard Mulliez vit mon enquête comme si j'avais cassé un carreau et pénétré au cœur de son intimité ...
- La guerre de l'information est au cœur de la doctrine militaire russe

3. Household metaphor. Sometimes, the producer-politician refers to a certain simplification of the image in order to create the necessary associations, expressing it in simple words for the "ordinary people" (for the recipient), in everyday life terms. So that, a simple image, reflecting complex problems, achieves an associative purpose and the necessary prelocutive effect. In the most cases, such images refer to the construction, culinary, and other areas of life. For example: Chers amis, si j'en suis là, c'est le fruit de l'obstination [11].

An author sometimes tries to use enhanced metaphors (simple metaphors that combine several metaphorical expressions - in other words, consisting of simple metaphors that are interrelated and complement one another rather than simple literary metaphors). In this example, the journalist uses the verbs of *ratatouille* in addition to the culinary semantic domain (mijoter, cuire, recuire, velouter): ...politique, en France, c'est comme la ratatouille. C'est meilleur réchauffé. Ainsi François Mitterrand

a-t-il mijoté vingt-trois ans dans l'opposition avant que les Français le considèrent assez cuit, recuit et velouté par l'expérience et par l'échec pour prendre sa place à la table des presidents.

4. Phytonimic metaphor. For example, starting a business is called by the metaphor "semer des grains" (seed sowing), or achieving the results of any activity is called "cueillir des fruits" (fruit harvesting). On ne peut impunément faire de Bruxelles un bouc émissaire de ses propres échecs économiques durant des années sans féconder la graine eurosceptique. In this example, "féconder la graine" is used in accordance with the denotation "Creation and development of skeptical ideas in Europe".

5. Military metaphor. The French political press widely uses military terminology to create a metaphorical structure. For example, the following constructions are widely used – bataille parlementaire (parliamentary battle), bataille politique (political battle), champs de bataille (battlefield), guerre froide (Cold War).

- Cela promet d'être la bataille parlementaire de la rentrée
- Le Parti socialiste souhaite faire de ce débat "une vraie bataille politique" à quelques mois des élections
- Or le couple qui assume la liberté des deux étrangers peut devenir un véritable champs de bataille
- ... elle ne croyait pas à la possibilité d'une nouvelle guerre froide
- Il y a trois ans, le service de Google s'était transformé en champ de bataille (battlefield) entre internautes israéliens et arabes, les uns et les autres se dénigrant mutuellement
- ...nos élites déphasées préfèrent l'enlisement dans un combat d'arrière-garde.

6. Art (theater, music etc.) metaphors. One of the broadest sample specimens belongs to the field of culture (music culture, dance, performances, and sports games [16]). For example, the democratic principles of the French government are presented as misleading and deceptive as the actor's nose in the next example. La preuve que les prétendus valeurs et principes démocratiques qui animent notre diplomatie sont en réalité à géométrie variable, qu'ils ne sont que le faux-nez d'un inavouable Munich permanent. French political journalists often use the metaphor of individual authors to refer to dance. Républicains qui ont abandonné le navire de la campagne filloniste depuis quelques jours.

Encore un effort et l'on en aura fini avec la folle sarabande des tweets ravageurs...

The accusatory wave against Fillon is described as a metaphorical *mad saraband* (ancient national Spanish dance) in this example.

5 Conclusion

As a result of the analysis, it can be concluded that the expression of intensities in political and media discourses is largely implemented due to the conceptual metaphor. Metaphor is one of the main means making text more expressive, affecting the recipient's mind and keeping it away from sound thinking. The audience assimilates them and begins to change their political beliefs unknowingly. Various groups of metaphors (medical metaphors, household metaphors, military metaphors, economic metaphors, etc.) are used in political manipulative communication.

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THE INFLUENCE OF SEMANTIC PROCESSES ON THE DEVELOPMENT OF LANGUAGE AND THINKING

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Abstract: The article analyzes semantic processes closely related to language and thinking. In particular, the article reviews the concepts such as polysemy, synonymy, paronymy, hyponymy which are currently the subject of numerous discussions among world class linguistics scientists. The author presents polysemy as a phenomenon in which a broad-meaning word under the influence of the development of thinking and the specialization of existing knowledge gradually breaks up into separate words formerly denoting parts of a whole concept. It is claimed that the feature of polysemy changes in the course of the evolution of consciousness – in particular, the pre-scientific stage of the development of cognition and the evolution of consciousness, polysemy takes the form of semantic syncretism, which is observed in the tribal languages of the Middle Ages. In regards to synonymy, some linguists classify as synonyms of the words that are identical and close in meaning, which refer to one part of speech. Other scientists believe that synonyms are only words that are close or similar in meaning, or, on the contrary, only words that are identical in meaning. The author considers that these points of view are one-sided and do not enable studying synonymy thoroughly; own vision of hyponymy and paronymy is suggested.

Keywords: semantics; synonymy; polysemy; hyponymy; paronymy; language; thinking.

1 Introduction

Anthropolinguistics is one of the influential modern directions of linguistic research which studies the development of human mentality and culture. The principle of anthropocentrism, which strongly influence almost all sciences, manifested itself in linguistics with the formation of such areas as anthropolinguistics, linguoculturology, the theory of intercultural communication, numerous cognitive areas (cognitology, cognitive linguistics, conceptology, cognitive terminology), etc. Opportunity to explore the history of the development of culture and mentality of a person on the basis of the history of the vocabulary development was observed quite a long time ago. The ability of vocabulary to reflect the features of the culture of the nation and formation of the national mentality was noted in past centuries. The history of linguistics gives evidence that the relationship between the semantics of words and the concepts denoted by these words was studied by many philosophers and linguists.

2 Method

The research methodology is predetermined by the tasks for the solution of which both general and special scientific methods and techniques were used: historical etymological method, descriptive method, that includes the methods of observation, comparison, interpretation, and classification of the material under study; method of semantic identification, which serves to reveal the meaning of the studied expressions; distributional method, allowing revealing the meaning of the expression based on the contextual environment; method of analysis of dictionary definitions - to identify the semantic meanings of lexical means.

3 Results and Discussion

Polysemy in language and thinking

Polysemy is one of the important semantic phenomena for any national language which constantly attracts the attention of linguists, literary critics, stylisticians, and translators. Polysemy that exists in the semantic system of each national language has its own distinctive features inherent in a particular language, since it has the ability to reflect the socially determined linguistic and cultural features of a particular national thinking.

Polysemy is a phenomenon in which a broad-meaning word, under the influence of the development of thinking and the existing knowledge specialization, is gradually divided into separate words denoting parts of a once whole concept.

The general tendency in the development of cognition is the specialization of acquired knowledge, in which new sciences and new scientific disciplines appear tremendously. The knowledge specialization is reflected in the constant identification of the meaning of the word that leads to a quantitative increase in the vocabulary of languages. Therefore, it can be said that the progressive development of civilization, in other words, the development of cognition, lies in the constant removal of semantic syncretism. Polysemy plays the most significant role in the development of cognition.

It should be noted that the nature of polysemy changes in the course of cognition evolution. Initially, polysemy takes the form of a semantic overgeneralization of protowords. Overgeneralization represents a phenomenon, in which human consciousness is prone to excessive expansion of the words' meanings, to the generalization of many different objects in nature, which was presumably observed in ancient man.

At the pre-scientific stage of the development of cognition and the evolution of consciousness, polysemy acquired the form of semantic syncretism, which was observed in the tribal languages of the Middle Ages. For example, the Old English word *mōd* had such interchangeable meanings as *mind, intellect, sane, common sense, thought, feeling, heart, soul, spirit, intention, look, anger, fierce courage, fortitude, pride, ardent grief, intention, mood, character, state of mind.*

The given example indicates the absence of stable boundaries for the meanings of words. Obviously, such boundaries were unusual for ancient languages. Many researchers of the English vocabulary note the absence of clear boundaries between the semantic fields of words, which, apparently, is the norm for ancient languages.

The proto-scientific period, preceding the scientific period, was characterized by the emergence of specialization of the words of the vernacular language, which significantly increased the quantitative composition of the common vocabulary. The specialization of meaning led to the formation of many new words, the meaning of which is known only to those who perform professional functions, and was not understood outside the profession.

The tendency of the identification (concretization, specialization) of meaning continued during the scientific period, when national terminology was formed with the establishment of distinct boundaries for the meanings of terms. Studies of the historical development of the lexical composition of languages indicate that the most ancient words in any national language have a very broad meaning. And with the development of the language, the polysemy of these words is constantly decreasing due to the use of their synonyms.

Synonymy as a phenomenon in language and thinking

Despite the long history of studying the phenomenon of synonymy and its unique importance in the development of knowledge, thinking, and culture, many things may be the subject of discussion. There are a large number of works in which synonymy itself is analyzed as a phenomenon, the trends of its development and its role in the intellectual development of mankind, the types of synonyms are studied and attempts are made to classify them, the sources of synonyms and the reasons for their formation are studied. But at the same time, it should be noted that at present in linguistics there is no consistency in the understanding, definition, and description of this phenomenon.

Some linguists classify as synonyms the words that are identical and close in meaning, which refer to one part of speech. Other scientists believe that synonyms are only words that are close or similar in meaning, or, on the contrary, only words that are identical in meaning. In our opinion, the last two points of view

are one-sided and do not enable studying synonymy thoroughly.

N.F. Alefirenko [1] rightly notes that the cause for synonymy lies in continuous cognitive activity of a person, determining new features and peculiarities in already known things and leading to the need for new names for identified varieties of already known things.

This may also be the research for a more efficient designation of the existing concept, noted by A. V. Superanskaya and co-authors [7, p. 34] and the result of new naming to already existing units, as well as manifestation of consistency in terminology of different schools, alternatively leading to the need in new denomination.

As the result, we see a tendency: the more important a certain idea is for native speakers, the more synonymous names it has. Such attraction of synonyms leading to their accumulation is called synonymic attraction, and even the law of synonymic attraction.

Formulation of the mentioned law was proposed at the end of the 19th century by M. Pokrovsky (1869–1942), Russian specialist in comparative historical studies of the lexical composition of the Indo-European languages: “Phenomena and objects of reality, the most relevant for society in a given period of time, attract the largest number of synonyms” [5, p. 36].

It should be noted that most clearly synonymic attraction manifests itself in critical periods of knowledge development: namely in this period many synonyms are formed. All drastic processes (the emergence of new areas of knowledge, the change of dominant theories, filiation, i.e., extraction of new specialized areas from a given field of knowledge) certainly lead to outbreak of synonymy and polysemy [2, p. 196]. In this case, borrowing of foreign lexical units occurs with synchronous search for native equivalent names.

Synonymy is considered to be an expressive means in the national language, one of the specifications of the richness of the lexical ‘stock’ of the language, that assists the speaker in speech situations, helping either to express the thought most accurately or to present the transmitted information most vividly (emotionally, expressively). There is a commonly accepted opinion that the presence of multidivisional synonymy and the variety of its types represents the evidence of richness of the vocabulary and grammar of the vernacular language.

Synonymy in the sphere of terminology is a phenomenon that attracts attention of terminologists. For a long time, the idea that synonymy is a negative phenomenon for terminology was in the lead [5, p. 44]. But since synonymy is present in every sphere of terminology, this opinion has somewhat lost its edge and categoricalness.

It is believed that synonymy in the lexical system of a language for special purposes should be represented by a small number of examples and unextended synonymous series. The role of synonymy in the development of cognition, thinking, and culture is primarily reflective, since, according to the well known law of synonymic attraction, phenomena and objects of reality that are most relevant to society in a given period of time attract the largest number of synonyms.

In addition, it has been noted in terminology studies that a high degree of synonymy is characteristic of unstable or intensively developing terminologies, while a low degree of synonymy indicates the stability or even a stagnant state of terminology. Therefore, the level of synonymy can be used to estimate the means of terminology.

However, the function of knowledge refinement should be considered more important, in which, in the process of learning and cognition of objects, knowledge about them is clarified and concretized with the establishment of their varieties, and existing synonyms become the names of such varieties. For example, in

Russian medical terminology until recent times, “*желтуха, болезнь Боткина, and гепатит*” (“*jaundice, Botkin's Disease, and hepatitis*”) were wholly equivalent synonyms, but with the enhancement of knowledge about this disease, two of its varieties and terms were identified: “*желтуха, болезнь Боткина*” (“*jaundice, Botkin's Disease*”) became their names, and the term “*гепатит*” “*hepatitis*” as a generic term remained the only name of the disease.

With the development of knowledge how to close access to something, sufficient list of synonymous words has appeared to name the types of locking devices: “*замок — засов, запор, задвижка, защелка, завертка, застежка, шпингалет*”/ *lock - deadbolt, bolt, latch, door bolt, button, hasp, espagnolette*.

It should be noted that the most important concepts involve a wide range of synonyms and this facilitates the selection of names from among existing lexical units for new concepts that appear on their basis.

It has long been known in terminology studies that the meanings of synonymous terms, including variants of terms, diverge over time. For example, the former terms-synonyms diverged in the meaning: “*инструмент — документ*”- “*tool - document*”, “*гавань - порт*”- “*harbor - port*”, former variants “*кристалл — хрусталь*” – “*crystal - cut-glass, crystal*”, “*асбест — известь*”- “*asbestos - lime*”, “*ступень - стеньга*” – “*degree*”, “*леший, лесник и лесничий* - *wood spirit, forester, wood ward*”. Such a phenomenon can be explained by the fact that in human mentality there is a mannerism that different words should have different meanings, and, as a result of this, there is a desire to find a difference between synonyms. Perception of this gives impetus to a further divergence of the semantics of the former synonyms. The result is that in the language each variant of the synonym is fixed with a new meaning. Therefore, existing synonyms can be used to designate new concepts that are specific or close to the concept denoted by the main term.

It should be noted that the diachronic development of both professional and everyday thinking is the reason for the disappearance of synonymous relations between former synonyms. Thus, for example, the once synonymous words “*bolt, confinement, reclusion, siege, dungeon, skete, monastic cell and locking arrangement*” currently differ significantly in meanings. Over time, the words *rank-warrant-order* ceased to be synonymous words. Until comparatively recently (100–150 years ago), the linguistic terms “*language, speech, verb, adverb, and dialect*” were synonymous terms. Under the influence of historical development of thinking the words “*aqueduct-watercourse-water pipe*” ceased to be synonymous words and their meanings are now also different.

In the development of vocabulary, there is a general tendency towards the transformation of a word with broad-meaning, but having the same meaning, into a group of words, connected first by synonymous, and then by hyponymic relations. In the history of the formation of various types of synonyms, the subsequent transformation of such lexical group into a specific terminological system in which the results of cognition are fixed is revealed.

Desynonymization, which can take various forms, is the first step in differentiating the meanings of historically previous synonyms. Currently, in the case of borrowing words in the presence of original names with the same meaning, the following types of desynonymization are distinguished:

- The original word disappears, displaced by borrowing: the Old English word *swefn* was displaced by French word *dream*; the Old English word *thorp* was displaced by French borrowing *village*; the Old English word *dugud* was displaced by French *honneur*; the Old English word *woodsmith* — by French *carpenter*; the Old English word *ansyn* — by French *face*;
- Original word displaces the borrowing words: the Russian word *pobeda* ousted the borrowing word *viktoriya*; the

borrowing word *aerodrom* ousted Polish *lotnisko*; the borrowing *buchhalter* ousted Polish *księgowy*;

- The native word specializes and becomes a hyponym in relation to the borrowed words: the Old English *hue* ("color") after borrowing from the French word *couleur* is specialized with the same meaning and means *tone, color*;
- Borrowing narrows the meaning: French word *cit * (city) in the meaning "city" upon the availability of the Old English word *tun* (town) is specialized with that meaning and used in the meaning of "big city";
- Native word and borrowing share the areas of use: in Great Britain, the borrowing word *autumn* now is used in the meaning of autumn, but in the USA- original (leaves) *fall*;
- Division of the scope of meaning between native word and borrowing: the Old English *land* and French word *country* were differentiated; the same happened in English language with the Old English word *ox* - French *boeuf* ("beef");
- The meanings of the original word and borrowing differ significantly: *circle* and *mathematical compass*;
- The meanings of different types of borrowings diverge: the borrowing *viaduct* (literal translation "highway-over crossing") means a bridge over a ravine or gorge, but literal translation of this word means a bridge over a land route at their intersection. The existing tendency in Russian language to use the term "*idiom*" in two meanings makes it possible to assume discrepancies in its meanings with fixing this in the variants of the form: in the first meaning, it is a language formation (national language, language variant, dialect), but in the second meaning, it is a phrase that reveals in its syntactic and semantic structure the specific and unique properties of a given language.

"The globalization of language... plays an important role in the modern communicative space" [4, p. 789]. In this era realizing the importance of desynonymization is determined by the fact that each case of desynonymization fixes a step forward in the development of human cognition. It should be assumed that the meanings of most of the existing absolute synonyms will diverge with the elucidation of knowledge about the called object or phenomenon. Taking into account such discrepancy from the point of view of the development of terminology allows us to consider existing synonyms as very useful material for naming new concepts. In this case, existing synonyms can be used for naming varieties of the existing concept.

Very often synonymous processes of redistribution of conceptions within the boundaries of emerging fields are able to visually show the change of views on concepts in the process of their formation. In the development of vocabulary, there is a general tendency towards the use of synonyms as the name of emerging varieties of the original conception, and then, with further specialization, towards the establishment of hyponymic relations between them and their transformation into terminology, in which the results of cognition are fixed.

The historical tendency of the divergence of the meanings of synonymous words can be used to name the discovered varieties of the studied objects, as is already done in terminology studies: identification (logical action) — definition (the result of this action), the definition of the term (the presence of a definition) - the definitiveness of the term (reflection of the features necessary for determining in its form).

Synonymity is a multiaspect phenomenon. The further development of synonymous relations in terminologies is one of the conditions for the lexical provision of scientific and technological progress, the growth of knowledge, the development of culture, the evolution of human consciousness. A detailed study of synonymity as a phenomenon allows establishing its new, previously insufficiently studied aspects and using this phenomenon consciously to consolidate the knowledge gained. The further development of semantics as a subject area, as well as all related areas of knowledge, depends on this.

The role of hyponymy in the systematization of knowledge about the world

As it was mentioned above, hyponymy is one of the types of desynonymization. Hyponymy is a phenomenon in which there are semantic relationship between words "part / whole" (or "general / particular"). In hyponymy, the meaning of one word (hyponym) depends on another word (hypernum) and manifests itself as its variety (*flower-violet, lily, rose, etc.; tree-birch-tree, alder, oak, maple, etc.*). In most cases, the phenomenon of hyponymy is analyzed in terminology studies to reveal systematic relationship of the concepts under study. This phenomenon helps terminologist to organize the system of words according to the hierarchy of concepts identified by these words.

Hyponymy, which is a linguistic means of reflecting and fixing hierarchical generic relations, can serve as an indicator of interest in a particular thematic field and the development of knowledge in this direction, since the constantly developing system of hyponymic relations reflects the growth of knowledge specialization and, accordingly, the increasing depth of the vocabulary hierarchy.

With the advent of the sciences and their further progressive development, in the thinking of people the correlation of ideas and concepts changes (in favor of the latter), and with the development of production, the correlation of categories of natural and artificial objects (artefacts) changes. The study of the hyponymic relations between words is very important, given that hyponymy of words enables identifying and visual establishing a number of other semantic relations, such as synonymity and polysemy, as well as homonymity.

There are universal categories that are found in almost all subject areas of knowledge. Such broadest ontological categories, to which, as the result, all special categories of various knowledge areas are reckoned up, are the categories of objects (theoretical and detailed, organic and inorganic, natural and artificial /artefacts/); processes and states (natural processes and activities, states and phenomena); as well as properties [3, p. 228]. Consequently, the words "*object, process, state, property*" are the ultimate hypernyms in every branch of scientific knowledge, stand at the top of hierarchically represented generic classifications of terms.

In the course of the development of knowledge, the use of hyponymy makes it possible to systematize the primitive chaos in the perception of surrounding reality. Thus, the role of hyponymy (hierarchically generic relations) includes regulation of the understanding of the world in the process of cognition by structuring the lexical view of the world.

Paronymy, its role and meaning in the language

The phenomenon of paronymy is insufficiently studied semantic co-occurrences. It should be noted that there is no clear definition of this phenomenon. Paronyms (from Greek *paronymos, para-* "near" + *onyma* "name") are words that are pronounced or written in a similar way, but have different lexical meanings. Paronyms, as a rule, refer to one part of speech and perform similar syntactic functions in a sentence. Paronymy plays the role of messaging, indicating the limits of the possibility of using similar forms to name new concepts in a professional language.

While in the early stages the naming options could later be used for the names of related representations and concepts, at present the use of similar-sounding words can lead to mistakes and difficulties in professional communication (for example as in Russian words "*odejda — odevanie*").

It should be noted that knowledge, which is accomplished by clarification, detailing, and quantitative growth of our knowledge, is reflected in the clarification of the meanings of words - the awareness and elimination of their ambiguity due to the appearance and use of synonyms and the regulation of vocabulary using hyponymy. At the same time, the considered semantic co-occurrences not only reflect and consolidate the

results of cognition, but also serve as a means of identifying and adjustment new knowledge.

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ALLITERATION IN H. ARIF'S POETRY: A LINGUISTIC PERSPECTIVE

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Abstract: The article explores the unique characteristics and artistic qualities that arise from the repetition of sounds in poetry, specifically focusing on the use of alliteration. The author analyzes how alliteration contributes to the overall form and content of a poem, examining the emotional and expressive nuances created by the repetition of consonants and the use of sounds that create acoustic tones. The research highlights the importance of alliteration in creating a harmonious and poetic text. Additionally, the article investigates the aesthetic dimensions of poetic content, including verse creation, rhythm, and intonations formed by repeating consonants. Through the analysis of H. Arif's poetry, it becomes evident that alliteration plays a significant role in organizing the poetic text, particularly in the lyrical passages that contain a wealth of emotional and lyrical elements. The alliterations employed by H. Arif aim to create genuine art while adhering to artistic principles. This research holds practical relevance for stylistic linguistics and other related studies in this field.

Keywords: H. Arif; sound repetition; alliteration; poetic text; stylistic linguistics.

1 Introduction

Alliteration, the artful repetition of sounds, has long been recognized as a powerful poetic tool that enhances the aesthetic qualities of verse. In the realm of poetry, the works of H. Arif stand out for their masterful use of alliteration, which not only adds a musical quality to the verses but also contributes to the overall linguistic and artistic experience. This article delves into the world of H. Arif's poetry, exploring the linguistic perspective of alliteration and its impact on the stylistic and aesthetic elements of his verses. By examining representative passages and language facts, this research aims to shed light on the characteristic features and artistic qualities created by the repetition of sounds in H. Arif's poetry. Furthermore, it seeks to analyze the role of alliteration in shaping the unity of form and content, as well as its ability to evoke emotional and expressive nuances. Through a detailed examination of H. Arif's poetic factors and the harmonious interplay of repeating consonants, this study aims to uncover the intricate relationship between alliteration, poetic text organization, and the creation of a captivating linguistic experience. Ultimately, this research contributes to a deeper understanding of the linguistic and aesthetic dimensions of H. Arif's poetry, while also offering insights into the broader field of alliteration in poetic speech.

The main aim of this article is to analyze and explore the use of alliteration in H. Arif's poetry from a linguistic perspective. The article seeks to identify and describe the characteristic features of alliteration, as well as the artistic and aesthetic qualities that arise from the repetition of sounds in H. Arif's verses. By examining representative passages and language facts, the article aims to explain the role of alliteration as a stylistic base in H. Arif's poetry and its active use in creating emotional and expressive nuances. Additionally, the article aims to analyze the poetic factors that determine the level of alliteration activity in the unity of form and content. The research also highlights the novelty of the detailed description of the distinctive harmony produced by repeating consonants in the context of H. Arif's poetry and its role in creating a poetic text.

The novelty of this paper lies in its comprehensive exploration and detailed description of the distinctive harmony created by the repetition of consonants in the context of H. Arif's poetry. While previous studies have touched upon the use of alliteration in poetry, this research delves deeper into the specific linguistic and artistic qualities that arise from alliteration in H. Arif's verses. By analyzing representative passages and language facts, this paper offers a fresh perspective on the role of alliteration in shaping the unity of form and content in H. Arif's poetry. Additionally, the study examines the aesthetic dimensions of poetic content, including verse creation, rhythm, and intonations formed by repeating consonants. Through this in-depth analysis, the paper uncovers the unique artistic factors and emotional elements that alliteration brings to H. Arif's work. By providing

a detailed exploration of these aspects, this research contributes to a deeper understanding of the poetic techniques employed by H. Arif, while also enriching the broader field of alliteration in poetic speech.

H. Arif's (2004) [2] poetry captivates readers with its enchanting musicality. His works exhibit a distinct consonance, particularly in the form of lyrical consonance, which adds vibrant tones to the verses. This can be attributed to H. Arif's innate understanding of the language's melody and his adherence to the principles of poetry creation. What sets H. Arif apart as a poet is his remarkable ability to consistently meet the criteria of literary excellence. The independence and pleasing harmony of sounds take center stage in his creations. It can be said that the beauty of H. Arif's poetry lies in its melodious flow of sounds. Even in his earliest verses (2011) [3], one can discern a refined rhythm and a magical melody. Upon perusing his valuable works, one encounters true examples of musicality. The eloquent language and the tender flow of H. Arif's poetry possess a unique aesthetic value, thanks to his keen sense of rhythm and sound harmony.

Alliterations serve as the foundation for the rhythmic structure of H. Arif's poetry. The repetition of sounds within the text gives rise to distinctive rhythmic patterns in his poetic compositions. Alliterations play a crucial role in shaping the quality and quantity of the rhythm, while also serving as a powerful tool to enhance the overall poetic effect. The deliberate use of specific consonant repetitions is examined within a systematic framework, revealing various artistic and aesthetic values. This exploration highlights the interconnectedness between artistic depictions, expressive techniques, stylistic features, and poetic formulas of alliteration [9].

Poetry is a realm of immense diversity, with each author's style possessing unique characteristics and poetic traits that attract the attention of researchers. In this context, our research topic holds significant relevance. It aims to delve into the intricacies of H. Arif's poetry, shedding light on the distinctive role of alliterations in his rhythmic structures and exploring the artistic and aesthetic values they convey. Thus, our research contributes to the broader understanding of poetic styles and enriches the scholarly discourse surrounding H. Arif's work.

The problem statement of this article revolves around the need to analyze and understand the role of alliteration in H. Arif's poetry from a linguistic perspective. The article aims to address the following questions: What are the characteristic features and artistic qualities created by the repetition of sounds in H. Arif's verses? How does alliteration contribute to the unity of form and content in his poetry? What emotional and expressive nuances arise from the use of alliteration in H. Arif's work? Additionally, the article seeks to explore the aesthetic dimensions of poetic content in terms of verse creation, rhythm, and intonations formed by repeating consonants. By addressing these questions and examining the specific linguistic and artistic aspects of alliteration in H. Arif's poetry, the article aims to contribute to a deeper understanding of his poetic techniques and the broader field of alliteration in poetic speech.

2 Materials and Method

This research employs a combination of methods and materials to investigate the role of alliteration in H. Arif's poetry from a linguistic perspective. The study begins with a comprehensive literature review, delving into existing works on alliteration in poetry, linguistic analysis, and poetic techniques. This review serves as the foundation for the subsequent analysis.

The primary method applied in this research is textual analysis. Representative passages from H. Arif's poetry are carefully selected and examined to identify instances of alliteration and analyze their linguistic and artistic qualities. This close examination allows for a detailed exploration of the

characteristic features and aesthetic values created by the repetition of sounds in H. Arif's verses.

In addition to textual analysis, a comparative approach is adopted to contextualize H. Arif's use of alliteration. By comparing his alliterative techniques with those of other poets or poetic traditions, similarities and differences can be identified, shedding light on the unique aspects of H. Arif's approach.

To provide a solid theoretical framework, linguistic analysis is applied to the identified instances of alliteration. Phonetic, phonological, and stylistic aspects of alliteration in H. Arif's poetry are examined, contributing to a deeper understanding of its linguistic and artistic dimensions.

".. the lack of censorship makes the information received less reliable in terms of accuracy or precision" [7, p. 174]. In order to gather insights and perspectives on the role of alliteration in H. Arif's poetry, qualitative analysis is conducted. This involves conducting interviews or surveys with readers or scholars familiar with H. Arif's work. These qualitative data provide valuable firsthand perspectives on the emotional and expressive nuances created by alliteration.

The materials used in this research include a collection of H. Arif's poetry, which serves as the primary source of analysis. Additionally, a wide range of literary and linguistic resources are consulted, including books, articles, and scholarly works on poetry, linguistics, and alliteration. Translations or interpretations of H. Arif's poetry are also considered.

3 Results and Discussion

The skillful use of alliteration by a poet, combined with the structural elements of the poetic text, gives rise to a unique form of expression that reflects the essence of verse and evokes aesthetic pleasure. Alliteration, in its correspondence to the linguistic units of a verse, enhances its capacity to serve as a powerful poetic tool. As a result, readers experience a heightened sense of vividness and emotional depth in the artistic language they encounter [13, p. 4].

Within the realm of alliteration, the content of a poem takes on a concise yet impactful representation of lyrical excitement and profound impressions. The carefully crafted repetition of sounds not only adds a musical quality to the verse but also amplifies the emotional resonance of the poetic expression. Through the skillful use of alliteration, the poet captures and conveys the essence of innermost feelings, leaving a lasting imprint on the reader's sensibilities.

This interplay between alliteration, poetic structure, and artistic content creates a harmonious fusion that captivates the reader's imagination. The carefully chosen words and their rhythmic arrangement generate a symphony of emotions, drawing the reader into a world of lyrical beauty and heartfelt experiences. The concise yet powerful nature of alliteration allows for a concentrated expression of the poet's thoughts and emotions, leaving a lasting impression on the reader's mind.

In essence, the mastery of alliteration in the hands of a skilled poet transforms the poetic text into a vehicle of profound expression. It infuses the content with a rich tapestry of emotions, creating a concise representation of lyrical excitement and leaving an indelible mark on the reader's soul.

[a] – Çiçəklər qaynaşır naxışlarında, (The drawings of flowers glow)

[g] – Şəhlə sırğalanan güllər görürəm. (The flowers that wear the dew like earrings I see)

[b] – Buluda bulanan baxışlarında, (Clouds drowned in eyes,)

[ə] – Şəfəqlə durulan səhər görürəm [2] (And I can see the dawn of morning in them)

[b] – Buynuzlar ləllədə qoldan yoğundur, (The horns on the head are thicker than hands,)

[g] – Görüb tufanları, görüb səhri. (We saw both gales and floods.)

[b], [u] – Buynuzlar nəə də buğum -buğumdur, (What wide-branching horns are these)

Buğumlar kəllədə ömrün illəri [3] (The branches of the horns are the years of life.)

Based on impressions created by the alliteration of particular sounds, it is possible to say that "a particular speech structure of verses is a constant companion of poetry" [14, p. 45] and stylistic figures stand out in the works of every poet due to particular nuances. Indeed, the traditional position of similar sounds in verse lines, the traditional organization of poetic passages does not impede the novelty of content. The traditional alliterative position of sounds in the poetry of such poets as H. Arif, who have their original style, looks fresh and does not simplify the author's views on the object of description or praise.

The intrinsic connection between the external features of verse and its poetic value becomes evident through the presence of interlinear alliterations within exemplary verses. These alliterations not only serve as a means of enhancing the external form of the verse but also contribute to its overall stylistic and emotional context. The repetition of specific sounds, juxtaposed against other sounds, creates a combination of proximity and contrast in articulation, resulting in a rich and vibrant sound palette within the verse [6, p. 82].

This style of poetry writing places significant emphasis on delving into the depths of artistic content. The unity of spirit and content, as conveyed through the subject of description, is elevated to a new level of artistic discovery. The interplay of alliteration within the verse adds layers of meaning and aesthetic value, enriching the overall experience for the reader or listener.

By carefully crafting interlinear alliterations, the poet not only enhances the external form of the verse but also unlocks deeper levels of artistic expression. The deliberate repetition of specific sounds creates a sense of cohesion and resonance within the poem, allowing the unity of spirit and content to shine through. This attention to detail and careful selection of sounds elevates the artistic content, resulting in a heightened level of artistic discovery and appreciation.

The field of linguistic poetics unequivocally affirms the notion that the repetition of sounds in a verse serves multiple purposes. Not only does it create dramatic tension and psychological impact, but it also contributes to the overall sense of theatricality and tension within the poem [8; 15, p. 477]. The use of alliteration in H. Arif's works leaves a strong and lasting impression on readers, as it harmoniously aligns with the content and essence of the verse.

It is fascinating to observe how the employment of homogeneous sounds in alliterations brings forth vibrant manifestations of the poet's perceptions and results in a beautiful flow of sounds that embodies the spirit of the verse. Through the skillful use of alliteration, H. Arif expands the artistic impact of his poetry and establishes a deeper connection with the reader. This deliberate choice of alliteration not only adds aesthetic value but also facilitates effective communication and meaningful engagement with the audience. The poetic experience of H. Arif, as evident in his works (2011) [3], demonstrates the strategic use of alliteration to broaden the artistic reach of his verses.

In the realm of lyrical verses, alliteration plays an integral role, intertwining with the overall spirit and themes. It not only serves as a means to convey thoughts and emotions but also acts as a vital element in diversifying forms, genres, and styles. In the domain of lyrical poetry, alliteration adds nuanced shades of

analytical and psychological styles, enhancing the depth and richness of poetic ideas.

Furthermore, alliteration in lyrics contributes to the varied qualities of intonation and attitude within the verse. The repetition of sounds, carefully employed by the poet, leaves a lasting impression in the reader's memory, serving as a vivid expression of the sensory aspects of the imagery found in H. Arif's poetry. This deliberate use of alliteration expands the scope of thoughts and feelings, drawing attention to the lyrical content embedded within the lines.

The presence of alliteration in H. Arif's poetry amplifies the lyrical experience, infusing it with heightened emotional resonance. It serves as a powerful tool to evoke and engage the reader's senses, immersing them in the intricate world of the poet's thoughts and feelings. Through the strategic use of alliteration, H. Arif skillfully crafts a lyrical tapestry that captivates the reader, leaving a lasting impression and deepening their connection to the poetic content:

[d] – Birdən təbiətin dönəndə üzü (When nature will change in colors)

[ç] – Üstünə çən, çiskin çökür dünyanın [3] (The whole sadness of the world will pour on you)

[g], [ç] – Göy geyinib göy çəmənə çıxanda, (Dressed in green you will go to a green meadow)

[y], [ç] – Yar çəmənə, çəmən yara yaraşsın [2] (So that a darling and the meadow match each other).

[d], [ü] – Bəd ayaqda dönməz üzü Gülgülün, (Gülgülün bird won't change its expression in no trouble)

[s] – Sınəsində çoxlu sözü Gülgülün, (Gülgülün bird has many words on its mind)

[g] – Dan güləndə gülən gözü Gülgülün, (The eyes of Gülgülün bird are laughing at dawn,)

[a] – Ürkək maral baxışımı qazaxda [2] (they hide as eyes of a timid fallow deer).

Alliteration, as a manifestation of sound imagery, holds significant stylistic significance within the interplay of form and content. The phonetic structure of the text, coupled with the desire to create melody and rhythm, leads to a harmonious fusion where the rules of language yield to the rules of poetry. This intricate relationship serves to shape the poetic and aesthetic disposition of a poetic text, while also intensifying the process of poetic comprehension.

From this perspective, the perception of a language's sound system and its transformation into an artistic element are regarded as crucial aspects of creativity. The melodic foundation of language takes on a distinct breadth and dynamism through the utilization of alliteration. This use of alliteration expands the expressive potential of the language, infusing it with a specific musicality and energy.

By harnessing the power of alliteration, the poet taps into the inherent melodic qualities of language, elevating the poetic expression to new heights. The interplay between sound and meaning, facilitated by alliteration, enhances the creative process, allowing for a profound and captivating artistic experience. Through the artful use of alliteration, the melodic essence of language manifests itself, creating a vibrant and dynamic poetic tapestry.

All repetitions in the language of H. Arif are pleasant to hear as all materials are stylistically ordered. The maximum correspondence of phonological parallels to the environment of artistic speech gives them specific weight as stylistically valuable facts. H. Arif was able to find the right artistic environment as well as the moment and stylistic framework for alliterative figures which acquire a broad scope and variety. The

style of poet once again shows that "repetitions are the basis for a verse" [7] and its stylistic purpose is natural because it serves the artistic perception of the content. "Sounds, words, lines in the poetry of H. Arif combine not only for the form but for the beauty of the statement" [11, p. 167]. Alliterative lines identify understandable and varying artistic depictions. They also criss-cross both physical and moral associations by their emotional load, as well as artistic and stylistic value.

Alliteration, with its ability to enhance the pace of reading, adds depth and nuance to the intonation of a poem through a diverse range of tonal qualities. The resulting rhythm takes on a distinct expansiveness, creating a captivating cadence that guides the reader through the verse. The deliberate selection of repetitive sounds as a structural component is carefully aligned with the underlying themes and ideas within the poem. This choice of alliteration also contributes to a specific stylistic definition, complementing the content and enhancing its overall impact.

Within a passage that features alliteration, a harmonious blend of emotions and poetic thought emerges, as the corresponding flow of sounds imbues the verse with fresh aesthetic content. The artistic idea, brought to life and vividly described through the use of alliteration, acquires a unique and captivating flow of sounds. The stylistic material, with its diverse capabilities including sound repetitions, commands the readers' attention, drawing them into the immersive world of the poem. Through the strategic use of alliteration, the poet captivates the readers, inviting them to explore the depths of the artistic expression within the verse:

[t], [z] – Təmiz eşqim, təmiz dilim, (Pure love, pure language,)

Təzə qələm tutur əlim (I've started to write recently) Tələsmə, ömür, tələsmə. [3] (Wait, life, wait.)

[ş], [b] – Qəlbi dağlar baş-başadır, (High mountains in front of each other,)

[ş] – O Şəkiddir, bu Şuşadır, (That is Shaki, and this is Shusha)

[d] – Doğrudan da tamaşadır, (Indeed, a beautiful picture)

[b], [ş] – Başdan-başa bizim dağlar [3] (Is represented by our mountains.)

A. Akhundov rightly claims that "The phonetic resources of Azerbaijani language make it one of the most suitable instruments for artistic expression. The big number of vowels, the abundance of intonation and stress means, as well as the law of vowel and consonant harmony are invaluable resources for the creation of beautiful literary works" [1, p. 34]. The alliteration in the poetry by H. Arif is one of the most vivid phonetic capabilities of the language, reflecting the beauty of its poetic style. As can be seen from the examples above, the harmony of sounds in the works of H. Arif is one of the most important indicators of his writing style. The attempts to express deep thoughts and content in the original poetic form make alliterated repetition the first active instrument in the poet's style. The importance paid to alliteration as a complete stylistic figure proceeds from the desire to make the artistic text more meaningful. Looking at alliterated lines more carefully, we clearly see that the chain of sounds with similar articulation in poetic works is perceived as one of the main tasks of the poet. We see the commitment of H. Arif to the harmony which originates in the sequence of sounds and the positions of lines in his lyrics. The alliteration used in the unique individual style of H. Arif is one of the details for creating a vivid style. The frequent use of phonetic and stylistic figures in his creative speech is in equilibrium with the depth of meaning. "Not only does alliteration create a poetic flow of sounds but reinforces the content of the text" [12, p. 28].

The analysis of materials showed that "acoustic colors of verse result in particular sound quality and give a general sound tone to poetic speech" [5, p. 30]. Thus, "the repetition of sounds is the common-language event that doesn't have aesthetic properties.

However, it acquires poetic value when it enters the system of speech that draws attention to the sound" [7, p. 83]. From this point of view, the complete speech system of H. Arif's verses, the stylistic activity of sounds and particular individual style that manifest themselves in the unity of thought and expression are the features of his literary works that deserve particular attention.

4 Conclusion

In conclusion, it should be said that the analysis of alliteration in H. Arif's poetry from a linguistic perspective reveals its significant role in shaping the form, content, and aesthetic qualities of his verses. Alliteration serves as a powerful poetic tool, enhancing the rhythmic structure, intonation, and overall impact of the poetry. Through the repetition of sounds, alliteration creates a harmonious interplay between form and content, adding depth, richness, and emotional resonance to the poetic experience.

The deliberate use of alliteration in H. Arif's poetry expands the expressive potential of language, allowing for a more profound and captivating artistic expression. It brings forth vivid and sensory imagery, intensifying the impact of the verses and leaving a lasting impression on the reader. The strategic placement of alliteration contributes to the unity of spirit and content, elevating the poetic content to a new level of artistic discovery.

The research on alliteration in H. Arif's poetry sheds light on the intricate relationship between language, form, and artistic expression. It highlights the importance of alliteration as a means of enhancing the aesthetic value and emotional impact of poetry. The findings contribute to a deeper understanding of H. Arif's poetic techniques and enrich the broader field of alliteration in poetic speech.

Overall, the study emphasizes the significance of alliteration in H. Arif's poetry and its ability to create a beautiful flow of sounds, evoke emotions, and enrich the lyrical content. The exploration of alliteration in H. Arif's work provides valuable insights into the linguistic and aesthetic dimensions of his poetry, further enhancing our appreciation of his artistic mastery.

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EXPRESSION OF THE QUANTITATIVE CATEGORY IN THE OLD TURKIC LANGUAGE ON THE SOURCES OF OFFICIAL-BUSINESS STYLE

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Abstract: In the grammatical system of each language, certain characteristics, important signs are combined and generalized, while homogeneous morphological phenomena are manifested in the form of categories. Grammatical categories against the background of various morphological qualities are realized either as a general or special category. In Turkic languages, the categories of case, the category of belonging, and other categories such as person, quantity, negation are formed as general grammatical categories. In the language of Old Turkic official-business style sources, especially official-legal documents, the concept of quantity is formed with the help of both grammatical indicators and communication tools, and most of these tools are almost active in modern Turkic languages. Different Turkic languages have differences in terms of initial form and functionality, and these features are related to the influence of regional factors, sociolinguistic factors, and the development of specific intra-linguistic laws of individual languages. The quantitative category, which occupies an important place in the grammatical structure of the language due to its functionality and indicators, is realized as a general grammatical category in Turkic languages. The research of the Old Turkic official-business style sources and the language of official-legal documents shows that the concept of quantity, group, and plurality was implemented through a number of formants and indicators. This category is expressed both in modern Turkic languages and in ancient Turkic in three ways: lexical, morphological, and syntactic methods. Although the quantitative category is expressed by various signs, morphological indicators *-lar* and *-lər* take the main place among them. This suffix, which indicates quantity, plurality, group, comparison in some cases, has historically kept its form and content without change, and today it shows activity in Turkic languages according to the level of elaboration.

Keywords: Turkic languages; Old Turkic; category quantity; official-legal documents.

1 Introduction

The branch of linguistics that studies the structure and rules of changing words, word combinations and sentences without taking into account their concrete-material meaning is called grammar. "Grammar", which has an ancient history, was not considered an independent subject until the emergence of the Alexandrian school of linguistics. At the same time, grammar was used not only in the sense of the grammatical structure of a certain language, but also in the sense of phonetics, etymology, dialectology, and other divisions of linguistics. Words acquire grammatical rules and laws to express any idea. The grammar of each language has its own characteristic grammatical concept. It is impossible to talk about the structure of a language without understanding grammar. Grammatical concepts consist of rules related to the grammar of the language. Grammatical concept includes grammatical meaning, grammatical category, grammatical form, grammatical method (means of expression), grammatical structure. Each language has its own grammatical structure. After the words' coming under the control of the grammatical structure in the language, they convey grammatical rules. It is the total of the structural features of the words, word combinations, and sentences of a certain language. Shortly, grammar is a set of language rules that govern words, sentences, and other elements, their combinations, and their interpretation.

Grammar, which is one of the oldest branches of linguistics, "reflects the grammatical structure of a language, that is, existing in a regular way and functioning of the change and combination of words" [3, p. 144]. A. Akhundov draws attention to the fact that grammar is sometimes used as a synonym of the term 'linguistics', and notes that the scope of this field and its boundaries were not defined until certain periods [3, p. 144]. In modern times, the scope of grammar is limited to the areas where the rules of word change and combination are reflected - morphology and syntax. Grammar, which has the characteristics of abstraction and essence, is divided into different types according to its approach to the object of scientific research - among these, historical grammar occupies a special place. And in particular, historical-comparative grammar appears when comparing the grammatical structure of related languages and studying the root forms, the initial structure in a contrasting way. Grammar applies rules in accordance with the internal laws of

the language "for making up all kinds of sentences, without taking into account the form of specific sentences, just as it gives rules about their change and formation, without taking into account specific words" [16, p.157]. More precisely, it involves the change of words, and, together with this, their combination within the sentence based on certain rules and laws. In the material of a certain language, changes in words that are the material basis of human thought, cases of combination in sentences, the state of abstraction, consideration of the concept of generality are manifested in the form of grammatical categories. That is, certain characteristics, the most important features are combined and generalized, and morphological phenomena of the same type appear as a categorical phenomenon. In this sense, it would not be wrong to say that the grammatical structure is "the result of the long-term abstraction activity of human thinking, an indicator of the great success of thinking" [16, p. 159]. In grammar, words change, transitioning lexical meaning to general grammatical meaning by abstracting occurs within the limits of grammar by specialization. O.P.Sunik writes about the grammatical categories realized against the background of homogeneous morphological phenomena: "category means the type, group, class of homogeneous facts and phenomena from the field of language and speech (the research object of linguists)" [24, p.28-29]. "Category" derives from a Greek word (*kategoria*), which lexically means "to say", "accusation", "sign", "it arises and develops as a generalization result of the historical development of cognition and social experience" [3, p.89].

2 Literature Review

Considering the connection of grammatical categories with real facts, it can be said that they are also historical categories that appeared in certain periods of thought and language development. A set of homogeneous grammatical phenomena forms a grammatical category, in which both their grammatical features and the grammatical meanings they form are categorized as a unity. Touching the issues of the essence of grammatical categories and the concept of grammatical category in the science of linguistics, A. Akhundov comes to the conclusion against the background of conflicting, idealistic considerations and opinions that "grammatical category is a real linguistic unity or unit of grammatical meaning and its material expression" [3, p. 147]. Grammatical categories are divided into two parts: general and specific grammatical categories. So, if any grammatical category belongs to several parts of speech, then it should be called as a general grammatical category. Common grammatical categories in Turkic languages are as follows: category of case; category of possessiveness; category of person; category of number; category of negation.

In any language, "certain principles are based on for defining morphological categories" [10, p. 255]. Each grammatical category has its own morphological and syntactic features. Of course, these features are not the same for all world languages. Manifestations of grammatical categories in Turkic languages appear with both geneological and typological differences. Since the grammatical structure of each language has different and specific laws and development history, the grammatical categories are also different, and Turkic languages represent a rich language in this sense.

Different grammatical means of connection are involved in the formation of different grammatical categories. It should also be noted that the processing of grammatical means of connection is not at the same level, sometimes morphological indicators - inflectional suffixes, sometimes auxiliary words, conjunctions, postpositions, sometimes intonation, word order in a sentence, articles show activity. Grammatical indicators reflect differentness in the formation of grammatical categories in Turkic languages. And it is a fact that "written works mainly play a role of source in reviving the linguistic landscape of a concrete historical period" [11, p.94]. Most of the old Turkic

written monuments, as well as the grammatical indicators and grammatical means of connection in the language of official-legal documents, are identical with modern Turkish languages, while sometimes there are differences in terms of initial form and functionality, which can be clearly worked out in dialects and accents. In his fundamental work "Grammar of the Turkish language" written in 1846, Kazim bey brought attention to all the grammatical features of the Turkish language accurately and comprehensively. In this work, the author theoretically evaluated the category of quantity in Turkish languages [13, p.96-106].

In the grammatical structure of the language, the quantitative category occupies an important place due to its functionality and features. In other words, quantity "is one of the most comprehensive categories in the world, covering dimensions and measures, numbers and qualities, time and horizon boundaries. It is a value related to objects and cases in nature, but it has also turned into language elements and linguistic structure as a quantitative form of the object in the language in human cognition. The mysterious connection between nature and language can be seen here. Therefore, the intra and cross-linguistic comparative study of the category "number" in different languages allows revealing the mysteries of many languages" [18, p. 505].

The quantitative category is one of the most extensive and multifaceted categories of modern human thinking, so it is not surprising that its study is of constant interest to scientists from various fields, including researchers in the field of linguistics. This category includes not only nouns, but all other parts of speech, so it is considered a general grammatical category. The concept of plurality, the notions of quantity, amount is related to the innovations in the lifestyle and activity of a person, because one of the additional concepts of a person about an object is its quantity. The process of comprehensive understanding of the object also required knowing its minority-majority and the amount of signs in it. In this sense, in order to understand a thing, a person penetrated its abstract quantity. Even when ancient people did not know how to calculate the specific quantity of an object and there was no knowledge of which number to take as a standard for this, there were concepts about its imprecise quantity. This shows that the concept of quantity arose before specific numbers and it was expressed by peculiar means of each language. As a result, we can say that along with the development of human thinking, certain means were being created in the language to distinguish single-quantity objects from large-quantity objects and to express them. Mentioning that the concept of number is realized on the basis of the existence of single and plural, B. Khalilov notes that the concepts of singular and plural are created by human imaginations, the concept of number is simple in the first life imagination of a person, and later the concept of number changes and develops in connection with the development of human imaginations [12].

The scientist further writes, "As a result of development, complex, abstract meanings have formed in the concept of quantity. Complex, abstract meanings appeared in the development stage of the singular and plural number system. There have been three stages of development of singular and plural number systems. In the first stage of development, a number of nouns denote a meaning of group. For example: *müâllimlik* (profession of a teacher), *hâkimlik* (profession of a doctor), *âlimlik* (erudition), etc. In the second stage, the even category of number has been created. For example: 4, 6, 8, etc. The formation of the even category of number has created the conditions for a more abstract quantity in human imagination. At this stage, odd and even quantities are distinguished from each other. At the third stage, singular nouns are distinguished from plural nouns. For example: *kitab - kitablar* (book-books)" [12, p. 232].

And the concept of quantity is expressed in agglutinative languages with a concrete grammatical form in an easier way. All languages of the world have special suffixes that express the concept of quantity:

In Turkic languages: *dağ-dağlar, qız-qızlar, ev-evlär, däniz-dänizlär*, etc.

In Russian: *гора - горы, девушка - девушки, дом - дома, море - моря*, etc.

In English: *mountain - mountains, girl - girls, house - houses, sea - seas* etc.

Touching on the development of the quantitative category in world languages, A. Rajabli very correctly writes: "As is known, the category of quantity, denoting the indefinite plural, is formed in all languages of the world, including the Turkic languages, at a high stage of language development, when the language acquires the ability to abstract and generalize. At the time of the ancient Turkic written monuments, the languages of the Turkic tribes had already passed such a stage" [21, p. 0418].

In this meaning, from the examples taken from different languages, it is clear that although they differ according to their lexical meaning, there are specific grammatical means of their pluralization methods. These features, of course, vary from language to language. It should be noted that the category of quantity is also a logical category, it is the same for all the peoples of the world, but the forms of manifestation are different. In Arabic, English, French, Russian, etc, which are inflectional languages, both internal and external inflection are used to express the plurality. In Arabic, pluralization is formed through suffixes in the form of external pluralization, but also through internal inflection. Let us note that gender difference is also observed in pluralization in Arabic.

It should also be emphasized that pluralization in inflected languages is mostly done by internal inflection. "When making plural nouns in French, in general, the article is used in the plural form, and the silent letter "s" is added to the end of the noun: *une abre (tree) - des abres (trees); une maison (house) - des maisons (houses)*. But this law is violated in another nuance. For example, when making plural nouns which ends in "s", "x" and "z", it is enough to change only their article: *un pays (country) - des pays (countries); une noix (walnuts) - des noix (walnuts); un nez (nose) - des nez (noses)*" [17, p. 139-143; p. 142].

Comparison, which is one of the principles referred to in defining of any morphological category, is used in the formation of category of quantity. That is, as a result of comparing the units belonging to the category of number, the concept of plurality appears:

singular		plural
<i>ev</i>	–	<i>evlär</i>
<i>bitiq</i>	–	<i>bitiqlär</i>
<i>dağ</i>	–	<i>dağlar etc.</i>

If it is possible to say that the concept of quantity is not only limited to the comparison of singularity and plurality, but "it includes singularity, plurality, set, specific number, indefinite number, approximate number, mathematical number, etc." [5, p. 57]).

3 Method

The methods of expression of the concept of quantity in Turkish languages, the study of their forms of manifestation are studied using various linguistic research methods. In the analysis of the components of suffixal morphemes, as well as in order to observe the historical forms of morphemes involved in the formation of the concept of quantity, the method of linguistic description and the method of structural modeling are used. The comparative-historical method prevails in the article, with which the historical development of the formants and tools expressing quantity is followed, the functionality of suffixal morphemes and their modern status are analyzed. Diachronic and synchronic analysis methods are also used, and it is important to apply these

methods in the analysis of the grammatical structure of ancient texts and any morphological category.

4 Results

Quantitative Category in Turkic languages

In Turkic languages, as well as in Old Turkic, in Turkic-language sources, in the language of works, the concept of quantity is formed in three ways:

- 1) Concept of quantity expressed in a lexical way;
- 2) Concept of quantity expressed in a syntactical way (by word combinations and repetitions);
- 3) Concept of quantity expressed in a morphological way.

The concept of quantity and plurality expressed in a lexical way includes very few words in Old Turkic: *az*, *kop*, *kopan*, *üküş*, etc. In the semantic capacity of these words, there is a concept of plurality.

Expression of quantity morphologically is typical for the language of Gokturk and old Uyghur texts, as well as for the language of monuments written in Karakhani Turkic. In order to express the plurality, totality, collection of an object, sometimes its sign or quality, it is mainly formed by adding the morpheme *-lar²* to the end of the word, and in some cases) the suffixes *-at*, *-an*, *-iz/-z*, *-gun*. The historical landscape of the suffix *-lar²* from old Turkic to modern Turkic languages shows that it has surpassed other formants due to its activity and scope of development and has become an all-Turkic language factor. In some sources, it is noted that “in old and medieval Turkic languages, the use of the plural suffix *-lar²* in the words used after the cardinal numeral is emphasized not according to modern language norms, but this feature is characteristic for old Turkic” [19, p. 250]. Touching on the issue of nouns used after cardinal numerals taking the suffix *-lar*, A. Tanriverdi points out that this feature “in the dialects of the western group of the literary language of Azerbaijan, happens even today: *Älli qoyunlar var; Hökümätdä yüz adamları var*” [25, p. 64].

Paying attention to the expression of the concept of singularity and pluralism in language, A. Aslanov writes: “As a result of the gradual development of abstract thinking, it became clear to man that the concept of two or more (many) things includes the concept of pluralism” and notes that “the simple form of the plural is realized through the suffix *-lar*” [5, p.58]. The main morphological indicator of the category of number in the language of official-legal documents in Old Turkic is the suffix *-lar²*: *ebler*, *kisiler*, *edgülar*, *tnlığlar*, *burkanlar*, *inlier*, *yilkalar* etc.

The suffix “*-lar²*”, which forms the concept of plurality in Turkic languages, expresses content of generality, abstraction in the language, and today in modern Turkic languages, this morphological indicator suffix still demonstrates its activity in various phonetic variants:

Table 1: The suffix “*-lar²*” phonetic variants

Turkic languages	Singular	Plural
Azerbaijani	<i>Dağ/Öz/Ev/Däniz</i>	<i>Dağlar/qızlar/evlər/dänizlər</i>
Turkish	<i>Dağ/Kız/Ev/Deniz</i>	<i>Dağlar/kızlar/evler/denizler</i>
Kazakh	<i>Tau/Kız/Üy/teñiz</i>	<i>Taular/kızdar/üyler/teñizder</i>
Kyrgyz	<i>Too/kız/üy/deniz</i>	<i>Toolor/kızdar/üyler/denizder</i>
Turkmen	<i>Dag/gyz/öý/deñiz</i>	<i>Daglar/Gyzlar/öýler/deñizler</i>

Touching on the origin and etymology of the suffix “*-lar*”, A. Tanriverdi notes that the plural suffix “*-lar*” was formed on the basis of the synthesis of the morphemes *-la* and *-ar*, which denote a group: *la+ar= -lar*” [25, p. 189]. There are different opinions and considerations about the etymology of this suffix. Summarizing all considerations in his work, M. Kipchak comes to the conclusion that the suffix *-lar/s* is not a result of asemantization of any word (the word loses its meaning and becomes a suffix), but it shaped through fusion - in other words, the merging of the morpheme *-la* and *-r* appeared as a result [14, p. 174-179].

Expression Quantity Category in Old Turkic official-legal documents

In Old Turkic official-legal documents, in the language of legal wills, the expression of the plural through the suffix *-lar²* loos as follows: *ma take özge kisilär (vä daha özgä adamlar)*, *buyakçı beglärim kutuğa (Savab iş görän bälärimin säädätinä)*; *teğiler bile köni bilsünlär (qohumlarla düzgün (bärabär) bölsünlär)*, *borluk birip sözläri yarimasunlar (meynälik verib sözläri yozmasınlar)*, *bu yirkä birimlärim kälsär (bu yerä verimlärim (vergilärim) gälsä)*;

In the language of Old Turkic official-legal documents, the concept of group, plurality, and quantity is implemented through a number of formants and indicators:

-an // -än: *bodun*, *eren*;

-laq² // -lq⁴ (*-lq*, *-lik*, *-luq*, *-lük* (*-lag*, *-lek*, *-lök*, *-laq* etc.): *ödüküg*, *tnlığ*, *teyriliq*, *onluk*, *ärklik*, *korluq* [15, pp.109-117; 22, p. 259]. M. Kipchak gives extensive information about the etymology, grammatical features, the status of the morpheme *-liğ/-liğ* in the Turkic languages and notes that “the semantics of plurality is primary” [14, pp.308-310].

-z// -iz: *oğuz*, *qırğız*, *qaqauz* (group); *biz*, *siz* (plurality); *üz*, *göz*, *äkiz*, *diz* (couple). The element *-z* is shown “as a plural indicator of the group of personal pronouns” [22, p. 115]. In Turkology, the idea that the affix *-i[z]//-(i)z* as an indicator of the binary number is widespread.

-at // -it: *bayat*, *tarkat*, *elat*, etc. It should be noted that there are interesting considerations and results in Turkology regarding the etymology of this suffix. The morpheme *-it*, denoting grammatical plurality, also appears as a plural element in Altai, Iranian, and Uralic languages.

Historical facts and forms of the expression of quantity in modern Turkic languages show that the elements *z*, *k*, *l*, *m*, *n*, *r*, *s*, *ç* and *ş* were also historically used as indicators of number in Turkic languages. Speaking about this, B.A. Serebrennikov writes: “Indicators *z*, *k*, *l*, *m*, *n*, *r*, *s*, *ç*, *ş* which mean plurality, can be easily selected in the suffixes of nouns and adjectives denoting diminution, reduction, and form suffixes denoting repetition of action in verbs” [23, p. 189-203].

T.Banguoğlu defines the category of plural in Turkish under the title of “*Plural in nouns*” and writes: “When we want to describe more than one entity of the same genus, we add a *-ler* suffix to the end of nouns... We call nouns in this form as plural (*pluiel*)” [6, p. 322].

Talking about the concept of quantity and plural system in Turkic, M.Dashdemir explains the plural bases used in Turkic languages and the similarities and differences of number systems with other languages. According to M. Dashdemir, “the language in which the number system is most similar to Turkic is the Korean language” [8, p. 309-336].

G.Abdullayeva, while talking about the morphological indicators of the quantitative category, writes: “historically, the quantitative category has had language facts whose functions and duties are essentially the same, but which have gained diversity in terms of morphological indicators” [2, p. 11]. In addition, in Turkic languages, we sometimes see the manifestation of the concept of number on a semantic basis too. This feature is also evident in sources related to the official-business style of Old Turkic. Such nouns, without accepting any morphological indicators, denote a set of a certain entity, thing, or concept with a single lexical unit: the words *il*, *sü*, *bodun*, *ulus* are such lexical units.

The role of numbers in syntactic expression of quantity is also important. As it is known, numbers, double words, repetitions, and quantitative words play a key role in the syntactic expression of sum and quantity. Numbers syntactically involved in the expression of quantity act as the first part. In modern Turkic languages, the syntactic method “to express the quantity of more than one thing” is also used to express the concept of quantity. In

this case, special words – cardinal numerals, indefinite cardinal numerals, numerical words denoting quantity (*dänä, ääd, näfür*, etc.) - are added to the beginning of the entities [13, p.105-108], objects, and concepts that indicate quantity:

- a) Concrete quantity is expressed by cardinal numerals: *beş kişi* (five men), *on ev* (ten houses), *doqquz känd* (nine villages), etc.
- b) The indefinite quantity of an object is expressed by indefinite numerals, the plurality is indicated: *xeyli insan* (a lot of people), *çoxlu meyvä* (a lot of fruit), etc.
- c) Expression of the concept of number by numerical words: *beş baş inäk* (five cows), *üç tikä çöräk* (three pieces of bread), *iki düstä göyärti* (two bunches of greens), etc.
- d) Expressing the plurality of the number by repetition of attributive nouns: *düstä-düstä uşaqar* (groups of children), *ev-ev känd*, *parça-parça buludlar* (many clouds), *tikä-tikä ät* (pieces of meat), etc.

Different grammatical means of communication are involved in the formation of different grammatical categories. It should also be noted that the level of processing of grammatical indicators is not the same, sometimes morphological indicators - modifying suffixes, sometimes auxiliary words, adverbs, conjunctions, sometimes intonation, word order in a sentence, articles show activity.

5 Discussion

The researcher Abdullayev, who writes that languages change depending on society, notes that, despite the common features that unite different Turkic languages, many different aspects can be clarified by comparing individual categories [1, p. 247]. In this sense, differences are reflected in the expression methods of grammatical categories in Turkish languages due to the influence of historical period and sociolinguistic factors. In the language, the concept of quantity is manifested both by words denoting number and through morphological indicators that form the concept of number, and this feature also applies to Old Turkic, in expressing the general quantitative difference between things. The category of number is expressed by the plural suffix “-lar” in Turkic languages: *bäylär* (gentlemen), *kitablar* (books), *atlar* (horses), *topraklar* (lands), etc. This suffix is typical in “The Diwan Lughat al-Turk” by M. Kashgarli, “Kutadgu Bilig” by Yusif Balasagunlu, “The Book of Dede Korkut”, and other Turkic-language sources.

Suffix *-lar/-lär/-ler*, which is used in the language of all Old Turkic monuments, is also typical for Old Turkic official-legal documents that we are talking about. In the monument, the *-ler* variant is almost not used: *bitiglar*, *taşılarka*, *kisilär*, *onluklarka*, *tägilär* etc [22, pp. 253-266].

A different and traditional, old way of expressing number, quantity, part in the language is to turn to the help of some lexical morphemes. In order to express “all”, “many”, “half”, “some”, “few”, “nothing” of a being with the concept of number in languages” [8, p. 310], a series of auxiliary words are used: in Goyturk language - *barı* “hamısı”, *kamağ* “hamısı, bütünü”, *üküş* “çok”, *buñsız* “bol”, *kiçig* “pek az”, *kop* “hamısı, bütünü, tamamı”, Old Uighur: *tükel* “bütün, heñ barça “bütün”, *kamug* “bütün, hamısı”; in Qarakhanid Turkic: *tegme* “här”, *kamug* “bütün”, *ked* “çok”, *telim* “çox”, *aşru* “aşırı, çox, artıq”, and so on. Buludkhan Khalilov calls the concept of number formed through these words approximate plurality [12, p. 232].

N.K. Dmitriyev notes that “repeated or double words are the oldest form of expression of the concept of quantity in Turkish languages” [9, p. 65-71]. The study of the language of the Old Turkic official-legal documents shows that the concept of quantitative, group, and plurality has been implemented mainly with the suffix *-lar*, but also through a number of formants and indicators.

Most of the grammatical indicators and grammatical means of connection involved in the formation of the concept of

quantitative in the language of Old Turkic written monuments, as well as Old Turkic official-legal documents, are almost identical to modern Turkic languages. At some points, there are differences in terms of initial form and functionality, which are clearly noticeable in dialects and accents. Quantitative category, which is a general grammatical category, is expressed in three ways: lexical, syntactic, and morphological. Based on our research, we can say that the quantitative category occupies a special place due to its grammatical features, the richness of the expression methods of morphological indicators, and its grammatical function.

The analysis of the category of number, which is a grammatical category specific to nouns in Turkic languages, based on old Turkish texts, shows that the concept of quantity, like in other languages, has changed from concrete to abstract. The concept of concrete quantity was formed in earlier periods in the language, and at that time special words and numbers were used. “The expression of quantity in an abstract form is like a long historical development process: at first, the item with a known number was repeated several times, and later the concept of quantity was expressed through a more abstract form of expression - a suffix” [20, p. 30].

N.A. Serebrennikov and N. Hajiyeva in the book “Comparative grammar of Turkic languages” translated by academician T. Hajiyev from old Turkic to today’s Turkic languages, claim that the concept of quantity means more “collective plurality” in accordance with the concrete thinking of ancient Turks, [23, p. 114], and it is noted that quantity of the collective plurality is less abstract and indicates the number of objects that can be seen and counted.

6 Conclusion

The branch of linguistics that studies the structure and rules of changing words, word combinations and sentences without taking into account their concrete-material meaning is called grammar. Words acquire grammatical rules and laws to express any idea. The grammar of each language has its own characteristic grammatical concept. Grammatical concept includes grammatical meaning, grammatical category, grammatical form, grammatical method (means of expression), grammatical structure. Each grammatical category, realized against the background of homogeneous morphological phenomena, has its own morphological and syntactic features. In the grammatical structure of the language, the category of quantity occupies an important place due to its functionality and indicators. When studying the ancient texts, it is clear that, even when ancient people did not know how to calculate the specific quantity of an object and there was no knowledge of which number to take as a standard for this, there were concepts about its imprecise quantity. It should be noted that the category of number is also a logical category, it is the same for all the peoples of the world, but the forms of manifestation are different. It can be said that the formants involved in the creation of the concept of number in old Turkic, where there are clear traces of collective plurality, show richness. Although the expression form of the category of number in Turkic languages is mainly the morphological indicator *-lar*, language materials related to old Turkic, including written monuments of the Middle Ages and the grammatical structure of modern Turkic languages show a rich landscape in the manifestation of number. In the grammatical system of number in the language, opposing of singularity, plurality is created by lexical, morphological, and syntactic methods. Just as these methods show differences in periods, they also differ for national languages from the differentiation of Turkic languages to various development paths in subsequent periods. As it can be seen, the category of quantity, which is formed in different forms in all languages, has developed from primitive form to complexity in Turkic languages, and with certain formal features, it manifests itself as an active grammatical category from old Turkic to modern Turkic languages.

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GENDER DIFFERENCES IN RUSSIAN PHRASEOLOGY

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Abstract: The study of language in terms of lexical and phraseological combinations helps to understand the cultural systems formed in this language. Paying attention to the structure of phraseological units and their semantics, at the same time revealing their linguistic and cultural features, helps to make a gender analysis on the masculine and feminine level of the language, because language as a cultural phenomenon bears all the historically established and modern gender codes that have developed traditionally. The Russian language, like many other languages, contains phraseological expressions that reflect certain socio-cultural features of society. One of these features is gender differences, which are reflected in the phraseology of the Russian language. Gender differences in phraseology of the Russian language are shown in the use of certain expressions and idioms, associated with the sex of the person in question.

Keywords: gender; Russian phraseology; gender differences; phraseological expressions; culture.

1 Introduction

In order to analyze Russian phraseology from a gender perspective, one can consider as the main source the phraseological dictionary of the Russian language, edited by A.I. Molotkov. There are many phraseological expressions in the Russian language reflecting gender differences in society. Some of them are associated with notions of male and female behavior, roles and qualities inherent in each gender. However, it should be noted that there are also neutral expressions that are not associated with gender and do not reflect stereotypes [11, p. 255-256].

Gender differences in Russian phraseology manifest themselves at different levels:

- At the level of vocabulary and collocations: there are phraseological expressions and stable expressions that have different forms depending on the gender of the person they refer to. For example, "to speak on behalf of a man" and "to speak on behalf of a woman" (*"говорить от имени мужчины"* и *"говорить от имени женщины"*).
- At the level of meaning: some phraseological expressions have different meanings depending on the gender of the person they refer to. For example, "a horse under a wife" (*"конь под женой"*) can mean "a poor man" or "a stallion owned by a woman" (*"жеребец, которым владеет женщина"*).
- At the level of usage: some idioms are only used in relation to people of a particular gender. For example, "to ignore woman's logic" (*"забить на женскую логику"*) has a negative connotation and is used only in relation to women [9, p. 31-32].

Cultural and gender codes in Russian phraseology can manifest themselves at several levels:

There are phraseological units that contain gender and cultural stereotypes. For example, the expression "woman at the wheel" (*"женщина за рулем"*) can be used to indicate that a female driver cannot drive well.

Some phraseological units contain images related to male or female roles in society. For example, the phrase "the man of the house" (*"мужчина в доме"*) may be used to indicate that the man is the head of the family and is in charge of all family 'internal affairs'.

Phraseological units may contain cultural codes related to traditions and customs. For example, the phrase "raise a hand against a woman" (*"поднять руку на женщину"*) may be used to indicate that a man violates cultural norms prohibiting violence against women.

Phraseological units may contain references to religion and culture. For example, the phrase "black as Satan" (*"черный как сатана"*) can be used to indicate something that is very dark and sinister.

Some phraseological units may reflect the position of women in society. For example, the expression "a woman's word is not strong" (*"женское слово – не крепко"*) can be used to indicate that a woman cannot keep her word and is not a reliable source of information [4, p. 21-22].

In general, gender differences in Russian phraseology are related to traditional stereotypes about men and women and may reflect socio-cultural features of society. However, modern demands on language and society imply a more flexible and equitable approach to language use and the avoidance of discrimination based on gender [8, p. 11-13].

There are several approaches to the study of gender differences in Russian phraseology. One of them is the analysis of the use of gender-neutral and gender-specific phraseological expressions depending on the gender of the speaker and addressee. The peculiarities of the use of idioms in different social groups, such as age, professional or ethnic groups, are also studied. Another approach is to analyze the semantics of phraseological units and to identify gender stereotypes associated with them. For example, phraseological expressions containing words related to male or female spheres of activity are studied, and stereotypical ideas about the roles of men and women in society are analyzed. It is important to note that the study of gender differences in phraseology in the Russian language has not only a linguistic but also a socio-cultural aspect, since language is a reflection of social relations and stereotypes associated with gender [12, p. 122-123].

3 Method

The study used both general scientific research methods and specifically linguistic ones: descriptive, comparative methods, techniques and methods of lexico-semantic analysis, as well as metalinguistic - in the analysis of cognitive-linguocultural information contained in phraseological units and proverbs.

4 Results

Phraseological expressions related to men's and women's ways of thinking

Phraseological expressions are expressions used in language as complete units with a stable meaning and an unbreakable connection between the words that make them up. They can have origins in different cultures and eras, and are often related to the way people think and behave in a certain cultural environment. There are many idioms associated with men's ways of thinking (see Table 1), reflecting different aspects of male culture and psychology. Some of these include:

- Sporting lifestyles: Men who grew up in a sporting environment often use phrases related to sportsmanship, winning and losing. For example, "to take the upper hand" (*"взять верх"*) or "to subdue" (*"подчинить себе"*) may reflect a desire to be the leader and to win.
- Military experience: Men who have served in the military use phrases associated with militaristic culture and strength, such as "stand up for defense" (*"встать на защиту"*) or "take charge" (*"взять на себя ответственность"*). They may also use language associated with hierarchical structures and command.
- Sexism: In some cultures, there is a common perception that men should be more dominant and aggressive than women. This can be reflected in phraseologies such as "taking charge" (*"брать за правило"*), "tough sex" (*"крепкий пол"*), and "men's work" (*"мужская работа"*).

- Occupational culture: Depending on their profession, men may use phrases related to their work and craft. For example, "to do one's job conscientiously" ("делать свою работу на совесть") may reflect professionalism and responsibility [7, p. 34-35].

Table 1: Phraseological expressions related to men's and women's ways of thinking

Men	Women
"Masculine approach" ("Мужской подход") - a way of solving problems based on logic and analytical abilities.	"Feminine approach" ("Женский подход") - a more emotional and intuitive approach to problem solving.
"Masculine way of thinking" ("Мужской стиль мышления") - a tendency to analyze, plan, and solve problems, as well as to compete and achieve goals.	"Women's way of thinking" ("Женский стиль мышления") - a tendency towards communication, cooperation, and soft power, and emotion-based decision-making.
"Masculine thinking" ("Мужское мышление") - the ability to think abstractly and reason logically.	"Feminine mindset" ("Женское мышление") - a capacity for empathy, intuition, as well as the ability to perceive and understand the emotions of others.
"Masculine mind" ("Мужской ум") - implies an intellectual capacity for abstract thinking and solving complex problems, as well as the ability to make rational decisions.	"Women's mind" ("Женский разум") - a more balanced and caring approach to decision-making.
"Men's logic" ("Мужская логика") - reflects a rigorous and clear-cut approach to problem solving and decision-making, based on the principles of logic and rational analysis.	"Women's logic" ("Женская логика") - inconsistent and illogical thinking.
"Men's talk" ("Мужской разговор") - often associated with a more straightforward, competitive and aggressive style of communication, based on achievement. In such conversations, men often talk about work, sports, technology, politics, but also discuss women, sex, and other topics that can be perceived as rude or offensive.	"Women's conversations" ("Женские беседы") - often associated with a more emotional, collective and empathic style of communication, where there is a greater emphasis on interaction and mutual support. In these conversations, women usually discuss their personal relationships, family, health, fashion, beauty, and share experiences and advice.
"Male common sense" ("Мужской здравый смысл") - describes a practical approach to problem-solving that men often use.	"Women's judgement" ("Женское суждение") - a tendency towards softer and more tolerant judgement, which can be based on empathy.
"Male intelligence" ("Мужской интеллект") - implies a high level of knowledge, education, and culture, as well as the ability to think critically and analyze.	"Woman's log" ("Бабский лог") - can be used to describe an inconsistent and incomprehensible woman, which can lead to the stereotype that women are less logical and less intelligent than men.
"Masculine vision" ("Мужское видение") - refers to strategic thinking and the ability to see the 'big picture'.	"Women's gut feeling" ("Женское чутье") - the ability to sense something without explicit evidence or explanation.
"Masculine determination" ("Мужская решительность") - reflects the ability to make quick and effective decisions under stress and uncertainty.	"Women's indecisiveness" ("Женская нерешительность") is a stereotype or prejudice that suggests women are more likely to be indecisive and hesitant in making decisions.
"Masculine calculation" ("Мужской расчет") - describes the ability to anticipate and forecast events, as well as to strategically plan and manage resources.	"A woman's sixth sense" ("Женский шестой смысл") - unexplained intuitive understanding.
"Masculine rationalism" ("Мужской рационализм") - describes a propensity for logical thinking and a rational approach to decision-making.	"Feminine subtlety" ("Женская тонкость") - the ability to notice details and nuances that men may miss.
"Masculine willpower" ("Мужская сила воли") - reflects the capacity for self-control, persistence and perseverance to achieve goals, and to overcome difficulties and obstacles.	"Women's intuitionism" ("Женский интуитивизм") - the ability to feel and intuit when making decisions.
	"Women's dialectic" ("Женская диалектика") - a particular style of thinking that involves taking a more emotional and multi-faceted approach to communication.
	"Feminine vision" ("Женское видение") - the ability to see things not only as they are, but also as they could be.

Phraseological expressions related to women's ways of thinking are driven by cultural and gender factors. Some of these factors include:

- The structure of society: in many cultures, women often play the role of nurturing children and caring for the family, which affects their way of thinking. For example, the phraseology "maternal instinct" ("материнский инстинкт") can be linked to this role of women.

- Language culture: some languages may have certain phrases that are used to describe women's behavior, such as "female intuition" ("женская интуиция"). This may be related to traditional notions of women's roles and men's roles in society.
- Social norms: In some cultures, men and women are expected to display certain qualities. For example, men are often ascribed strong, aggressive, and determined traits, while women are expected to be soft, caring, and sensitive. These stereotypes can manifest themselves in language and phraseology.
- Historical factors: in the past, women were not allowed to take leadership positions and make important decisions. As a result, women may have developed a more cautious and deliberate mindset, which may be reflected in phraseological expressions associated with the female way of thinking [6, p. 133-134].

In general, phraseological expressions associated with the way of thinking of women and men are caused by cultural and gender reasons, including stereotypes, social norms, and cultural traditions.

Phraseological expressions reflecting differences in the social roles of men and women

Phraseological expressions related to differences in men's social roles may have cultural and gender-specific reasons (see Table 2). They reflect ideas about traditional male roles in society and culture. For example, some cultures believe that men should be strong and fearless. Therefore, expressions referring to strength and courage, such as "tough as an ox" ("крепкий как бык") or "strong as an ox" ("сильный как бык"), may appear in phraseology. These expressions emphasize the importance of physical strength and courage for men. The phrases also reflect traditional male roles in relationships with women. For example, the phrase "to leave a girl" ("бросить девушку") may be related to the idea of men as hunters and women as prey. Some phraseological expressions may also contain sexual and/or derogatory connotations, which may be related to sexual stereotypes and discrimination. For example, the phrase "to give up one's wife" ("отдать жену на попечение") may reflect the idea of women as something that a man can "give up" (отдать) to another man [10, p. 133-134].

Table 2: Phraseological expressions reflecting differences in men's and women's social roles

Men	Women
"A man's job" ("Мужская работа") - means a job that is generally considered more suitable for men.	"Glass ceiling" ("Стеклоплатформа") is a metaphorical expression that reflects the invisible obstacles women face in advancing their careers in a male-dominated society.
"A man's word" ("Мужское слово") - implies that a man should keep his word and be a man of his word.	"Second shift work" ("Работа второй смены") is a phraseology that refers to a woman's burden of having to take care of children and household chores after working in a formal job.
"Men's strength" ("Мужская сила") - indicates that men are generally considered to be physically stronger than women.	"Double standard" ("Двойные стандарты") is an expression that describes the unequal treatment of male and female behavior. For example, what is considered attractive and valued in men may be condemned in women.
"Male friendship" ("Мужская дружба") - reflects men's tendency to form friendships based on common interests and values.	"Pink glasses" ("Розовые очки") - a metaphorical expression that reflects an idealized view of life and relationships, often linked to women's romantic ideology.
"Male dignity" ("Мужское достоинство") - refers to the fact that men should be honest, noble, and have dignity.	"Chicken herd" ("Куриное стадо") is a phraseology that denotes female conformity and fear of standing out from the crowd.
"Male responsibility" ("Мужская ответственность") - emphasizes that men should take responsibility for their actions and decisions.	"Housewife" ("Домохозяйка") is a traditional female role associated with taking care of the home, family, and children.
"Male authority" ("Мужской авторитет") - refers to the fact that a man should be respected and respect others, especially those who are younger or less experienced.	"Bird on a branch" ("Птичка на ветке") - a metaphorical expression that reflects the image of a woman often associated with defencelessness and dependence on a man.
"Male leadership" ("Мужское руководство") - indicates that men are often seen as natural leaders and should be able to lead others.	
"Male Principle" ("Мужской принцип") - reflects the ideal of masculinity and traditional expectations of men, such as courage, perseverance, and determination.	
"Male dominance" ("Мужское доминирование") is a concept that	

<p>indicates that men have a higher social status and more power in society than women.</p> <p>"Male conceit" ("Мужское самомнение") is the generally accepted confidence in one's masculine identity, which can manifest itself in various forms, including self-assertion and aggressive behavior.</p> <p>"Male prestige" ("Мужской престиж") is the status that men can attain based on their achievements, qualities, and social status.</p> <p>"Die Hard" ("Крепкий орешек") - represents a strong, resilient man who is able to withstand adversity.</p> <p>"To be on the horse" ("Быть на коне") - indicates that the man is in a winning or advantageous position.</p> <p>"Put in place" ("Поставить на место") - indicates a man's dominant behavior and his ability to control or punish others</p> <p>"Male solidarity" ("Мужская солидарность") - refers to the notion that men usually support each other and band together in solidarity, especially in situations involving physical strength or protection.</p> <p>"Strong gender" ("Сильный пол") - an expression that affirms male physical strength and toughness, emphasizing the male role in protection and strength.</p> <p>"Iron patience" ("Железное терпение") - This expression emphasizes the notion that men should be patient and able to withstand hardship and stress.</p> <p>"Stronger half of humanity" ("Сильная половина человечества") - this is a phrase that claims men are stronger or more important members of society.</p>	<p>"Woman behind the wheel" ("Женщина за рулем") is a phrase that can be used to describe female drivers and is often associated with sarcastic or negative attitudes towards their driving abilities.</p> <p>"Granny on the bench" ("Бабушка на лавочке") is a metaphorical expression that reflects the image of a woman who has ceded her place in public life to young people.</p> <p>"Woman at the cooker" ("Женщина за плитой") - describes the traditional social role of a woman as the housewife and chief cook in the family.</p> <p>"Lady in need" ("Дама в беде") - describes a woman who needs help or protection from men.</p> <p>"The beautiful woman" ("Женщина-красавица") - describes a woman who needs to look attractive and have a certain style and elegance, which may be important for her social position.</p> <p>"Matryoshka woman" ("Женщина-матрёшка") - describes a woman who takes care of her loved ones as dolls and is usually associated with Russian culture.</p> <p>"Businesswoman" ("Женщина-бизнесмен") - describes a woman who is involved in business and professional activities, and often faces the challenges of combining work and family life.</p> <p>"Princess woman" ("Женщина-принцесса") - describes a woman who often appears wealthy, pampered, but also unable to cope with everyday problems and tasks, for which she is offered substantial support from men.</p> <p>"Single woman" ("Женщина-одиночка") - describes a woman who lives without a husband or partner and usually has to cope with all of life's challenges on her own.</p> <p>"Mother woman" ("Женщина-мать") - describes a woman who takes care of her children and is usually considered responsible for their upbringing and development</p>
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Phraseological expressions related to differences in women's social roles may have cultural and gender-specific reasons, as culture and gender stereotypes influence how we express our thoughts and how we perceive the world. For example, the Russian language has many female-related idioms that express negative stereotypes about women's role in society, such as "get the woman off the cart, and the horse will go farther", "a woman behind the wheel is like a cow on ice", "a woman is evil", etc ("баба с вoзy - кобыле легче", "женщина за рулем - как корова на льду", "женщина - зло"). These idioms reflect the idea that women cannot be good drivers, are incompetent at business management and decision-making, and in general are incapable of logical thinking. On the other hand, there are also phraseological expressions reflecting positive stereotypes about women, such as "a woman with intelligence and without intelligence is beautiful", "a woman is the flower of life", "a woman is fire", etc ("женщина с умом, да и без ума красива", "женщина - цветок жизни", "женщина - огонь"). These idioms associate women as beautiful, sensitive, emotional and capable of bringing joy and happiness into people's lives. Thus, the cultural-gender reasons for phraseological expressions regarding the difference in women's social roles are related to traditional notions about women, which were formed in the past and still influence our thinking and linguistic practices.

Phraseological units reflecting differences in economic opportunities between men and women

Phraseological units referring to women and men may reflect sexist stereotypes, which in turn are based on ideology related to the differences in men's economic opportunities (see Table 3). For example, the phraseology "men's work" ("мужская

работа") reflects the sexist stereotype that the work usually done by men is more important and valuable than the work done by women. Phraseological phrases associated with men's professions and occupations can also be found, indicating that men are more successful and influential in society [2, p. 44].

In the context of men's economic opportunities, many phraseological expressions may reflect stereotypes and ideas about the role of the sexes in society, leading to inequalities. For example, the phraseology "woman at the cooker" ("женщина за плитой") indicates that traditionally women are responsible for cooking and household chores, limiting their opportunities in other areas, including economic.

Phraseological phrases can also reflect differences in the socio-economic status of men and women. For example, the phraseology "man at work" ("мужчина за работой") indicates that men have traditionally been primarily responsible for financial well-being, while women - for domestic comfort. This led to the fact that men had more opportunities for career growth and obtaining highly paid positions than women [5, p. 55-56].

In general, phraseological expressions can be used to maintain and reinforce gender stereotypes and inequalities that exist in society. However, they can also be used to challenge and change these perceptions if they are used consciously and purposefully to combat inequality and discrimination.

Table 3: Phraseological expressions reflecting differences in economic opportunities for men and women

Men	Women
<p>- "Taking charge" ("Взять власть в свои руки") is a phrase that refers to the male political role of a leader who makes decisions and is in control.</p> <p>- "To be the head of the family" ("Быть главой семьи") is a phraseology that reflects the male role in the traditional family structure, where the man is seen as the head of the family, who provides material support and makes key decisions.</p> <p>- "Male discipline" ("Мужская дисциплина") is a phraseology that refers to the male role in society, where men must show strength and determination, as well as the ability to control their emotions and suppress weakness.</p> <p>- "Man's game" ("Мужская игра") is a phraseology that reflects the masculine role in political games, where men compete for power and control using various strategies and tactics.</p> <p>- "Man's code" ("Мужской кодекс") is a phraseology that describes a set of norms and values that are considered typical of masculine behavior in political situations. A code can include qualities such as strength, determination, and leadership.</p> <p>- "Men's club" ("Мужской клуб") is a phrase that refers to the idea that political organisations and institutions are controlled by men and that women and other minorities may experience discrimination when trying to join them.</p> <p>- "Masculine discourse" ("Мужская дискуссия") is a phrase that refers to the idea that political discussions and debates are often conducted by men and that women may feel excluded from the process.</p> <p>- "Masculine approach" ("Мужской подход") is a phrase that refers to the idea that men and women can have different approaches to political issues, with the masculine approach being seen as more rational and pragmatic.</p>	<p>"Pink slip" ("Розовый налет") - this expression describes a situation where a woman in the political sphere is accused of using her gender as a way to advance in her career, despite the fact that she has achieved her successes through her ability and effort.</p> <p>"Women's issue" ("Женский вопрос") - this phraseology was used in the past to refer to issues related to women's rights such as suffrage, equal remuneration, access to education and health care. Today, the term is used to describe any issue related to women, including political issues.</p> <p>"Deep freeze" ("Глубокое заморозенное состояние") is a phrase that describes the absence of women in political office at the highest level. It indicates that women are still limited in their opportunities to occupy high political positions, and that the process of change here is very slow.</p> <p>"Iron fist in a velvet glove" ("Железный кулак в бархатной перчатке") - this phraseology reflects a situation where a woman holds high political office, but her decisions and actions are still limited by stereotypes about how women should behave in public life.</p> <p>"Double standard" ("Двойной стандарт") is a phraseology that reflects a situation where women and men are judged differently for the same actions in the political sphere. For example, a woman may be judged for what a man is seen as simply being a 'tough leader'.</p> <p>"Iron mat" ("Железный коврик") - this expression describes a situation where a woman has to be more competent and effective than her male counterparts in order to get equal opportunities in the political sphere.</p>

4 Conclusion

In conclusion, we can say that gender differences in phraseology represent a reflection of socio-cultural stereotypes existing in society. They manifest themselves in the way we express certain ideas, emotions and attitudes, as well as how we perceive people

by gender. Some phraseological expressions may contain explicit or implicit gender connotations that influence our perception and evaluation of people. However, in today's society, gender-neutral language is increasingly taken into account and the use of gender-conjugated expressions is avoided. This contributes to a more equal and inclusive society, where everyone is entitled to their own unique expression and does not feel discriminated against on the basis of their gender.

Overall, gender differences in phraseology require serious study and analysis by linguists and gender studies specialists. It is important not to forget that language is not only a reflection of reality, but also a means of shaping it, so it is necessary to monitor how we use language and how this affects our perception of the world around us.

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DEVELOPMENT OF THE SOCIAL CULTURE OF AN EDUCATIONAL INSTITUTION AS A MANAGEMENT PROBLEM

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Abstract: The article presents the author's vision of the problem of managing the development of the social culture of an educational institution: the conceptual field of research is formulated, the principles of managing the development of the social culture of an educational institution are identified and scientifically substantiated, and the organizational and management conditions for increasing its level are defined.

Keywords: social culture, management of social culture of educational institution, socio-cultural space, socio-cultural minimum of an individual.

1 Introduction

The history of the development of human civilization has repeatedly testified to the decisive role of education in the establishment of social relations, improvement of science and culture, modernization of production, and was a tool of influence on the mental values and priorities of people, taking into account the interests of long-term and current social practice [15, p. 54]. Equally important is the role of education in the 21st century, since precisely it ensures the movement of changes in the socio-cultural complex in the direction of ensuring the sustainable development of the post-industrial information society [1; 4]. And against the background of the struggle of states for more competitive positions on the world stage, education appears as an indicator of the spiritual component of social life and a translator of new sociocultural meanings, norms, and priorities. In this sense, education stimulates the search for new guidelines in the methodology of training and education of the individual, the development of models of educational environments capable of providing the conditions for personality's successful socialization [8]. Hence, the special attention of modern pedagogical science is focused on the problem of managing the influence of society on the solution of certain educational tasks faced by the educational institution. A factor of such influence is the social culture of the subjects of society, with whom the school either establishes partnership relations, or remains isolated, losing the opportunity to provide students with social inclusion. In this context, the problem of managing the development of the social culture of educational institution is actualized.

The specified problem is the subject of research in the field of psychology, pedagogy, sociology, social pedagogy, social and educational management. In particular, the works of H. Yelnikova, O. Marmaza, M. Moiseev, M. Potashnyk, and E. Khrykov are devoted to the methodological principles of education management and the formation of the culture of an educational institution as an educational organization. Aspects of managing the interaction of an educational institution with the external environment are highlighted in the works of I. Korniylova, V. Palamarchuk, V. Pinchuk, O. Popova, Yu. Taran, A. Chernyuk. The peculiarities of the interaction of the educational institution with other public institutions were studied

by K. Ibrahimova, V. Kovalchuk, R. Navgorodskiy, O. Sysa, and others. However, a holistic study of the problem of managing the social culture of an educational institution was not conducted.

The purpose of the article is to clarify the conceptual and categorical field of research, to determine the principles of managing development of the social culture of an educational institution and the organizational and management conditions for increasing its level.

2 Materials and Method

To achieve the goal of the study, general theoretical methods of scientific knowledge were used (analysis, synthesis, generalization, systematization, etc.).

The methodological basis of the article consisted of the concepts and provisions developed in the works of scientists involved in understanding the problems of management, education management, culture, sociology, and communications. The research methodology is based on a combination of system and activity approaches.

3 Results and Discussion

A modern educational institution is a subject of society, and this fact obliges it to recognize the cultural imperative of the social environment and adhere to common cultural and legal norms of life. In this context, the social culture of the educational institution acts as a regulator of the school's interaction with other subjects of society and is expressed in the value-normative system of relations with them. Such subjects include:

- Social institutions (family; organizations and institutions of education, culture, health; religious institutions; public organizations), because they represent an organized system of connections and social norms that produces common social values and related activities reproducing needs of society;
- Formal (classes, student self-government, clubs, circles) and informal (interest groups) adolescent and youth associations that act as institutions of socialization which create conditions for verification of social norms and values, models of behavior necessary for the formation of social personality culture;
- Multi-age informal communities – groups of adults and children who are united by common issues, a specific value system, an appropriate model of behavior, and a style of communication.

According to the Hungarian sociologist I. Vitanya (cited by Nash) [10], such a system of mutual relations is a culture of collective communication of various subjects in one society with the help of regulatory factors, namely: sensitivity to the interests of others, their understanding; the ability to empathize; irreconcilable attitude to restriction of interests, dignity of the individual; high tolerance; active defense of humanistic principles.

Thus, the question arises about the orientation of educational activities to ensure the interests and needs of other subjects of society and the search for effective mechanisms for regulating the relationship between them, one of which is the development of the social culture of the educational institution.

The formulation of theoretical principles of managing the development of the social culture of an educational institution requires understanding of the phenomenon of "social culture" in the educational context at the level of a concept - a content characteristic as a personified feature [5; 15]. In order to reveal the essence of this concept as fully as possible, it is necessary to clarify the basic concept of "culture" and establish its relationship with the "social" feature.

We lean towards the definition of "culture" in the pedagogical field, substantiated by P. Kendzor, as a specific way of human activity, a set of thinking models, symbols, values, and norms that form the identity of a person [7, p. 23]. Let us note that in educational management, the concept of "culture" is traditionally associated with the "organizational" feature. The works of I. Zyazyun, L. Kalinina, L. Karamushka, V. Lunyachek, V. Maslov, S. Podmazin, G. Tymoshko, E. Khrykova, and others are devoted to the consideration of the scientific concept of "organizational culture" and the methodology of management of the development of educational institution' organizational culture as one of the areas of management activity. In their opinion, the organizational culture of an educational institution is a system of collective values, symbols, beliefs, patterns of behavior of members of the organization, which give a general meaning to their actions. It helps internal school management to orient all units and individuals to common goals, mobilize the initiative of employees and facilitate productive communication between them [16].

However, in relation to the concept of "culture" with the sign "social", the management mission is more complex and responsible, since the cultural imperative of the social environment of the educational institution, which is we interpret as a totality of institutions and forms of culture, that not only ensure the satisfaction of the vital needs of various strata and groups of the population, but also contribute to the mastery of children and young people with the skills of impartial interpersonal communication, technologies for building social interaction, requires special management.

So, the social culture of an educational institution is a product of the interaction of an educational institution with other subjects of the socio-cultural space in order to ensure favorable conditions for children and youth to acquire experience of social action. Interaction is built through the establishment and development of social relations and social communication between representatives of the subjects in the sociocultural space (by leaders, collectives, groups, as well as at the interpersonal level). We consider the sociocultural space as an open socio-pedagogical system of mutually coordinated influences of the educational institution and other subjects of social relations on the nature of interpersonal communication and the level of social communication of an individual. Let us justify our position.

First of all, since social relations - person to people, person to himself, person to objects of the outside world - are reflected in the system of events, situations, social phenomena [14], the social relations of the educational institution are accumulated in the value attitudes of the educational process participants towards themselves, to each other, to others, and are manifested in the relatedness of social action.

Secondly, a necessary condition for the functioning and development of all social systems, as defined by L. Leydesdorf [9], is social communication, because it ensures communication between people, enables the accumulation and transfer of social experience, ensures the division and organization of joint activities, management, translating of culture. In particular, communication (verbal and non-verbal) between representatives of various subjects of society for the purpose of exchanging ideas, values, beliefs, and positions contributes to the joint development of the image of the socio-cultural space of the educational institution. As E. Fernandez and H. Cairns point out, since the language activity of a person has a social essence, as it contributes to the realization of expected results, thanks to personal and socially active interaction [3], it is quite necessary to select the most effective conditions and means of language processes that should unite the participants of social communication. The establishment and development of social communications in an educational institution is facilitated by the development of such sensory and emotional properties in the participants of the educational process as:

- Social empathy, which provides social perception of another person by showing empathy;

- Social attraction, which reflects a stable positive feeling towards others;
- Social affiliation, which is manifested in a person's desire to be a part of the community and maintain friendly, emotionally emphasized relations with its members [5].

Thus, the development of the social culture of an educational institution determines the formation of the sociocultural minimum of an individual - a complex of knowledge, abilities, skills, value orientations, personal qualities necessary for active interpersonal communication, establishing social relations and supporting social communication.

We consider factors of development of the social culture of an educational institution to be such as:

- Of value-needs nature (needs to establish social ties, sensitivity to the interests of others, ability to empathize, tolerance, active defense of humanistic principles, uncompromising attitude to the limitation of interests, personal dignity);
- Of communicative nature (language, means and methods of communication, sources of communication);
- Of social and activity nature (enrichment, translation, transformation of social relations, gaining experience of humanistic interpersonal communication).

Taking into account the complexity of the essential characteristics of socio-activity factors, we will characterize the defined concepts in more detail, namely:

1. Enrichment of collective communication occurs in the process of building a model of social dialogue, which, unlike encapsulation (a limited circle of communication), promotes interaction, mutual influence, mutual enrichment of subjects of the sociocultural space, that is a product of the social culture of the educational institution.
2. Translation provides communication between people, allows accumulation and transfer of social experience, provides organization of collective activities, management, translation of culture [8] and creates an image of social community [14].
3. The transformation of social relations is ensured in the system of value attitudes of the educational process participants to themselves, to each other, to others, as well as to the objects of the socio-cultural space of the educational institution, in particular: activities, events, situations, phenomena, positions.

We note that only the unity of all three factors - value-need, communicative-communication, social-active - makes it possible to purposefully form and systematically develop the social culture of an educational institution at the local and partner levels, as well as at the level of and social dialogue.

The local level of development of the educational institution' social culture indicates the mutual direction of the activities of the educational institution and other subjects of the socio-cultural space, as a result of which certain social relations are formed. Indicators of the formation of the social culture of the educational institution at the local level are as follows: there is an increase in the image of the school in the neighborhood; social institutions of culture, public organizations, and cultural communities participate in the organization of the educational process only in certain cases; participants in the educational process do not understand the essence of traditions, values, attributes of the educational institution; the content of the educational program does not include subjects, courses, electives of socio-cultural direction; the communicative sphere of the lesson is poorly developed - as a rule, only in the lessons of the social and humanitarian cycle; participants in the educational process do not take part in the development of management decisions; students have a low level of formation of the socio-cultural minimum of personality.

The partner level indicates the mutual influence of the activities of the educational institution and other subjects of the socio-

cultural space, as a result of which stable social relations are formed, interpersonal communication is activated, and social communication is established. Indicators of the formation of social culture at the partner level are as follows: the educational institution has a positive image in the service area (region), but it is not stable; social institutes of culture, public organizations, and cultural communities periodically participate in the organization of the educational process; the life of the school is characterized by a positive attitude of teachers, students and their parents to the traditions, values, attributes of the educational institution, but this is not reflected in the social behavior of the participants of the educational process; the content of the educational program includes subjects, courses, electives of a socio-cultural orientation, but they are taught only in certain educational degrees; the communicative sphere of the lesson is built mostly on subject-object relations; the specific weight in the development and adoption of management decisions belongs not to the school self-government bodies, but to the management of the educational institution; students have an average level of formation of the socio-cultural minimum personality.

The level of social dialogue is characterized by the mutual enrichment of the activities of the educational institution and other subjects of the socio-cultural space, as a result of which social relations develop, social communication promotes active interpersonal and social communication. Indicators of the formation of the social culture of the educational institution at the level of social dialogue are the following: stable image in the service area (region); active participation of social institutes of culture, public organizations, cultural communities in the organization of the educational process; the conscious attitude of teachers, students and their parents to the traditions, values, attributes of the educational institution, which is reflected in the social behavior of the participants of the educational process, the defense of own interests; the content of the educational program includes subjects, courses, electives of a socio-cultural orientation taught at all educational levels; the developed communicative sphere of the lesson is built on subject-subject interaction; the specific weight in the development and adoption of management decisions belongs to the school self-government bodies; students have a high level of formation of the socio-cultural minimum of the personality.

Namely the achievement of the partnership level and the level of social dialogue requires skillful flexible management so that its result meets the expectations of the subjects of the socio-cultural space. Therefore, we interpret the management of the development of the social culture of an educational institution as a set of internal and external managerial influences aimed at ensuring the effective interaction of the subjects in the socio-cultural space, which will contribute to the formation of the socio-cultural minimum of the individual. Management of the development of the social culture of the educational institution is carried out on the principles of synergism, communication activity, openness, transparency and accessibility, maintaining a balance of interests and the commonality of the product of activity.

In particular, the principle of synergy contributes to the coordination of work and the consolidation of resources of various subjects of the socio-cultural space, individuals, for the improvement of educational practices. At the same time, the educational institution can help families gain access to support services provided by other institutions, such as health care, cultural activities, tutoring services, and after-school child care programs [2]. The principle of communication activity directs the process of exchanging facts, ideas, views, plans, provides communication using verbal and non-verbal means for the purpose of transmitting and receiving information, makes it possible to establish mutually beneficial relations between the educational institution and other subjects of the socio-cultural space, to make influence, by means of support and persuasion, on the opinion, position, and behavior of their representatives. The principle of openness, transparency and accessibility, as stated in the Law of Ukraine "On public associations", provides for the right of all members (participants) of a public association

to have free access to information about its activities, including when making decisions and taking measures, and it is also the duty of the public association to provide such access [12]. In the Council of Europe' "Code of Recommended Practices for Public Participation in the Decision-Making Process", the openness of the organization's management is important for external oversight, which should be transparent [13]. Article 30 "Transparency and Information Openness of Educational Institutions" of the Law of Ukraine "On Education" defines that educational institutions form open and publicly available resources with information about their activities and make such information public [10]. We note that the observance of the specified principle not only by the educational institution, but also by all subjects of the socio-cultural space ensures the informational openness of decisions and actions taken by their managers (teams), makes it possible to agree in advance the contradictions that arise in the process of developing joint solutions. Since each entity has its own founding documents, which outline the purpose, tasks, and areas of activity, as well as development programs, work plans, etc., it is important to maintain a balance of interests and the commonality of the activity product. According to this principle, the relations of subjects should take into account their own interests, but, at the same time, recognize the interests of partners. Manifestations of imbalance in relations are especially noticeable when determining the share of contribution to the creation of a joint product of activity. First of all, while material resources and financial investments can be counted, it is sometimes simply impossible to estimate contributions of an intangible, spiritual nature. Secondly, the joint product of activity is the profit of both sides of its production, which significantly increases its social value, since it not only reflects the interests and potential opportunities of its creators, but also serves as a factor in the formation of the socio-cultural minimum of the individual, enrichment of the cultural imperative of the social environment, development of common cultural-legal norms of life and, ultimately, development of the social culture of the educational institution.

The principles defined by us in no way override the importance of other principles of management, in particular: scientificity, adherence to planning, democracy, purposefulness, objectivity of assessment, etc., but only complement them, increasing the effectiveness of management activities aimed at raising the level of social culture of the educational institution.

In this regard, the management team faces the task of ensuring the organizational and management conditions for raising the level of social culture of the educational institution, namely: enriching the content of the educational program with a socio-cultural component; organization of multicultural education of schoolchildren based on technologies of creative community, partnership and social dialogue; improving the skills of teachers in matters of forming the socio-cultural minimum of students; the use of social communications in the functioning of an educational institution; development of the educational environment infrastructure; application of social interaction technologies in managerial practice. In overall, the organizational and management conditions that we have defined contribute to the logical combination of internal and external socio-pedagogical regulators of the behavior of schoolchildren, which helps to develop the practice of conscious resistance to the manipulative influences of antisocial subjects and objects, and, therefore, to increase the level of social culture of the educational institution.

4 Conclusion

The results of the conducted research make it possible to state that the problem of the development of educational institution' social culture is urgent in view of the deep social transformations, the new social order for domestic education and needs to take into account the interests and needs of the participants of the educational process, as well as of other subjects of the socio-cultural space. To increase the level of social culture of an educational institution, it is necessary to

provide organizational and management conditions that will contribute to the optimization of the educational potential and resources of the partner entities as a result of their interaction. In order to effectively manage the development of the social culture of an educational institution, managers need to have knowledge not only in the field of educational management, but also in social management, adhere to certain principles of management, and be able to apply social interaction technologies in management practice.

Prospects for further research in this direction will be related to the development of a structural and functional model of managing the development of the educational institution' social culture, determining the mechanisms for assessing its levels.

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BAYAN, ACCORDION, PIANO AND VIOLIN IN THE ENSEMBLE LANDSCAPE OF MODERN COMPOSITIONAL PRACTICES: PHENOMENA, TRENDS, PERSPECTIVES

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Abstract: The article reveals modern trends in chamber ensemble music. The reasons for the strengthening of the role of chamber genres in the development of musical art are revealed on the example of such instruments as bayan, accordion, piano, and violin. Based on the analysis of the work of European and American composers and performers, in particular, the virtuoso conductor and accordion soloist Bogdan Kislyak (Ukraine), it is shown that the experimental orientation of chamber ensemble creativity is associated with the search for new colorful timbres and artistic meanings.

Keywords: music culture; ensemble; chamber music; bayan; accordion; piano; violin.

1 Introduction

The formation of a new paradigm of musical culture began in the second half of the 19th century with the post-romantic and modernist innovations of composers. The search for new techniques and experiments in the field of musical language and means of expression led to unprecedented and exciting discoveries by the composers of this period. Late romanticism retained the stylistic touches of romanticism inherited from F. Liszt, G. Berlioz, R. Wagner, but the musical language became more complex and significantly enriched. Always a change in artistic styles, whether it is the path from baroque to classicism, from classicism to romanticism, or the movement from romanticism to modernism, is a difficult path, due to deep social shifts, a change in socio-economic formations.

Speaking about the musical trends of the early 20th century, when a new creative context was being created that determined the main parameters for the development of European culture, it should be noted that at that time many composers, artists, writers and philosophers from different countries met in a common impulse towards the transcendent - while each went his own way and achieved unexpected artistic results, often without analogues in the aesthetic experience that we can see. In some cases, this took the form of abstract art, in others it manifested itself in various avant-garde movements (futurism, suprematism, surrealism), which are characterized by a completely new concept of reality and a new presentation of content in a completely new form. In music as a whole, this found expression in a new harmonic language, rhythm, texture, instrumentation, and, in general, in a new type of musical thinking, which lay behind the creation of completely new forms of musical expression [3].

At the beginning of the century, under the conditions of pluralism of artistic phenomena, the leading trends in art of the 20th century - impressionism, expressionism, neoclassicism, etc. - emerged. Later, in the second half of the century, with clear signs of "post" or "neo", they gave rise to original synthetic (or polystylistic) phenomena, adapted to new stylistic conditions dictated by new ways of organizing sound material, using new composition techniques. Truly revolutionary principles of the sound environment organization were proposed by the avant-garde [12].

Musical serialism, pointillism, aleatoric, concrete and electronic music - this is the spectrum of technical innovations that came with the avant-garde of the 50s and 60s, which was united by the general idea of the absolute priority of linguistic and formal innovations in music. The main thing that determines all these

experiences in a definite way is the idea of a "new sound world". The general mood of the composers of that period (especially in the West) was expressed in the conviction that there is no music outside of new language techniques.

In a relatively short time, musical innovations arose in different parts of the globe. A. Scriabin, A. Schoenberg, I. Stravinsky, B. Bartok, C. Ives, A. Lurie, and other innovative composers acted absolutely independently and came to results that were as contrasting with each other as they were similar to each other in courage, ingenuity, and a break from the traditions of the past. It can be said that the most important feature that united all these dissimilar composers is the desire to hear and embody in their music some cosmic processes invading the space of that time. Namely this factor proved to be decisive in their aesthetic perception [17].

An important role in the formation of the musical culture of the 20th century was played by scientific and technological progress, industrialization and urbanization of society, the emergence of electronic technical means of preserving and transmitting musical information. These factors significantly influenced the formation of a new creative thinking of composers of the 20th century, who took the path of significantly expanding the acoustic and space-time boundaries of music through the synthesis of technology and creativity (the invention of electronic musical instruments, the use of synthesized sound, artificial sound systems, etc.). Especially these trends have become more active in modern culture, which makes it necessary to study them closely in the light of the latest achievements of the era of post-industrial society, media and computer technologies. "In the course of the evolution of the 20th century musical culture, a new cultural "paradigm" is being formed, determined by the context of the era of globalization and indicating its transition to a new stage. The general direction of the evolution of musical culture (from the past to the future) is built (by analogy with the Hegelian triad: thesis - antithesis - synthesis) from the assertion of the "thesis" (the New European culture of the 17th-18th centuries - the classical-romantic culture of the 19th century) to the cultural "antithesis" in the 20th century, when many values of previous eras are radically updated and rethought, which results in a "global synthesis" and its diverse manifestations in the culture of the turn of the 20th and 21st centuries" [5].

In the 20th century, composer music was intertwined with folklore and acquired new forms when merged. This, in turn, expands the intonation and sound space of music, which leads composers to a new style. "Polystylistics", which is based on the idea of stylistic pluralism, quoting has become a symbol of the 20th century, which is expressed in the language of music of movement towards integrity [11]. The mutual enrichment of academic and mass music has led to symbiotic genres. Mass and academic music in contact forms "mixed" types of musical professionalism [5]. New opportunities for communication between music and a person are learned by the listener's culture, which is a complex system - it is formed by the interaction of the collective, evaluative mechanisms of music with social conditions.

The main stages in the evolution of technical and stylistic systems of the 20th century are modern, avant-garde, and postmodern. In contrast to the avant-garde, which manifests the rupture of historical ties, modern and postmodern are aimed at a dialogue with tradition. The multiplicity of worlds, author's sound universes - this is what the genre sphere of modern chamber music has brought to the world, thereby enriching the entire world musical culture.

At present, chamber ensemble art is experiencing an extraordinary upsurge. Today, on the concert stage, in audio and video recordings, on radio and television, one can hear ensemble groups performing music of various styles and genres. Ensemble

music-making in the modern cultural space is becoming an indispensable area for the spiritual, emotional, and intellectual consolidation of many musicians. It is conditioned, first of all, by the important social role that chamber ensemble art plays in our era, contributing to the strengthening of mutual understanding, overcoming psychological disunity and establishing long-term creative contacts between instrumentalists of different specialties. A characteristic feature is that the enthusiasm for chamber-ensemble music-making fully embraces not only solo performers, but also artists of symphony orchestras, allowing the most complete 'unfolding' of their individual virtuoso technical skills and artistic taste.

During the 20th century, the great fruitfulness of the creative ideas of the avant-garde era was fully confirmed by musical practice. From the category of "experimental laboratory" chamber ensemble art has grown into an interesting field of activity of the best composers and performers. In the new historical conditions, with the development of comprehensive cultural relationships between different countries and continents, ensemble music-making has gained extraordinary popularity and reached a new level of development.

The chamber-ensemble art of our time is characterized by an extended interpretation of instruments, which is necessary to obtain new sound possibilities. This is achieved by unconventional sound extraction, 'dissection' of instruments or amplification of their dynamic parameters with the help of sound amplifying equipment.

Namely the genre field of chamber instrumental music in the 20th-21st centuries appears before its researchers as a kind of marker of the psychological state of both modern society as a whole and its various areas. Gradually losing its excessive decorativeness, to a certain extent characteristic of the genre in individual musical and historical periods (for example, Italian Baroque), moving away from the world of a romantic character, with its concentration not on deep psychologism, but on external manifestations of the movements of the soul, chamber-instrumental performance thus, to a large extent, left for itself extensive opportunities for including more subtle, deeper aspects of philosophy and psychology, greater detail, and, as a result, achieving an intra-genre diversity that was previously unthinkable.

Modern composing practice has set for theoretical musicology the difficult task of comprehending new phenomena in the process of musical shaping. Active changes in the nature of the musical language from the primary tone (sound) to the organization of the artistic whole put forward the problem of developing new categories designed to describe musical innovations and reflect their specificity.

In connection with the foregoing, it seems appropriate to consider the phenomena, trends, and prospects of modern composing practices of various musical instruments in the post-industrial ensemble landscape.

2 Methods

The methodological foundations of the work include analytical, comparative-historical, and genre-nominative musicological approaches, conditioned by aesthetic, cultural, literary, and philosophical positions. The most fruitful for our work were: musicological approaches considering, among others, the problem of style and style formation (intonation) in music; studies where the problem of transitional time is outlined (isolated), as well as the style and language of art of critical eras.

The research methodology is a complex combination of historical and theoretical methods of analysis. Also, the use of the system method was appropriate due to its versatility. In the work, it is presented in the aggregate of its main varieties, such as: system-genetic and structural-functional approaches. The system-genetic approach was the basis for the study of the genesis of variance, as well as the identification of its specific properties in modern musical composition. The structural-

functional approach made it possible to determine the features of the functional characteristics of the compositional stages of the variant form, as well as the specifics of their interaction in the context of the whole.

3 Results and Discussion

Representing an extremely complex, multi-level phenomenon, the musical art of the 20th-21st century appeared as "phenomenal in the "revolutionary" nature of its stylistic evolution, presented unprecedented opportunities for endless renewal of the means of music. <...> There is a process of rapid evolution of musical thinking" [7]. In fact, the genre field of chamber-instrumental music has come to the fore within composer and performing interests, and, thanks to such specific features of the genre as variability, intra-genre diversity, a wide range of possibilities in terms of statements and expression of composer and performing ideas - from deeply intimate and introverted to, practically, poster-manifesto, - by the era of the 21st century, it has formed its own special niche in the cultural and concert life of society, along with the genre of symphony, instrumental concerto, and vocal performance [19].

A whole galaxy of young composers has appeared, whose area of creative interests includes, not least (rather even in the first place), the genre of instrumental chamber music - a genre that, in essence, was the most fertile ground for creative experimentation. New works appear, written both within the framework of the usual stylistic trends (classicism, romantic style, early avant-garde, impressionism, minimalism), as well as works that are completely new, unusual, interesting for their freshness and uniqueness of the individual composer's style (one can also include here works created in the synthetic genres of performance, crossover, and the like).

In particular, the increased interest in bayan on the part of modern composers is obvious, including the instrument in various types and forms of music-making. In the last third of the 20th century, the range of its timbre interactions expanded due to its involvement in ensemble playing with academic instruments. Bayan appears to be in line with new figurative and timbre searches of various national authors. The process itself is stimulated by the activity and variety of creativity of bayan and accordion soloists and members of collectives. The stylistic range of modern polytimbre ensembles with bayan (button accordion) turns out to be very wide: from pop-jazz ensembles to elite ensembles of the academic sphere. All of them are united by the desire of musicians to expand stylistic interactions, genre diversity, and more fully reveal the artistic, expressive, and technical capabilities of bayan.

The core of the expressive means of bayan lies in the bellows. The subtlety of thinning, the richness of articulation form a special sound aura of the instrument. In the arsenal of the modern bayan, a significant place is occupied by the sphere of immanent methods of playing with bellows: tremolo, triplets, ricochet (three-, four-, five-beat), vibrato, untempered glissando.

Ukrainian authors Dyakunchak and Dushny note that the folk instrumental performance of the second half of the 20th - early 21st century is marked by the desire of composers and musicians to search for new means of artistic expression and performing concepts. This is clearly manifested, to significant extent, in the field of bayan-accordion art. Scientists note that modern original music changes the representation of the nature of both the accordion and bayan, their sound-image capabilities, timbre resources, semantic connections. Creative contacts of performers with modern academic composers (S. Berinsky, S. Gubaidulina, E. Denisov, V. Runchak, K. Tsepkenko, V. Vlasov, V. Zubitsky, etc.) have intensified the appearance of works with a new interpretation of these instruments - combination with violin, cello, piano, chamber and symphony orchestras. Innovative discoveries of Ukrainian and other musicians regarding the nature of bayan and accordion contribute to overcoming a certain stamping and standardization in the formation of its sound image [8].

One of the most interesting examples of original composer creativity is the art of Astor Piazzolla. The music of A. Piazzolla arouses constant listener interest, in particular, due to the balanced use of new and traditional possibilities of harmony. The works of A. Piazzolla are organic, and the individual elements of his musical language are closely interconnected with each other. The result is a bright musical image that evokes empathy among the listeners. Today, A. Piazzolla's works are performed by bayanists and accordionists and include prominent philharmonic performers (violinist G. Kremer, well-known chamber ensembles) in their repertoire. A wide variety of transcriptions are made to the works of the composer; they are widely published all over the world. In 1993, Piazzolla was nominated for a Grammy Award for "Oblivion" in the category "Best Instrumental Composition".

The music of A. Piazzolla does not quite fit into the established framework of stylistic trends and directions in modern music. In the composer's work, there is a symbiosis of Argentinean, European, and American (jazz) traditions. But he does not use avant-garde techniques. Piazzolla's musical language, although it seems understandable, is very refined and professional.

One of the most popular modern composers, who writes a lot of music in the musette style, is Richard Galliano (1950). At first he learned to play the keyboard accordion and later switched to the button accordion. He received his first musical education from his father, Lucien Galliano, an amateur accordionist who constantly played at dance parties. Later, the young man entered the conservatory in Nice, where he studied trombone, harmony, and counterpoint. In parallel with this, Galliano paid serious attention to the study of academic programs on the accordion.

Piazzolla, whom Galliano calls his "godfather", influenced the formation of his performance style. The outstanding Argentinian musician, having familiarized himself with the works, improvisations, performance style of Richard Galliano, immediately noted that his image as a jazz performer is too "Americanized" and advised him, similarly to his own style "Nuevo Tango", to develop the genre of French musette, creating a new style – "New Musette". Since that time, the musician pays special attention to musette waltzes, with their expressive melodies, plastic and at the same time clear rhythm, with a brilliant virtuoso beginning. In Galliano's musette waltzes, there are a lot of rapid and expressive melodic flights, various rhythmic structures that require the virtuosity of fine technique or the technique of double notes, which are combined with easy flight and openwork of the general sound.

It is said about him that the "sacred monster of jazz" Richard Galliano owns the accordion as an extension of his hands [10]. A virtuoso master of playing the accordion and bandoneon, Richard Galliano proved that this "old-fashioned" instrument, which was not considered as the soloist in jazz, is quite worthy of it along with the saxophone and trumpet.

Richard Galliano's music is often called "an almost random fusion", because in it one can hear the shrill and poignant sound of Argentine tango, Brazilian melodies and swing, traditional French chanson and classical ballads, the influence of African-American culture and echoes of the classic works of great composers. But it is hard to believe in coincidence when it comes to a musician who managed to combine tradition and modernity together.

Performances by musicians of the highest class, boundless mastery breaks the stereotype that still exists (unfortunately) among many academic musicians about bayan and accordion as secondary musical instruments. A good example is the work of the outstanding Ukrainian soloist accordionist Bohdan Kislyak - laureate and winner of all-Ukrainian and international competitions, bayan and accordion teacher, conductor and leader of the orchestra of folk instruments at the Lviv State Music School.

Bohdan Kislyak, back in times of his studying at the Lviv Academy of Music, already had the title of Honored Artist of

Ukraine. He is rightly called "a musician with God's spark in his heart". He belongs to that galaxy of modern masters of accordion ensemble musical art, who made history with their mastery.

"Many musical works are written about the meaning of life, about noble dreams. Nevertheless, a person's life is often far from high aspirations. But that is until you hear the magical melodies of the accordion, the virtuoso playing of which is skillfully possessed by Bohdan Kislyak" - S. Trotsyuk writes about him [20].

Among Kislyak's recent performances, in particular, one should note his performance at a charity concert for Ukrainian Army Forces (chamber orchestra with piano and solo accordion) in June 2023, as well as the performance of Tango of Richard Galliano as part of a chamber orchestra and a fabulous video clip for this piece, and, moreover, a performance of Astor Piazzolla's Oblivion and Hungarian Dance 5 by Johann Brahms. Thus, classical musical traditions along with the innovation of composers and performers of the 20th century find their continuation and original development in the work of the Ukrainian accordionist, which enriches the treasury of world art in the field of ensemble practices. There is no doubt that Bogdan Kislyak is truly original conductor, director and performer, and remains an enduring icon of not only Ukrainian but world culture. His work is a vivid example of the synergy and convergence of instruments and genres, which were mentioned above in the framework of the consideration of postmodern tendencies in the ensemble landscape of instrumental composer practices [21]. His performance, direction and artistry demonstrate that the modern concert accordion, in terms of the richness and originality of its own artistic possibilities, today turns out to be one of the most interesting analogues in the family of acoustic musical instruments.

Among famous Western accordionists, there is Lars Hollmer - the one who introduced versatility in an accordion. Nordic folk music and progressive rock were his top two genres in which he gave the most memorable performances. Other names that should be mentioned include Guido Deiro, Nick Ariondo (he is famous for his outstanding accordion performances and won 20 more awards from the American Society of Composers, Authors, and Publishers), William Schimmel, and others [22].

In a number of ensemble works with bayan, priority timbre mixes were noted: bayan - violin, bayan - cello, bayan - string orchestra. On the one hand, bayan and bow-strings show closeness, and on the other hand, differences in timbres, but the difference does not go beyond the border after which it becomes difficult to combine instruments in an ensemble. Composers often use thinning to achieve a smooth transition from one timbre to another. The timbre differences of the instruments under consideration are manifested in the attack of the sound. In strings, it is soft (often even in forte). The bayan player, by combining the method of touching the key (touch) and the method of mechanical movement, achieves a different sound attack - from soft to very hard. As a result, in some cases the timbre of bayan approaches the sound of the strings, while in others it is distinguished by the clarity of passages or accented chords.

The combination of bayan with keyboards did not become common. Possessing similar technical, textural capabilities, bayan differs in timbre from the rest of the instruments of this group. Speaking about the bayan ensemble with the piano, composers and performers note that a good combination occurs if its percussive nature is emphasized in the interpretation of the piano [2; 6].

During the interaction of instruments in the ensemble, such bayan functions are revealed as: representative, dramatic, dynamizing, textured, coloristic, accompanying, soloing. The instrument shows itself in a variety of ways. In some compositions, it occupies a leading position, but in others it acts as an accompanying partner. In most cases, parity interaction is implemented within the framework of the ensemble.

It was both easy and difficult for bayan to “break through” to the concert and chamber academic stage. On the one hand, the “popular-democratic”, folklore origin contributed to the actual theatrical and performance guidelines of modern composer and performer thinking. Namely from folklore and variety shows, the accordion inherited not only the basic techniques of playing, but also improvised and theatrical principles, and the youth of the “newly converted” (to the academic musical community) contributed to a heightened readiness for innovations [18]. Bayan, as the youngest in the academic “family”, had the opportunity to imitate all the wealth of instrumental-technological and general-musical, cognitive experience of stable instrumental cultures (solo and ensemble format), showing the “freshness” of timbre in a period of certain stagnation, “resting on laurels” of experienced. And ensembleness as a “genetic feature” of accordion instrumentalism is enriched by its immanent properties of articulation-dynamic and texture-performance theatricalization.

Thus, the bayan represents a complex system that organically and flexibly combines universalism and the specification of means with an almost unlimited number of their combinations, which makes the instrument a very promising subsystem in the chamber-ensemble as a whole.

The chamber ensemble is a special sphere of musical art functioning, which refers to both compositional creativity and performing activity, characterized by harmonious artistic coherence of the whole and parts, balance and integrity, and a certain quantitative limitation of like-minded listeners. As a phenomenon of academic musical art, it summarizes the features of chamberness (orientation on small enclosed spaces and a small number of participants, due to the “human dimension”, deepened psychology or heartfelt intimacy of communication) and ensembleness - a mental-sensual form of coherence of performance according to musical (tempo-metro-rhythmic, chronotopic; articulation-stroke, dynamic, register, timbral and instrumental-specific; kinetic-dramaturgical; stylistic) and non-musical (conceptual philosophical-dramaturgical, psychological, social, artistic factors) signs, which as a result of their synergistic interaction leads to a new artistic quality - ensemble and instrumental work and has stable and semantically expressed genre-stylistic properties.

The system-forming factor in the chamber ensemble is the musical content expressed by the instrumental and expressive means of a specific composition. Namely on the basis of the combination of these individually unique means in the synthesis of individual-personal and collective principles, a new integral quality is formed under the conditions of preserving the individual properties of instruments and performers. Coordination of ensemble integrity is provided by the performing factor of ensemble art, the creation-playing “live”.

After analyzing the stylistic formations in bayan-accordion works by Ukrainian bayan practitioners, Dyakunchak and Dushnii [8] rightly argue that the repertory developments of the late 20th and early 21st centuries are based on folklore, using modern playing techniques and interpretation of music by the composer himself, and sometimes by the performer. Thus, its essence lies in the stylization of the elements of the harmonic basis, rhythm, texture, thematic, various performing techniques, the interpenetration of directions (folklore - pop-jazz - chamber-academic) and the creation on this basis of a new jazz-academic direction of music. So, the search for non-traditional means of musical expression through the introduction of various postmodern composition techniques subject to the ideas of a new worldview, the depth of philosophical embodiment, can be considered an artistic phenomenon of world musical culture.

Another important component of the modern landscape of chamber instrumental music is the piano. It is important to note that chamber ensemble music is characterized by a special chamber intonation [17]. It is formed under the influence of a number of factors - a limited circle of performers, dialogic interaction between parts, and is also inseparable from the capabilities of the instruments that make up the ensemble. In the

course of the development of chamber ensemble art, features of the musical language were developed that meet the requirements of joint performance. These features relate to timbre and tessitura relationships between the parties, the nature of the theme, the choice of tonality, certain types of texture - all that contributes to the achievement of the intonation integrity of the ensemble. The performing basis of intonational integrity is identical intonation in the parties of different instruments. The expressive means of piano are characterized by the widest range of action. This means the possibility of reaching their limit values - from minimum to maximum. For example, the piano is able to convey both subtle pianissimo and powerful fortissimo, its registers cover seven octaves, embracing the pitch ranges of almost all orchestral instruments, the entire scale of tempos can be played on the piano - from the slowest to the fastest, etc. The presence of a universal complex of expressive means, on the one hand, provides the pianist with wide opportunities, and on the other hand, poses a serious problem of optimal use of performing techniques and means aimed at recreating the sound characteristics of other instruments in the ensemble. In this regard, the problem of piano-performing intonation arises, which is adequate to the intonational language of the instrumental parts that form the ensemble.

The establishing of the piano as a universal synthesizing instrument became possible due to the interaction of centripetal and centrifugal tendencies in the evolution of European instrumentation. The first trend is expressed in the initial desire to combine multi-timbre instruments into a single whole (ensemble), the second - in the gradual improvement and specialization of each individual type of instrument in the course of the historical process. Both diverging tendencies are dialectically interconnected. The improvement of the instrumentation led to a greater variety of ensemble compositions; at the same time, the variety of combinations of different timbres not only more fully revealed the possibilities of each instrument, but also assumed consistency and a clear organization of joint sound as a mandatory aesthetic condition. The centripetal tendency was focused in instrumental synthesis, the embodiment of which was the piano. Any synthesis leads to the formation of a qualitatively new phenomenon. Having organically melted in itself the constructive elements of many instruments, the piano has acquired the most important ensemble property - the ability to recreate the features of their sound. Namely this possibility embodies the centrifugal intonation-performing process [5].

The specificity of the complex of expressive means of the piano is characterized by the following: 1) multi-composition nature (almost all means of musical expressiveness are present); 2) integration and differentiation (for example, unlike the piano, in woodwind and singing voices, the dynamics, timbre, tessitura and tempo are largely interdependent, while on the bayan it is impossible to simultaneously play different loudness plans, etc.), 3) a wide range of action each expressive means, 4) the convenience and flexibility of reproducing a polyphonic fabric due to the organization of the performing process by one performer - a pianist. Along with the obvious continuity of many constructive and performance decisions, the piano in a transformed form presented the previously existing expressive means or discovered new ones.

In particular, jazz pianism, like jazz in general, is actively developing today. This process covers all components - composition, improvisation, arrangement, instrumentation, sound [12]. Characterizing this movement in general terms, two ways can be identified: the evolution of traditional elements within jazz art and the interaction of the latter with other areas of musical creativity (pop music, academic musical tradition, various national cultures, etc.). Numerous styles coexist within jazz performance - neo-bop, new jazz, acid jazz, smooth jazz, cool jazz, new age jazz, “world music”, and many others [11]. Musicians working in these styles, without denying the achievements of their predecessors, tend to constantly search for new expressive means, colors, and performance techniques. Stylistic integration and external influences on jazz music

contribute to the global mixing of these elements, as a result of which jazz as such is increasingly associated with a large-scale musical direction – “world music”. However, there is also a significant difference: jazz relies on its own means and methods of performance, while “world music” operates with ethnic components [19]. It would be more correct to say that the named cultural layers are mutually enriched due to such conjugations.

The history of jazz piano art, which makes it possible to trace the dynamics of the evolution of jazz styles, reveals the specific differences between the music of the academic and non-academic traditions in the context of jazz pianism. Along with the idea of correlating the sphere of piano performance with the current jazz style, pianists are faced with the task of developing their own techniques that reflect the criteria of a particular jazz style. This is due to the peculiarities of the piano ‘device’ (design) and the possibilities of interpreting the main parameters that identify jazz performance – intonation, articulation, phrasing, sound balance within musical constructions, etc. The above parameters arise during the playing process and are often perceived as an individual style of performance. They can only be partially recorded in musical notation, and this process, along with the main tasks of jazz piano art, is of interest to jazz researchers.

The piano art of jazz developed back in the pre-swing period. But namely with the end of the swing era, new opportunities opened up for pianists to develop and transform the main criteria of jazz. At this time, the performance format gradually shifted from orchestral one to ensemble, and the functions of the piano in these ensembles acquired new features, in contrast to previous periods in the development of jazz.

Claude Debussy, the founder of musical impressionism, chose for his music a completely new system of images, dating back to the worldview of impressionist artists and symbolist poets, but considered himself a symbolist, not an impressionist [4]. Inheriting the traditions of the Symbolists, Debussy brought poetic content to his works, in which there is more understatement and veil than specifics. According to musicologists, in his works, Debussy embodies the emotion-mood in merging with the picturesque atmosphere of the impression and seeks to give an impetus to the listener's perception with the name, to direct his imagination, hence the attraction to picturesque titles [13]. It is no coincidence that Debussy gave names to his preludes after the creation of the music and moved them to the end of the musical text.

In an effort to get closer in his quest also to the innovation of artists, Debussy, following the romantic composers, especially F. Liszt and M. Mussorgsky, was fascinated by the idea of a synthesis of the arts (poetry, painting, architecture, and music). A vivid example of such a synthesis, in particular music and graphics, is the “Estampes” piano cycle, which occupies an important place in the repertoire of pianists. The composer first used such a name in the history of piano literature.

The cycle opens with the play “Pagodas”, written under the impression of oriental culture. Debussy was one of the first in the 20th century to turn to the theme of the East and very accurately embodied the most significant aspects of oriental art. Starting with this play, Debussy will turn to similar topics more than once (“And the moon descends over the ruins of the temple”, “Goldfish”, “The terrace of moonlight”). The native gamelan orchestra, the national Indonesian orchestra, became the direct prototype of the composition. The composition of the gamelan includes percussion instruments: gongs, drums, sometimes stringed plucked and various noise instruments are included, the total number of which ranges from 10 to 25. Hearing this orchestra in 1889 at the World Exhibition, which presented ethnographic exhibits of French Oceania, Debussy was fascinated by the idea to create an image of the East through his own stylistic system, and most importantly – to convey the “impression” of gamelan music [11].

Consistent modernization of the postromantic type of imagery and ensemble orientation led to a radical rethinking of the sound

image of the piano. There is a conscious destruction of the romantic setting for melodic pianism and the overtone principle of texture organization. Composers are attracted by the short-sounding, discontinuous sound based on the “hammer” finger technique of the classicism era (F. Poulenc “By the Railroad” from the “Promenades” cycle, A. Honegger “Scenic – Railway” from the “Amusement Park” cycle). The interpretation of the piano as a percussion instrument encourages the search for various methods of textural enrichment of the sound image of the piano, associated with a complex of sonor-color effects in all the versatility of their semantic meanings. The means used by composers are more related to meter-rhythmic variation: polycomplexes, metric and non-metric accentuation, various methods of rhythmic variation (crushing, varied accentuation, etc.). The episodic use of polyphonic techniques in the climactic sections of the form becomes an effective factor in the concentration of events in the musical space, thereby enriching the dynamic spectrum.

In addition, dynamics is involved in the shaping process as one of the most effective means of intensifying musical expression: a wave-like dynamic scale with the effect of rise – fall within the structural unit (A. Honegger “Scenic – Railway”); terraced dynamics is used to clearly demarcate the sections of the form and its through development; contrasting – for a sudden opposition of various dynamic states or for displaying the many-sidedness of the states of an object [3].

The instrumental-performing factor plays a decisive role in the performance of such specific functions of the piano part and its performer as coordinating, the function of a common “intonation denominator”, and the pianist's conducting function. In this regard, one of the most important functions of the piano in the ensemble can be designated as representative one. Already the initial bars, entrusted to the piano part, can have wide semantic borders – from the role of the simplest harmonic tuning to the meaning of the epigraph, denoting the main idea of the entire composition and giving impetus to further development.

An analysis of piano-ensemble works shows that the piano part, as a rule, “represents” new themes or sections. This function is also manifested in solo piano episodes – interludes, cadences, independent variations. Characteristics of musical images often contain such concepts as “atmosphere”, “mood”, which follows from the figurative-emotional nature of musical art. An important aspect of the representative function is the creation of an appropriate “atmosphere” that precedes the appearance of thematic material. To solve this problem, piano instrumental-performing means are optimal – this is pedalization, which, in combination with polyphony and certain textural development techniques (figurative presentation, sustained chords, tremolo, arpeggio), creates a harmonic background, fine timbre and dynamic nuances.

It is important to emphasize that the peculiarity of the interpretation of modern piano work is the interaction, when the union “composer-performer” is an inseparable act of co-creation [5]. The highest qualitative ideals of performing a work at the level of a masterpiece, the need for a new reading of the work, the artistic originality of the interpretation urgently demanded the discovery of new expressive resources of the piano performing art. Such expressive resources were discovered by performers at the fundamental level of the foundation of musical art, at the level of a minimal structural and semantic unit, at the level of intonation. In this case, the performance expressiveness of intonation concerned two consecutive or simultaneous tones and the zone of their conjugation, interaction, correlation. Namely in this area, the search for new expressive resources turned out to be the most fruitful [2].

Piano articulation is based on the percussion method of sound extraction and its many varieties. Its physical convenience and naturalness led to a wide range of playing techniques. With the help of a pianistic touch, the piano mechanics also allow reproducing characteristic performance techniques on other instruments – vibrato, pizzicato, tremolo, which is often evidenced by author's remarks. The timbre features of the piano

sound as such are contained in the complexity of its constituent components, in its constant variability. This provides the sound of the piano with overtone saturation, the result of which is timbre accommodation. Thanks to it, the piano naturally combines with different instruments. The multi-timbre sound of the piano is mediated by the complex interaction of various factors - stroke, dynamic, pedal, texture, and others. Their combination underlies the piano "instrumentation". It is no coincidence that the expression "orchestral brilliance of the piano's sound palette" has become a textbook one [2]. The differentiation of the expressive means of piano, combined with a wide range of action of each individual means or their combination allow influencing effectively the overall sound picture of the ensemble, up to creating the illusion of a quantitative and qualitative change in the composition.

Also, an instrument, subjected to modifications of composing and performing styles, both in solo and concert terms, is the violin. So, for example, the musical direction of classical crossover is one of the most relevant in the space of modern musical culture. Combining the features of academic and popular culture, classical crossover "appears as a whimsical fusion of intellectualism and accessibility, artifice and functionality, traditionalism and innovation" [9], and the role of violin art at the turn of the 20th-21st centuries in the development of this direction is very significant.

One of the first representatives of the classical crossover in violin art was the British performer and composer Vanessa Mae (born in 1978 in Singapore). Her success in the mass audience was due, first of all, to "a high level of skill, virtuoso technique and new stylistic orientations for performing arts, combining the features of academic and pop art" [2].

At the beginning of V. Mae's career, her repertoire consisted exclusively of classical works. The performer was driven by the desire to perform works from the "golden fund of the classics of world musical culture" (J. S. Bach, W. A. Mozart, A. Vivaldi, N. Paganini, D. Shostakovich, etc.). An example of a classical concert is the performance of the artist in Birmingham Symphony Hall in 1997, during which only classical music was performed: Prelude No. 3 (E-dur) from the cycle "Sonatas and Partitas for Violin Solo" by J. S. Bach, Romance for Violin and piano F-dur L. v. Beethoven, Scherzo J. Brahms, "Meditation" by N. Paganini (performed to the accompaniment of piano and classical guitar according to the original version of the composer), Theme and Variations from the A-dur quintet by F. Schubert, and much more. During the performance of the classical program by V. Mae, the manner of performance is distinguished by restraint. However, to the question: "When did the desire to perform modern music nevertheless arise?", V. Mae answered: "As I grew older, I began to dream about more, and when I was 14 years old, I began to be more and more interested in modern, experimental music" [7].

V. Mae's performing style is defined by contemporaries as a "violin techno-acoustic fusion", characterized by novelty, timbre-acoustic "merge, unification" of the traditional academic violin sound with electronic instruments. It is indicative that another symptomatic definition of the type of creative activity of V. Mae is the concept of "pop violin" [10], which reflects the style of the performer. The violinist repeatedly performed as part of the rock band Scorpions (composition "Still loving you") album "Love at First Sting", in a duet with Michael Jackson, "King of Pop Music" (composition "Friends in Korea"), in a duet with the Greek composer and electronic music performer Vangelis (composition "Roxanne's Veil"), the album "MDB - Beautiful Voices" (Vangelis Special Edition), and many others.

The peak of the artist's creative popularity came in the 1980s, the period of the youth's total enthusiasm for energetic electronic music in the techno style and electronic dance music in the electro style. These youth styles corresponded to the "color" of the time, the era of the spread of high technologies and the adaptation of the timbre, color, and technical capabilities of electronic instruments in popular and academic music [7]. V. Mae's focus on techno and electro styles ensured her a high level

of popularity, the use of elements of the musical language of these styles when arranging classical works helped the artist update the repertoire of academic musicians for the modern listener. "Thanks to Vanessa, and perhaps only thanks to her," noted one of the admirers of V. Mae, "the younger generation now knows the music of Bach, Beethoven, Vivaldi, Khachaturian and many other classical composers" [7].

The performing image of V. Mae is formed as a result of a dynamic conjugation of two main trends: the desire to preserve and convey to the listener the value and beauty of traditional violin performance, all the splendor of classical music and at the same time supplement the interpretation of classical works with modern timbres, rhythms of pop music, bring into stage image trendy touches. The most complex Mae's arrangements of popular works of the academic repertoire, characterized by an abundance of improvisational sections, are a form of stylistic synthesis, an attempt to transform canonical genres and forms, blurring the lines between mass and elite art.

The use of the clip genre in the work of V. Mae has not yet acquired the features of a dominant trend, however, it is precisely the "clip that turns out to be the genre in which the specific features of the violinist's performing image receive maximum disclosure" [10]. In the video clip, which was most widely used at the beginning of the 21st century, the trend of modern culture towards the dynamization of the art form was fully realized. The video clip, extremely rich in editing techniques, reduces the time of the screen presentation to a minimum. The intensity of the video sequence, achieved by the techniques of fine editing "slicing" of frames, quick image changes, creates a "flickering" mode that has a "peak", extreme emotional impact on the viewer, similar to the above-mentioned clip by Bogdan Kislyak "Richard Galliano-Tango pour Claude & Bogdan Kuslyak accordion".

V. Mae's original performing style, which is a synthesis of academic performance techniques with pop ones, innovations in the construction of repertoire and image policy, provided the violinist with high popularity in the world of pop music and influenced the further development of all violin art. In the mid-1990s, a new pop "star" appeared on the world stage, a bright representative of the classical crossover musical trend - the Hungarian violinist and composer Edvin Marton (born in 1974).

The musician received worldwide recognition of outstanding performing qualities, becoming the winner of the international violin competitions in Montreal (1996) and Orford (1997). As a result of these creative achievements, Edvin Marton was awarded the title of the first violinist in the world, the maestro received the right to play the violin of A. Stradivari (1698) during concerts, the main advantage of which is a soft, crystal clear and soulful timbre, that gives a special beauty to the sound of compositions performed by the artist.

Touching upon the problem of the correlation between traditional solutions and experimental searches in modern violin performance, we note that the work of Edvin Marton is indicative of the predominance of traditionalist tendencies, which is confirmed by the dominating of classical works in the artist's repertoire, the practice of using only acoustic violin in performances. The musician does not strive for the brightness of sound through the use of timbre and dynamic resources of electric instruments, but tries to achieve a strong emotional impact on the audience formed in the academic environment by the highest culture of violin performance, a variety of stroke techniques.

The experimental orientation, meanwhile, is not at all alien to the musician's creative searches: the artist's desire to bring the sound of classical works closer to the realities of the listening experience of a modern listener "is implemented by introducing artistic and expressive techniques of rock, pop and jazz music into the arrangements" [7]. The musician chooses from the classical repertoire the most famous works that are extremely popular among the public, are distinguished by a vivid artistic image, filled with drama, requiring excellent performing

qualities from the performer: "Hungarian Rhapsody No. 2" by F. Liszt, Caprice No. 24 by Paganini, the ballad "The Forest King" by Schubert, Concerto No. 2 "Summer" from the cycle "The Seasons" by Vivaldi, and many others.

The use of the clip genre in the work of E. Marton acquires the features of a dominant trend and turns out to be the genre in which the specific features of the violinist's performing image receive maximum 'unfolding'. Thanks to the actualization of the genre of the video clip, the personalities of the musicians quite easily become recognizable and popular, often playing the role of youth idols. A video clip allows fixing the authorship of a composer or performer, previously perceived mainly aurally.

In the mid-1990s, the tradition of the new classical crossover musical trend in violin art continued to be developed by David Garrett, a German-American virtuoso violinist working in a musical direction synthesizing classical music with jazz and rock, country and folklore. The virtuosity and expressiveness characteristic of Garrett's performing style become signs that make it possible to bring him closer to the artistic image of the outstanding violinist Paganini. The musician notes the special merit of Paganini, who "brought virtuosity and creativity to this instrument, he managed to make the violin competitive at the international level, and also present it as a solo instrument" [1]. One of Garrett's discs has a 'symptomatic' title – "Garrett vs. Paganini" (2013). Garrett demonstrates the effectiveness of ways to achieve the popularity of contemporary musicians among the general public through high professionalism, playing techniques that allow adding modern touches to the classical repertoire.

The violinist experiments in the field of musical sound. In his "performances, he uses only an acoustic violin", in the case of playing in large rooms or outdoors solving the problem of sound dynamics by connecting a microphone, but enriches the timbre sound of a chamber ensemble with rock band instruments (synthesizer, bass guitar, drum kit). He strives for a special completeness of the impact of the musical image, creating a large-scale, rich sound of a large group of the ensemble.

The non-academic tradition of using the violin in a jazz ensemble and transforming its expressive and technical capabilities continues in violin performance in the 21st century. Introduction of techniques of sound imitation and onomatopoeia, technical improvements and inventions (amplification and transformation of sound with the help of special technical devices) to traditional stroke and sound techniques of playing the violin, which make it possible to bring the sound of the violin closer to various instruments, to update and modernize the acoustic and timbre-color data of the instrument and give it an ultra-modern sound, is ongoing process.

In general, the desire for concert quality in chamber genres and, conversely, chamberization in concert genres, leads to an active interaction between chamber (based on the utmost consistency, convergence of instrumental lines in the ensemble) and concert (when dialogue is based on the personification of instrumental parts) styles. Auner and Frisch wrote about the displacement of the classical type of sonata drama by the concert chamber ensemble in the work of the expressionists and future neoclassicists, starting from the 1910s [2]. Increasingly more clearly in the chamber genres, the "unity of the different" are demonstrated, the conjugation of the possibilities of the timbre-heterogeneous instruments of the ensemble (strings and keyboards), which are extremely opposite in their sound qualities, without their convergence. The use of the principles of concert performance in the genres of chamber instrumental music is observed in the following stylistic directions: neo-baroque (emphasis on improvisation), neoclassical (emphasis on intertextual connections with works of previous eras or playing with styles, later called polystylistics), neo-romantic (emphasis on virtuosity). Another trend - the tendency to minimize forms and concentrate the means of expression - finds manifestation in the fact that the musical miniature, previously common in solo instrumental music, is becoming very popular in chamber genres.

In the work of modern composers, the process of intersection of traditions and innovations can be traced at the level of transformation of genre models of the chamber-instrumental ensemble, the study of which is relevant for modern musicology. On the other hand, there is an interest in genre innovations, by including new combinations of instruments in musical practice, forming the so-called free-variant ensemble genres. This process is implemented in two directions: the first is to create compositions for atypical monotimbre compositions. The second direction is represented by compositions of timbre-homogeneous or mixed composition, where instruments are used that are not traditional for classical ensemble types (folk, exotic, jazz, electromusical).

In the process of transformation of the chamber-instrumental ensemble genre models, two trends are observed. On the one hand, there is an appeal to the historically established genres of chamber instrumental music (constant, constant-variant, relative-constant, relative), their revival or reconstruction from the standpoint of the expressive possibilities of modern stylistics. On the other hand, there is the interest in genre innovations, enrichment of musical practice with free-variant genres, by combining traditional (academic) and non-traditional (folk, exotic, jazz) instruments in an ensemble, introducing ancient and ethnic instruments into the genres of new music (using traditional and searching for new sound possibilities of ancient instruments), the combination of acoustic and electric musical instruments, the use of art technologies.

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STARTUP APPROACH IN MANAGEMENT: FASHION OR LONG-TERM STRATEGY?

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Abstract: The work is devoted to the means and methods of innovative management associated with a start-up approach, otherwise called Management 3.0 or Agile management. It is shown that management of version 3.0 as a system for coordinating linear and non-linear relations in the conditions of a network (flat) organization of the subject area of socio-economic systems represents the basis of the modern paradigm of management and self-organization accounting. The main features of the startup approach in management, potentials and pitfalls of its application in corporations are conceptually summarized.

Keywords: startup approach; innovation; project; Management 3.0.

1 Introduction

The term “startup” was first used in Forbes magazine in August 1973 and Business Week in September 1977 [18, 28]. Now the concept of startups is expanding somewhat. Often, apparently, under influence of the developing theory of project management, it is not only about startups as a temporary structure that exists to search for a reproducible and scalable business model and not about an organization that creates a new product or service in conditions of high uncertainty, but about an innovative project with a high degree of risk. That is, attention is now more often focused not on the development of a business structure created for the implementation of innovative projects, but on the development of these projects themselves [16].

An innovation can represent a specific production of scientific activity, a technical innovation that is in demand in society, understandable and accessible to the mass consumer. On the other hand, a feature of a product that is not the result of innovation, but is, for example, a successful marketing ploy, a convenient ergonomic shape, or an unexpected use of old things, can also be innovative. In this regard, special attention should be paid to the innovative component of start-up communities, in which, in addition to the classical idea of innovation by J. Schumpeter, this concept is overgrown with new strategies and programs for managing the production of modern business communities, designed for such areas as marketing and management. Therefore, innovation becomes a marker of modern startup entrepreneurial culture.

The main principles of management based on the start-up approach are as follows [5, 17, 20]:

1. Focus on future consumers. This principle means that the company's future earnings depend on how the target audience will distribute their income and on what actions the company will take to interest future consumers in products and services. The application of this principle will allow the company to actively shape the future needs of the target audience.
2. Leadership in innovation. Leaders are able to determine the future mission of the company, develop an innovation strategy, achieve the implementation of innovative creative plans for the development of the company.
3. Partnership relations with employees. Employees who are involved in innovation processes are more independent of the company. After all, their knowledge, experience, and

ability to realize their capabilities are their own means of production. Therefore, employees with non-standard thinking should be given the right to non-standard actions for the maximum realization of their own abilities.

4. Approach as a to project. To achieve the final result of innovation activity, the most acceptable type of management is project management. This approach ensures the concentration of the resources required for this and ensures the effective achievement of the desired end results.
5. System approach to management. The definition, understanding and management of a system of interrelated processes and projects in accordance with the established goal contribute to the formation of the trust of future consumers and their involvement in the circle of real consumers.
6. Continuous innovation. Products, services and processes need continuous improvement as successfully implemented projects increase customer loyalty.
7. Search for unrealized opportunities. In the innovation, in addition to facts, one can also operate with forecasts, assumptions, hypotheses, and other unreliable data. For the emergence of fundamentally new products and services, it is worth looking for unrealized opportunities.
8. Strategic partnership. New products and services can take their rightful place among the existing variety of goods only on the basis of joint activities of companies from various industries and services. Alliances, strategic associations, standardization and certification partners, etc. are needed to win over future consumers. In turn, this will lead to significantly higher business results.

Globalization 4.0 and technological progress are changing the patterns of production, consumption, and information exchange. As a result, the requirements for public policy and the work of companies are seriously changing: in these two areas, a new set of tools is emerging [7, 10]. Programs and strategies that are absolutely adequate at the time of development, in working conditions, in circumstances and events that no one could have foreseen, suddenly show flaws. Today, in order to create and maintain sustainable competitive advantages, companies have to systematically study the distant future with the help of strategic foresight: scenario planning, “horizon scanning”, and analysis of shocks that affect the strategy.

Such methodologies will help to make up the first draft of the strategic plan, given the uncertainty of the future. However, in a world where decision-making cycles are getting shorter, even these tools are no longer enough. What is needed is a more fundamental transformation – a transition to adaptive management, which, at its core, has been the basis of startup management for a couple of decades, but is still not often applied in “traditional” business models. However, increasingly more companies are experimenting with this startup-based approach to management, reformatting business models, creating turquoise organizational structures, etc. A kind of vogue, ‘fashion’ for a startup approach to leadership and management has emerged, similar to the boom of the Agile approach a decade earlier. However, without a full-fledged, comprehensive integrative understanding of the essence of the startup approach as a paradigm, its implementation often leads to the opposite result – a decline in performance and emerging serious issues with staff quit rates. New management systems, only together with people who are ready to adapt, will help to feel when it is necessary to correct the course and make a thoughtful, effective maneuver [6]. With proper application and taking into account all the nuances of the external environment, a startup approach can become a successful long-term strategy.

2 Materials and Methods

The theoretical and methodological basis of the study consisted of the scientific works of scientists, practitioners, managers, and specialists in the field of researching the problems of innovative

development of companies, innovation management, start-up economics, Management 3.0 and Marketing 3.0.

The theoretical and methodological basis of the study is a system-functional approach to the study of various phenomena and patterns of development of economic processes in the field of innovative corporate management. The study was carried out on the basis of general scientific research methods - a systematic approach, analysis and synthesis, scientific abstraction, classification and aggregation of data.

3 Results and Discussion

For many years, for most people, all processes were linear. Therefore, organizations used only simplified mechanical tools based on linear models. Today, when the post-industrial economy is giving way to the knowledge economy, the most important dilemma needs to be resolved: how to deal with the concepts and theories verified on the basis of past experience and considered reliable, which in modern conditions in many cases turn out to be ineffective due to the fact that there are no longer linear development paths, and in general any long-term trends - only large-scale, rapid changes, radical transformation, and many surprises constitute today business landscape. What worked yesterday may not work today.

The general crisis of economies and management paradigms at the beginning of the 21st century showed that order can arise spontaneously due to the appearance of disorder [2, 16, 18]. Organizational changes in such a situation may not be adequate to those changes that arise on a temporary basis spontaneously and independently of management and, accordingly, the interests and needs of the majority of participants in business processes. This reflects, on the one hand, a nonlinear model of the subject area, and on the other hand, simultaneously a linear evolution, which requires a serious approximation of the vectors of such variability.

The current situation largely changes the meaning of such basic concepts as modernization and human resource management, especially in the long term. Modernization with a constant nonlinearity in the development of the subject area of management in all vectors simultaneously is impossible. Therefore, significant changes and clarifications are also needed in the issues of leadership and human resource management methods. The variety of social networks non-linearly captures the self-organization of participants, including business processes, taking into account their national, cultural, mental, and other interests, which especially affects the meaning of leadership and the role of leaders (in management).

This situation in relation to the theory and experimental applied practice of management has created the so-called lack of paradigm (paradigmlessness) of real practice. A special conceptual direction has appeared in business processes – “implementation challenge management” as a process of managing the implementation of changes [14]. Increasing complexity becomes the only constant of management, and paradigmlessness is noticeable as the absence of some scientific and methodological unity.

Ordinary businesses are based on certainty and predictability. The future of a new startup, however, is very uncertain - a new idea should find the right path and find a wide target audience. One of the classic definitions of what a startup is belongs to Steve Blank: “A startup is a temporary organization that is used to find a repeatable and scalable business model” [22]. Paul Graham, one of the founders of the Y Combinator venture capital fund, gives the shortest and simplest formulation, which covers not only startup in its classical understanding but also in a corporate plane: “Startup = growth” [29]. Successful startups such as Uber or Airbnb grow so fast that they reach the financial performance of ‘monsters’ like Toyota or Siemens within a few years. However, large companies are also trying to implement the startup methodology in management, at the same time not realizing that corporate trips and retreats are not the same as launching incubators and laboratories, and Agile organization of

work is not identical to a startup and is not always better than the Waterfall model, being dependent on the industry and sector, the quality of the staff, and other factors. The challenges that large companies are facing when adopting, in particular, LeanStartup approach, are presented on Figure 1 below.



Figure 1. The challenges large companies face adopting LeanStartup approach [12]

At the peak of widespread use of CRM systems, many companies implemented the most advertised and expensive solutions from well-known companies such as Cisco, without having not only conducted an in-depth analysis of their business processes, but without even assessing the possibility of seamless integration of CRM into their corporate information system, and they ended up with a useless, and sometimes chaotic, CIS and HRM module. A similar situation is observed with the introduction of a startup approach in corporate management, with a complete or significant discrepancy between the business model, business processes, organizational structure, HRM landscape and the very idea, the concept of a startup approach.

Meanwhile, the startup approach and its inherent design thinking helps to avoid classic mistakes that many companies repeat, even business sharks like Apple, BlackBerry, and the like:

1. The project is launched for the reason that it is “cool”. Founders, their relatives and friends like it, but the target consumer may appear to be completely indifferent to it, for example, because the problem is not as relevant as it seems or because he has found another, more convenient solution for himself. Design thinking implies the study of customer demand in the first stage: a prototype will be created with the expectation that it will solve a specific customer problem.
2. The project has not developed a value proposition. Very often, a product simply repeats a well-known model, optimizing it according to the principle “faster/cheaper/more beautiful, etc.”. Using design thinking, a company can make its product the key to solving a user problem, address every pressing need that a customer has, and make their product truly valuable to him.

Innovation as an effective and fast business solution in the dynamic conditions of the modern market can be generally described as an acceptable combination of production capabilities with the establishment of a new sector of consumer interest, implying the presence of definition of what needs to be produced [7]. This new definition of consumer interest should be understood as the production of a new need, rather than as a correspondence to some existing need in society. This provision seems to be extremely important for determining the meaning of innovation in the modern era of a rapidly developing market and does not allow considering innovation solely as a technological innovation in the production process, but expands the meaning of the expression, forcing it to function in areas such as marketing and management [24-27]. Modern companies, instead of spending huge efforts on taking a leading position in an existing market sector, prefer to create a new sector. And in connection with this approach, we notice that innovation can no longer be perceived within the framework of the classical scientific and technological scenario of J. Schumpeter “implementation idea – product”; now its meaning is wider, and it is possible to attempt to define it as “idea - consumer interest - idea of a specific product (implementation idea) - product” [12]. Such a filling of the classical concept of innovation with excess,

marketing meaning is inevitable, if we talk about the appearance in business in the last twenty years of such a phenomenon as start-up entrepreneurship.

Modern business literature pays much attention to new methods of effective enterprise management, using in turn the expressions “innovative approach”, “innovation”, “innovative management”. The modern world space of business communities is much more heterogeneous than it was in the era of industrial society. Hwang and Horowitz [10] cite the following example in defense of this position: the success of Silicon Valley is due not only to a large number of skilled labor, huge capital and technology, but also to an exceptional difference in the sociocultural background, which is expressed in a motley socio-economic and national palette of various communities united in the valley by professional interests.

In their work, called “*The Rainforest: The Secret to Building the Next Silicon Valley*”, Hwang and Horowitz [10, p. 21-38] as a managerial technique for creating an innovative environment for startups give the following theses: people change the perception of financial failure, commercial failure from negative to positive in the case when they are given the opportunity to appreciate failure as an invaluable experience. The authors showed that it is not so much positive actions that are fixed in the mind of a person and influence his further behavior, but rather those that, thanks to the ability of the agent to positively process them, become such. What is called stress resistance in psychology here allows the agent, at the level of his professional career, to find the right solution to the actual problems associated with his professional activity. Therefore, concern for the psychological competitiveness of the worker, the departments for psychological assistance to employees that arose within large companies, which in the modern era of global business have become as necessary as the first labor unions in the last third of the 19th century (with the only difference that unions arose in spite of the interests of employers, while the initiative to offer assistance in solving the psychological problems of workers belongs to representatives of big business) are an integral part of innovative management, which is trying to solve the problem of production efficiency by improving the quality of work at all levels of using company resources, both material and human.

Below, there are examples of innovative solutions of modern and today already large brands, however, startup projects that had a past, taking into account the new understanding of innovation as a tool for generating consumer interest [21]. This clarification is extremely important, especially in an attempt to isolate the specific features of an innovation based on a characteristic common to the information society as a whole, which can be defined as the desire to change and direct the future. Those specific features of doing business in modern start-up projects that are able to generalize, give an idea of the significance of an innovative approach not in the scientific and technological field in which it was originally developed, but in modern areas of marketing and management, in which this expression found its modern, ubiquitous acceptance, are outlined.

1. A common and first sign of a meaningful doctrine of a successful startup is its focus on changing the future. Taxi service Uber has changed the future by redesigning the relationship between the seller and the buyer, this method is now actively expanding to other areas. 2GIS has changed the future by combining a city and organization map in a personal computer, smartphone and the Internet. Instagram has changed the future of photo albums: now one can share photos in the “here and now” format. Google has completely redesigned interaction with archives: today there is no need to store documents on a computer, one can leave data on Google Drive using personal file cabinet from anywhere in the world.
2. Search for a completely new niche or create one. The main idea of the founders of a startup is born when the thought comes to their mind: “Why should we do this and not otherwise?”. In the era of the gold rush in the Wild West, the principle of European feudalism still assumed, in

addition to wealth for those who found a gold mine, also monopoly power, which was assigned to the respective territory. In the modern information society, large IT companies occupy the Internet spheres in a similar way, which, with a certain amount of irony, allows speaking of virtual feudalism. For example, Google has taken over the search services market. Neither Internet Explorer (Microsoft), nor Safari, nor Opera are able to compete with Google. Facebook has taken the social media plane. The success of a startup lies not only in finding a free plane, which has received little attention before, but also in capturing the free market of consumers of this niche. These companies, in fact, captured the area of the market that they initially created and developed.

3. Attention to mistakes and viability. A modern look at the startup philosophy of E. Ries considers the concept of “axis”, that is, the ability of successful startups to quickly abandon unviable ideas. The founders roll out the business model until they find the one that is of genuine interest to the consumer. Thus, the innovative product again and again goes through the classical path from scientific knowledge to the final product [19, 21, 22].
4. The success of a project always depends on the unity of purpose that must be achieved by the whole team. In the modern view of startup projects, there is a desire to consistently move forward, pay attention to every detail of a future innovation, go back a few steps and move forward again towards the goal.
5. High communication density in the innovative startup community. In this case, it makes sense to refer to the position of Hwang and Horowitz [10], who compare the innovative process with the anastomosis of the root system of a fungus: one can separate a part from it, but it will not die, since the circulation of nutrients in the system is not interrupted in any part of the network, not depending on damage.

Startup management style is a kind of convergence of authoritative and visionary style. Authoritative managers are visionary managers who focus on communicating the overall vision of a company, department, or project to the team. If to compare managers adhered to authoritarian style and a visionary one, it can be noted that the latter are not involved in the routine tasks of employees, but focus on strategy. In addition, it is important for them that the team is motivated and focused on achieving a common goal. As a rule, managers with a visionary management style are charismatic, sociable and have a high level of emotional intelligence [20]. They are always ready for changes, they can manage them and ‘set up’ subordinates for positive. For such management to bring success to the company, the manager must have a high level of trust from the team and respect. Then, employees will listen to the leader, follow him and his vision [15].

Using the classification of T. Friedman according to three stages of the development of planar globalization (01 - based on hard Taylorism with a country driving force, 02 - as a transition to a corporate level with innovation in priorities, and 03 - as a development trend based on leadership), Hamel also summarized the opinion of 35 leading scientists, businessmen, and consultants and proposed 25 main provisions of “Management 2.0”, i.e., management of the stage of globalization 2.0 with a very distant prospect for “Management 3.0” [7]. Considering management to be invented, these authors “demand to “humanize” organizations, or to orient their management towards customers and leadership” [8, 10]. With a variety of opinions and concepts, there is a general tendency to strengthen the role of leadership, networking, and self-organization.

The following principles of the new economy become especially relevant:

- Humanization;
- Democratization;
- Variability;
- Alternativeness;

The positions of Hamel, Adizes, and their followers almost unequivocally reflect the trends of "Globalization 2.0" and its corresponding "Management 2.0", which is driven by corporate relations, while volatility is mostly predictable in a planned manner.

Self-organization, in turn, actualized several points that develop the concept of "Management 2.0", even as innovative one:

- Firstly, there is an accelerated development of horizontal (flat) network platforms;
- Secondly, the problem of leadership in such structures is actualized;
- Thirdly, it becomes possible to identify the temporary results of the synergistic effect from self-organization.

Probably, the main aspects of "Management 3.0" based on Friedman's "Globalization 3.0" are hidden here. This situation has revealed three main approaches under responsible management [16]:

- A universal Anglo-Saxon approach through a continuous sequential cascaded integration of knowledge and skills in art, design, craft, technology (including information technology), business and the home economy, which creates a complete preparation for an innovative work life;
- A cognitive approach that studies justice as a whole, avoiding its individual types (truth, law, kindness, equality, lies, deceit, betrayal, cruelty);
- HR-approach, according to which all business process participants in hierarchies and networks are selected and used in relation not to management functions, but to business process tasks.

At the same time, the network system of relations that arise in the activity of a certain system or its fragment, which is the object of coordination and management by managers, becomes the subject of management.

The most important criterion in "Management 3.0" (according to the US media) is preemption (preemption is understood here as "playing ahead of the curve").

Kotler and his co-authors use the following conceptual classification of marketing versions (taking into account T. Friedman):

- Product ("Marketing 1.0"),
- Consumer ("Marketing 2.0"),
- Changeable ("Marketing 3.0"), passing from the organization to the consumer and orientation on the individual-personality [13].

Kotler rightly argues that until now, many in organizations still use the product concept as a consequence of production technologies ("Marketing 1.0"), only occasionally switching to "Marketing 2.0", considering it a reaction to information changes in technologies [13]. At the same time, the distribution of teams and their management may be carried out according to the Agile or startup principle. Such a discrepancy naturally leads to the entropy of the organizational system.

Three types of internal organizational innovation systems are distinguished: hard innovation structure, soft, and mixed [1].

- A rigid innovation structure presupposes a strict, predetermined system for the development and implementation of innovations, based on decision-making by top management with their subsequent execution by lower levels.
- A soft innovation structure grants significant rights to grass-roots divisions in terms of making independent innovative decisions with minimal coordination at the top.
- Mixed ones involves the development of innovative proposals in departments, their expert evaluation by specialists and centralized decision-making on the implementation of innovation.

These structures can be present at the enterprise in different combinations depending on the generation of centralized or decentralized innovations. Centralized innovations are innovations, the decision to implement which is made at the top level of company management, i.e., its leadership. Decentralized innovations are those that are developed and implemented directly in the grassroots departments.

In its classical understanding, the creation and development of startup companies is not an end in itself. The main thing is not to create a successful company, but a project, an innovative startup, for the implementation of which it is created. However, speaking about startup in the established organizations, a number of experts warn: "it is not worth repeating the typical mistake of modern managers - replacing a good goal with a means to achieve it" [5].

Modern authors have clearly begun to take into account institutional and virtual factors, which by now have required the formation of a new adequate management paradigm. Management by values, i.e., by a more humane corporate culture, is a tool of "Management 3.0".

If to consider a startup not as an enterprise, but as an object of its innovative activity, then the following algorithm of such activity emerges: 1. Innovation > 2. Innovative project > 3. Innovative object. At stage 1>2, those very innovative investors (inventors, patent owners, creative entrepreneurs, professionals) are involved, who are not even necessarily isolated and are not always directly included in the cluster formed by the project manager. The role of the latter at this stage is extremely crucial. He will be able to fill the project with innovative content only if he owns modern methods, a high culture of work in the information market. For example, instead of visiting less informative thematic exhibitions and fairs, he will use the search for innovative investors using modern Internet search tools. At stage 2>3, without a doubt, the main stage of startup management comes into force - innovative engineering - "without professional creative engineering work, not a single startup, implemented only by monetary specialists and managers, will be successful" [29].

Increasingly popular synergistic approaches lead to the need to use the so-called cluster approach for the implementation of startups, which has somewhat "faded" in recent years. Some algorithm for implementing this approach has already been developed [4, 17]. Its main steps:

- Formation of the idea of a startup as an innovative project. This, apparently, is the main point of the startup strategy, and the success of the project largely depends on the correct choice of it. It ends with the preparation of an offer.
- Choosing a project manager (person or organization) is one of the most difficult stages of the preparatory stage of work. This manager is the heart of a startup, on which the success of an innovative project almost primarily depends. When choosing a project manager, it is very important to take into account, first of all, his susceptibility to innovations - the ability and interest to carry out not only the initial, but also further regular updating of production factors and output products (services) with a fairly high intensity.

A company that has chosen a startup management style should remember that when a startup grows, it is not easy to maintain enthusiasm at its former level: a direct connection between the founder and all team members becomes less tangible, if not impossible, if branches are opened in other regions. As a result, a young company, from which no one thought to leave in the first two years, suddenly loses about 40% of employees in the third year of its existence [5].

To keep staff engaged at the same level as during the launch of the project, leaders need to realize a simple fact: the old methods of leadership at the new stage of the company's development no longer work. In order to form a motivated and committed team, internal incentives are most important: autonomy ("self-

management”), competence (feeling that skills and abilities continue to improve), and “involvement” (feeling of being connected with colleagues, included in a common cause, belonging to this group of people). In order for the project to be scaled successfully, the manager needs the support of all team members, and in order to get it, it is necessary to focus on the above aspects and rebuild them from the startup philosophy to the philosophy of permanent growth, that is, balance the “pushing” leadership style (order, direct, distribute authority) with “attractive” one (delegating, collaborating, being a coach): this style ensures greater dedication and creativity of employees of any age, and at any size of the company.

The crisis of the early 21st century confronted the economy with the problem of managing chaos, which, in turn, showed the duality of the further development of economic management: consolidation through the integration of vertical structuring and at the same time its disintegration to the “molecular” level of corporations inclusively, which creates springboards for a planar functional or virtual network organization of business processes, including the activation of the functioning of innovative startups. Globalization unambiguously develops a corporate cross-border drive in accordance with its version 2.0, and thus, in accordance with the more modern version 3.0, through the verticalization of the structures of already complex and super-complex systems creates conditions for almost universal flat networking [16, 17].

One can offer the following representations of the current state, when employers sharply increase the requirements for the growth of the competence of customers and staff [8, 9]:

- 1) The globalization of business processes requires globalization of management theories (concepts), especially in the 2nd and 3rd versions; it increases chaos, instability, and self-organization by developing networking in the form of horizontal schemes (structures) of any scale, including startups;
- 2) Networking, in turn, develops temporary self-organization and, through modernization - leadership and HR management;
- 3) The situation contributes to the role of the so-called crossroads theories, which provide the conceptual and methodological connection of management with other sciences;
- 4) Social networking as ensuring the growth of the needs of small and medium-sized businesses, the development of mobing processes that contribute to the activation of startups.

At the same time, at least the actual presence of three vectors in the subject area of management should be recognized: traditional (Taylorism), institutional (“rules of the game” in the market), and virtual, which must be taken into account in practice.

A startup is not only a product, a technological breakthrough or a brilliant idea. It is, first and foremost, an enterprise created by people. A startup has value created for people who become customers, who experience the process of interacting with the company. Customers are the continuation of the product creation process. Customers become a product ecosystem. A startup as an organization is set to find a new source of value for customers. It is important to establish effective interaction of the client with the new product.

Moreover, a startup can use a variety of types of innovation: scientific discoveries, new versions of existing technologies, new business models that unlock value which was previously hidden, or simply offer products or services in new markets or introduce them to new customers. In all these cases, innovation is at the heart of a company's success.

The success of a startup is supported by facts. This is a method that allows evaluating success in the face of a high degree of uncertainty in the result. Information about results can only be obtained from facts. Facts provide fertile ground for the emergence of new knowledge about markets and consumer

preferences. Facts arise in the course of experiments. The experiment provides important data related to startup prospects (see Figure 2).

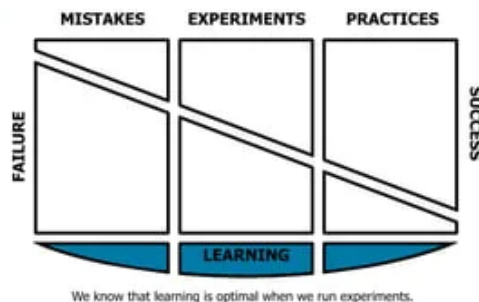


Figure 2. Startup paradigm for Management 3.0 [15]

Almost all startup actions can be viewed as experiments testing the chosen strategies. During the experiment, it is necessary to find out which strategies are justified and which are not. The experiment begins with the development of an assumption about what can happen, what result can be expected. The hypothesis is then tested empirically. However, the experiment should not be perceived as a series of actions that can be carried out randomly in search of truth. The search for truth is a function of scientific research. Therefore, the experiment is based on concepts and theories created on the basis of observations, generalizations, inductive and deductive reasoning. On the basis of scientific knowledge, a vision of a startup is developed. The purpose of the experiment is to find out how, based on the vision of a startup, to create a viable strategy, taking into account an important feature - recognition of the primacy of the individual over profit.

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WAYS OF FORMING PERFORMING STYLISTICS IN THE HISTORICAL DYNAMICS OF CHINESE PIANO ART

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Abstract: The article is devoted to the understanding of the problems faced by the performer of the works of Chinese composers. The lack of performance analysis of such works complicates their understanding and full implementation on stage. The purpose of this study is to identify the universal mechanism of piano interpretation of program pieces by Chinese composers, which functions in the entire variety of author's styles. At the same time, the issue of performance stylistics of piano works by Chinese composers appears in all its problem complexity: from understanding the figurative sphere, issues of pianistic implementation to the stylistic authenticity of performance. The process of formation of performance style in the works laid down by composers during the development of piano art in China is considered. A key role in the formation of the performance style of Chinese pianists was played by the activities of luminaries - musicians who demonstrated the universality of musical creativity. The creative-aesthetic and didactic principles acquired by these musicians in different schools affected the manner of their individual writing, which, in turn, influenced the performance style of their works. Specific performance formulas of playing, uncharacteristic for European art sound coloristic techniques on the piano require the pianist to be able to choose a fingering that provides pianistic comfort and contributes to actual intonation and construction of melodic lines. The constant updating of the musical language of many piano works by Chinese authors allows talking about the continuous process of evolution of the national performing style.

Keywords: piano art; performing stylistics; pianism; historical dynamics; composer creativity.

1 Introduction

Contemporary Chinese piano music is a unique example of the fruitful interaction of musical traditions of Europe and the East. Many composer innovations in the field of piano music attract the attention of musicians and listeners not only in China, but also beyond it. However, the lack of performance analysis of such works complicates their understanding and full implementation on stage. Today, the performance activity of Chinese pianists is very successful, they win prestigious international competitions, and the works of composers Ding Shande, Wang Lisan, Li Yinghai, Jiang Wénye, He Luting, in particular, their piano opuses, are very famous. Music education in China is now at a high professional level, including, piano classes are successfully operating in most conservatories and other special educational institutions of the country; piano music concerts attract many listeners, are recorded and reproduced in the mass media, and large editions of compact discs are published.

The process of national piano music popularization by Chinese composers and performers reveals to a huge audience of listeners from different countries the image of the Celestial - a country with the oldest cultural traditions, however, today quite closed to the rest of the world. Interest in this repertoire, on the one hand, attracts musicians with its oriental beauty and sophistication, on the other hand, the interest of pianists - representatives of other nationalities in these works today can be called "rather cautious".

The purpose of this study is to identify the universal mechanism of piano interpretation of program pieces by Chinese composers, which functions in the entire variety of author's styles. At the same time, the issue of performance stylistics of piano works by Chinese composers appears in all its problem complexity: from understanding the figurative sphere, issues of pianistic implementation to the stylistic authenticity of performance.

2 Literature Review

It is natural that the phenomenon of Chinese piano art arouses the interest of both Chinese researchers and representatives of other national schools of musicology. Dissertations, articles, and scientific works dealing with various aspects of Chinese piano art are published in many countries. To date, there is a huge

amount of research devoted to this bright phenomenon. A sufficient number of fundamental studies in Chinese, English, Ukrainian, and Russian languages are devoted to the piano music of China.

The central problem attracting the attention of researchers is the preservation and development of Chinese national musical traditions under the influence of Western compositional methods. As a rule, the subject of such studies is the works of the most talented composers, and musicologists focus on their analysis [15; 22; 30]. Also, musicology works of historical plane predominate [1; 2; 11], some information can be found in studies on individual outstanding performers such as Lan Lan [4], on educational institutions, for example, about the Beijing Central Conservatory [7]; it is possible to get information about the development of a certain stage of piano performance [31]. Nevertheless, the activities of most Chinese pianists, educational and concert institutions in China are not covered enough. Thus, the study and evaluation of the general historical dynamics of the development of piano performance art and pedagogy in China deserves more attention.

The issues of the interaction of compositional and performing creativity in China, which directly affect the formation of performing stylistics, deserve special consideration. In order to reveal this important topic, studies should be involved that cover the specifics of the figurative sphere of piano works [16; 21], ways of performing piano works, etc. Without this, it is almost impossible to penetrate into the depths of the content of the piano works of outstanding Chinese composers. A large part of the piano works written recently in China is not sufficiently studied. Many interesting compositional innovations in the field of piano creativity, which require specific performance solutions, have not been summarized. Examining the piano works of Chinese composers of various genres from the perspective of performing issues, subordinated to the practical task of realizing the composer's idea, is relevant.

Since Chinese piano music reflects almost all the processes taking place in world art in an original way, it is necessary to take into account the entire complex of musical creativity in research - concert activity, pedagogical work, critical research, composer school, etc. The work of Feng Yizhan [9] is dedicated to the process of formation and development of the piano performing and pedagogical school of China in the projection of the dialogue of cultures. The researcher defines the piano performance school of China as "a valuable cultural phenomenon and a holistic phenomenon of Chinese musical art, containing features of typological unity with other national schools; a system of knowledge, views, teachings, and leading principles applied in the practical activities of teachers and their students; it is the unity of performing and pedagogical traditions, the sum of aesthetic and stylistic views that are preserved and translated in the performing practice of subsequent generations" [9, p. 170]. However, in this work, the "national" aspect of the formation of performance stylistics is least covered.

The interest of researchers and performers in studying the regularities of the performance process requires the development of a methodology that would be able to reveal the typological features of solving performance problems faced by interpreters. However, this range of problems requires additional efforts. One of the paragraphs of Xu Bo's thesis [31, p. 24-27], where the author focused on comparing Lan Lan with a performer from another country, can be considered the first step towards investigating the topic related to performance style in the creative work of modern Chinese pianists. Meanwhile, the author confirms the need for further research into "piano performance as a multi-meaning cultural symbol that can bring new aspects of the interpretation of national traditions into modern consciousness and cognition" [31, p. 27]. The researcher expresses an interesting opinion, proposing the perspective of studying "the interpretation of Chinese pianists, for whom

copying recordings is the most powerful educational tool, puts forward an interesting topic for science: “deciphering” the sources of learning the performing style and identifying individuality with an obvious orientation to a specific sample” [31].

The study of performance stylistics is impossible without the involvement of additional literature devoted to the problems of interpretation, individual performance technique and style of the pianist, analysis of the texture of a musical piece, intonation, etc. [8; 10; 12-14; 17-19; 26].

3 Materials and Method

For revealing the content of the stated topic, a complex of general scientific and special methods of cognition, including historical-genetic, deductive, comparative, genre and style analysis were used. The methodological basis of the study was the historical method, which allows considering the phenomenon under study in the process of its formation and within the general artistic context of the era. The article employs approaches to the analysis of performing stylistics in modern music science.

4 Results and Discussion

The issue of piano performance stylistics in the piano music of Chinese composers concerns not only recommendations - how to achieve the authentic sound of Chinese instruments on the piano - but also how to pronounce the musical text, since in this music, as in the Chinese language, “intonation serves not as an emotional, but as a sensorial distinction tasks” [31, p. 26-27]. To do this, we will consider the process of performance style formation in works laid down by composers during the development of piano art in China.

It is known that almost all Chinese pianists perform the works of composers of their country. The first interpreters of such works were the authors themselves - composers-pianists He Luting, Ding Shande, Wang Lisan, and others. Many Chinese pianists and teachers also found themselves in the field of composing. For example, Zhou Guangren, a professor at the Beijing Conservatory who headed the piano department from 1986 to 1992, became the first Chinese pianist to win international piano competitions, including the World Youth Festival in Berlin and the R. Schumann competition in Zwickau. Zhou Guangren is the author of a number of piano works, the most famous of which is “Variations on a Folk Theme”.

In November 1934, the Russian composer and pianist Alexander Cherepnin, who was the director of the Shanghai Conservatory at the time, organized a competition for the best piano piece by a Chinese composer. For this event, He Luting wrote the works “Flute of the Young Shepherd” and “Lullaby” and performed them at the competition. He was awarded two prizes for these works. This event is considered in China as a reference point in the development of national piano music, and He Luting is considered one of its founders.

The Russian composer and pianist O. Cherepnin, who organized a competition for the best Chinese piece for the piano, soon began to independently perform He Luting's “Flute of a Young Shepherd” abroad. Thus, this piece became one of the first piano works by a Chinese composer to be performed on the international stage. Later, this work was performed with great success by many Chinese pianists. In 1951-1952, pianist Zhou Guangren played it in Moscow during concerts of artists of the People's Republic of China.

Pianist and composer Ding Shande is also considered one of the founders of national piano music in China. His early creativity fell on the 20s and 30s of the 20th century - the time when China was introduced to European musical culture, and composers began to turn to European methods of composition. From 1928 to 1933, the young musician studied at the Shanghai Conservatory as a pianist and composer. He performed his first work, the piano cycle “Spring Journey”, created in 1945. In 1947, Ding Shande went to France to the Paris Conservatory to

study composition under the leadership of the most outstanding representative of the modern musical avant-garde, the outstanding French composer, conductor, and pianist P. Boulez. Communication with A. Honegger and N. Gallon also had a great influence on the creative development of the Chinese composer. Two years spent in France allowed the young Chinese musician to become familiarized with the best examples of classical and modern culture. The musical education acquired in Europe allowed Ding Shande to bring to Chinese music a new culture related to the achievements of the musical art of other countries. The works of young Chinese musician are distinguished by brilliant compositional technique, the use of post-romantic and impressionistic techniques, which gave a new expressiveness to Chinese melos.

In 1949, the composer returned to China and continued his work as a professor and rector of the Shanghai Conservatory. Ding Shande's compositional heritage includes works of various genres. The musician was the first performer of his Piano Concerto and many piano pieces. The children's piano suite “Merry Holiday”, created in 1953, was also first performed by the author at the Shanghai Art Theater, and in 1954 it was put on a record.

Another figure who worth mentioning is Wang Lisan - a professor, dean of the piano faculty of the Harbin Conservatory, the author of numerous scientific works, an outstanding composer and pianist. He is considered one of the leading figures in the musical art of modern China. Being a talented pianist and composer, he is especially known as the author and performer of his own piano works, which are rightly considered to be the most valuable contribution to the development of Chinese piano art.

In 1948, the musician began studying at the Sichuan Art Institute as a pianist, and in 1951 continued to improve his skills at the Shanghai Conservatory in the composition class. Wang Lisan never left the piano performance activity. In addition to him, his works were performed in Berlin by pianists Zhou Guangren and Ni Hongin, recordings of works in China were made by Wu Lei.

The play “Lan Hua Hua”, created in 1953, became a kind of “watershed”, symbolizing the next stage of development of compositional and performing style. In this piece, the national features of the folk song of Northern China were embodied - a lyrical song, where the story of a village girl's love and her choice unfolds. In the piece, not only the intonations of song folklore sound, but also folk instrumental music. In combination, these elements form a multi-layered fabric, and harmonious verticals embody a sense of spaciousness of sound. In general, the musical picture is imbued with pastoral contemplation, a sense of a fleeting moment; the principles of sound imitation are a means of highlighting the sound variability of light and shade. It is not for nothing that the work was included in the collections of piano music, which were repeatedly published in China.

In the 1960s, a whole galaxy of professional performers appeared in China, who won a number of international competitions - Liu Shikun, Yin Chengzong, Eileen Huang, and others. They presented Chinese piano works on the international stage. The successes of Chinese pianists and composers, who have achieved significant success on the world concert stage, allow drawing a conclusion about the “crystallization, at the current stage, of the Chinese pianistic tradition, which occupies a worthy place in the panorama of performing arts of the 20th - early 21st centuries. Naturally, the question arises about the repertoire on which creative professionalism is formed in this country, since, as it is known, its orientation and quality characteristics largely determine the degree of technical equipment of the pianist, the degree of development of his auditory perception, emotional and figurative world, artistic taste, communicative skills” [11, p. 4].

Liu Shikun is a world-renowned pianist who was one of the first to receive the highest international awards in China. The musician's playing attracted with refined technique, a deep understanding of music. In 1956, he won a special prize at the F.

Liszt International Piano Competition, and in 1958 he won the second prize at the First P. Tchaikovsky Piano Competition. The foreign media enthusiastically covered this event and called Liu Shikun the most outstanding pianist in China, the first-class pianist of the world. He toured in many countries, was invited as a member of the jury to many prestigious competitions, gave master classes. His records, which are called "golden", are very popular in China, the USA, Japan, and other countries [24].

Liu Shikun devoted his whole life to piano music. His life's ups and downs were also connected to music. In the 1960s, during the Cultural Revolution, he spent five years in jail. It was surprising that after imprisonment, when he did not have the opportunity to practice music, he, after gaining freedom, very quickly restored his former skill. Since the 1990s, the musician devoted himself entirely to teaching activities and became the founder of his own piano school in China, which has more than forty branches.

Prominent Chinese pianist Yin Chengzong was such a gifted child that he was accepted into the Shanghai Conservatory as a boy, graduating with a degree in piano and vocals. He continued his further education at the Moscow Conservatory. In 1959, Yin Chengzong became the laureate of the first prize at the World Youth Festival in Vienna, and in 1962 - the laureate of the second prize at the competition named after P. Tchaikovsky.

Like other Chinese musicians, Yin Chengzong fell on hard times during the Cultural Revolution. But the pianist was lucky, because he was not sent to labor camps or mandatory works, but was forced to play Chinese melodies on the piano in many cities. Since it was forbidden to perform Western music in China during the Cultural Revolution, the pianist was required to create an "ideologically correct" piece - the piano concerto "Yellow River" based on the cantata of the same name by Xi Xinghai. Despite the fact that several other musicians participated in this project, the main work related to the piano part was done namely by Yin Chengzong. The music turned out to be brilliant, virtuosic, romantically bright, which demonstrates the pianism of the pianist himself. Thanks to this, he performed the part of the soloist many times in different cities of China.

In 1973, the Philadelphia Orchestra, performed for the first time in China, giving concerts in Beijing and Shanghai. Conductor Eugene Ormandy was very keen to include Chinese music in his program. But in view of the fact that the restrictions of the Cultural Revolution still continued, it was decided to turn again to the "Yellow River" concert, the popularity of which has not faded for many years. The American musician asked Yin Chengzong to perform the piano part because it was very difficult to find a pianist who could play such a complex part of the piece so beautifully.

Since 1983, the pianist has been living in the USA, being considered an iconic figure in the musical art of the 20th and early 21st centuries. He has significant world-scale achievements: for 60 years of continuous concert activity, he received many prestigious international awards. Yin Chengzong's repertoire is huge - it includes more than 300 works. Currently, the musician continues to tour all over the world, impressing with the scale of his performing activities and the "geography" of his tours, which covers all five continents of the planet. In addition to extensive concert activity, he devotes a lot of time to piano translations of symphonic and opera works by Chinese composers. In his homeland, Yin Chengzong is considered a representative of romantic traditions in piano music.

Chinese pianist Eileen Huang graduated the Central Conservatory in Beijing. Like many other Chinese musicians, her career was put on hold for seven years during the Cultural Revolution. In 1979, she went to the USA and in 1982 she received a Master of Arts degree from California College. She also interned in Portugal, at the "Mozarteum" in Salzburg, took lessons from Alfred Cortot and Edwin Fischer. Since 1990, Eileen Huang has lived in Austria, Switzerland, and Italy. The pianist toured America, Europe, and Asia, gave many master

classes. Eileen Huang has recorded many CDs of Chinese piano music and written several books in Chinese. She currently teaches music in Italy and France.

As we can see, some Chinese pianists and composers, who were isolated from the world for several decades, appeared able to leave China at the end of the 20th century and were completely influenced by Western musical ideas. New compositional techniques captured their creative aspirations, which also affected their individual author's style and, therefore, there were changes in the performance style of these works. However, despite creative experiments and fascination with some modern methods of avant-garde, Chinese musicians never lose touch with their national roots. This makes the piano repertoire unique, opening up wide possibilities for the application of modern compositional writing techniques based on national traditions.

Chinese composers of the older generation, such as Chou Wen-Shung, Chen Yi, and Bright Sheng [3], and from the younger generation, Huang Ruo, Lei Liang, and Gao Ping, live in the United States today [29]. Mainly, the influence of avant-garde is manifested in their work due to the use of atonal thinking and serial technique, as well as signs of minimalism. In some of her works, composer Chen Yi attempted to update the piano sound by combining it with the sound of electronic instruments [15; 29]. Performances of works by contemporary Chinese composers can be heard on the page of the Contemporary Chinese Piano+ online resource [6], performed by pianist Elaine Chew, Ph.D. from the University of Southern California (USC), who has been popularizing Chinese music at the Massachusetts Institute of Technology for several years. The pianist's repertoire includes works by various Chinese composers. For example, in July 2001, she presented an essay on the piano work of the composer Wang Lisan at the 7th International Congress on Musical Signification in Finland (Imatra).

Today, among modern Chinese pianists-performers who widely promote the national repertoire, Du-Ning-Wu, Emi Giaki Jang, Lan Lan, Yuja Wang, Haiou Zhang, etc. should be mentioned in particular. Many of them record piano works by Chinese composers. For example, the 1997 disc of the talented young Chinese pianist Wu Qian, a student of Zhou Guangren, who performs pieces by He Luting, Du Monxin, Chen Peixun, Wang Jiangzhong, Chu Wanghua, and other Chinese composers, is particularly popular in China and abroad.

Wu Qian began learning to play the piano at the age of six. Her first teacher was the talented Chinese pianist and teacher Zhou Guanren. Wu Qian made such tremendous successes that from the age of eight she performed in concerts at the Beijing Philharmonic, Shen Zhen, Qing Dao, and other concert halls. She also played in other cities in China. At the age of eleven, she went to study in Switzerland, where she recorded all the Chinese works from her repertoire.

Du-Ning-Wu is known in China and beyond as a brilliant pianist and composer. He is a performer of his own works, thereby promoting the music of his country. At the age of sixteen, the young man won the Second International Music Competition in Tokyo. Among his many awards, there is First Prize at the Third Sydney International Piano Competition in Australia, which he won at the age of eighteen. Du-Ning-Wu perfected his piano skills at the Juilliard School in New York with pianists Russell Sherman and Oksana Yablonska. He has performed all over the world as a soloist and with an orchestra, including in China, Japan, Korea, Hong Kong, the Philippines, Singapore, Australia, Holland, England, France, Germany, Canada, and the USA. As a composer, Du-Ning-Wu created many solo piano and chamber works.

The young Chinese pianist Emi Giaki Jang is promoting the piano music of Chinese composers on the international stage with great success. Emi is the winner of numerous first prizes in many national and international piano competitions in many cities of the United States of America and Europe. She graduated from the Curtis Institute of Music in Philadelphia with a bachelor degree. Then Emi studied at the Juilliard School, where

she received a higher musical education. Emi Giaki Jang's achievements in piano competitions are extensive and include numerous awards.

The Chinese Lan Lan is considered one of the most famous pianists in the world today. He began his education in China and then continued in Philadelphia with Gary Graffman. Lan Lan has been seen by millions of viewers around the world. His artistry and ability to blend in with the audience have made him an international sensation and one of the most interesting and sought-after musicians of our time. Lan Lan likes to participate in grandiose and large-scale spectacles. The geography of the pianist's performances includes concerts in New York and Philadelphia, in China and Japan, Korea and Singapore, Malaysia and Taiwan. Many of Lan Lan's programs feature works by Chinese composers. The pianist impresses the public with an unrivaled brilliant performance, extraordinary freedom and artistry, fiery energy, giving many national piano works a new "ultra-romantic" interpretation. Such an interpretation is perceived by the audience with great interest, since the huge energetic musical message evokes the same response in the audience.

Recently, pianists Yuja Wang with her bright technique and scale of playing, and Haiou Zhang who performs at all the prestigious music venues of the world and is the face of the Beststein company, have brightly 'declared' their talent in the world.

Thus, we can observe the historical dynamics of the development of Chinese piano performance art, which was formed under the influence of the concert and teaching activities of pianists from different countries and continents. Through their own activities in China, each of them brings the most valuable knowledge gained from their foreign mentors into own performance style and teaching methodology. The training of many Chinese pianists in the world's leading conservatories became a unique link that combined the achievements of Chinese pianists with modern world piano culture. Many highly qualified Chinese pianists, having left China, continued their activities on concert stages and in educational institutions of other countries (USA, Canada, England, France, Italy). Each of them, with their concert performance and pedagogical successes, confirms the high professionalism and high-quality level of musical education obtained in the international educational institutions, the talent, experience and pedagogical talent of their mentors.

Such a complex interweaving of different schools and traditions confirms the multifaceted nature of principles of Chinese piano works performance style. The task becomes more complicated if the performer is a representative of another nationality, since the representative of another country will have to master the principles of national intonation nature, timbre palette of Chinese instruments, etc. This will influence the choice of performance means of expressiveness, dynamics and agogic nuances, articulation, pedals. Meanwhile, the requirements for high professional training and the need to reproduce the composer's idea as accurately as possible remain the same for everyone.

For performers of the Chinese repertoire who wish to get closer to a more authentic piano sound, researcher Chen Xi (2012) offers the following recommendations that can help in mastering the Chinese piano repertoire: "(1) the importance of understanding the title and the historical or cultural background of each piece; (2) the importance of understanding differences between the notation and an authentic-sounding performance, since, as with Western music, inaccurate or unclear notation is sometimes found in Chinese piano music; and (3) the importance of understanding the different philosophical ideas influencing Chinese music in order to achieve a more creative and imaginative performance" [5, p. 84].

In turn, F. Kouwenhoven states: "In nearly all Chinese traditional music, much importance is attached to the programmatic and the aesthetical purpose of musical pieces,

while in practice" [14, p. 53]. Only after adopting the musical image, the pianist will be able to reflect it qualitatively in the sound of the instrument, choosing the right touch and tone of performance, which will help convey the specifics of the means of expression in the game, reflecting them through the texture and sound capabilities of the piano.

5 Conclusion

Chinese piano art, composer heritage and pedagogy have presented a unique artistic direction of national musical creativity for more than a hundred years. Its basis was various genres of folk art and Chinese traditional music. The historical dynamics of Chinese piano art is related to the professionalization of performance and composer creativity. This process is provided by the largest higher music educational institutions in China - Sichuan, Harbin, Shenyang, and Xinghai Conservatories. Many Chinese pianists, who returned to China after studying abroad and gaining performance experience, joined the teaching staff of higher music educational institutions in China. Some of the musicians, returning from abroad, start new musical educational institutions. Such enthusiasts opened the Shanghai, Tianjin, and Beijing conservatories, as well as music departments in several universities.

A key role in the formation of the performance style of Chinese pianists was played by the activities of luminaries - musicians who demonstrated the universality of musical creativity. Among them, we will name famous Chinese performers, composers, and teachers - Ding Shande, Zhou Guangren, Wang Lisan, etc., who laid the foundations of performance stylistics. The creative-aesthetic and didactic principles acquired by these musicians in different schools affected the manner of their individual writing, which, in turn, influenced the performance style of their works. For example, Ding Shande was educated in France by the leading composers of this country, so the influence of modern European modernism, and especially French impressionism, on him is quite understandable.

The influence of the Austro-German school of composers on some Chinese musicians is very noticeable. So, in the work of Wang Lisan, elements of atonal writing were reflected, which speaks of the influence of A. Schonberg, who trained the teacher of Wang Lisan - Sang Tong.

The pianism of Chinese luminaries was based on general European playing skills, but was adapted to the national specifics of Chinese music, which gave rise to specific performance tasks that require the ability to achieve on the piano the sound embodiment of the flexibility of instrumental melos, the reproduction of ancient timbres. As a result, many sound and textural innovations dictated by the national content of Chinese music significantly enriched the piano music of the 20th century.

Analyzing the innovations that are most often encountered, highlighting certain regularities, it is possible to reveal the structure, functions, system of relationships that arise between the field of ideas, listening to musical material and motor-movement laws. These specific performance formulas of playing, uncharacteristic for European art sound coloristic techniques for the piano require a great skill from the pianist: to choose fingering that ensures pianistic convenience and reflects the intonation construction of melodic lines.

The constant updating of the musical language of many piano works by Chinese authors allows talking about the continuous process of national performing style evolution. Younger Chinese composers living outside China, such as Chen Yi, Bright Sheng, Huang An-Lun, Tan Dun, Chen Qigang, Lei Liang, etc. enriched Chinese piano music with innovative technical and sound techniques. First of all, let us mention the use of serial technique, the basis of which is Chinese musical material of Chinese folk song, the most complex rhythmic combinations, cluster consonances with elements of the pentatonic scale, the use of the principle of musical minimalism and techniques of playing Chinese traditional instruments.

Thus, the understanding of the problems faced by the performer of piano works allows talking about certain approaches that open up ways of authentic interpretation of the work. Performance stylistics is the result of the pianist's colossal creative activity: work on the musical text, complex pianistic skills, implementation of his auditory ideas, intellectual musicological research and awareness of philosophical and worldview truths.

All of the above allows stating the fact that Chinese piano art - compositional creativity, performance and pedagogy - have achieved significant success in the general context of world piano art, forming a national performance style in this country, and not abroad.

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TRANSFORMATION OF SCIENTIFIC RATIONALITY IN THE AGE OF GLOBAL COMMUNICATIONS

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Abstract. The study substantiates the claim that the priority of scientific rationality in social life and the expansion of network communications, both in the scientific sphere and in society as a whole, intensify global communication processes between various agents – representatives of different disciplines and professional circles, science and society, science and government, etc. It is demonstrated that scientific rationality, as a reflection of basic cognitive, axiological, praxeological norms, rules of ideals of researchers' activities, is transforming from an isomorphic, exclusively epistemological phenomenon and methodological regulation into a polymorphic complex combination of communicative, social, moral, ethical or spiritual rationality and context-bound rationality. The new rationality is being formed in the practices of transdisciplinary research, the public sphere of science, and the moral and ethical discourse of our time. Along with cognitive, technical, and technological functions, it performs socio-cultural and humanitarian tasks.

Keywords: scientific rationality; global communications; communicative rationality; social rationality; contextual rationality.

1 Introduction

The distinct nature of modern social development is associated with the growing role of scientific knowledge, scientific information, and information and communication technologies. This is the reason why the current state has received a number of designations, such as "knowledge society" (Peter Drucker, Fritz Machlup), "information society" (Daniel Bell, Alvin Toffler), "network society" (Manuel Castells), and other. Without analyzing the differences between these views, it is worth noting the integral feature that is inherent in these conceptual approaches – namely, the priority of scientific rationality in social life and the expansion of the network communications space both in the scientific sphere and society as a whole. Science is becoming more complex and deeply embedded in society than ever before. At the same time, modern science is characterized by its interdisciplinary and transdisciplinary nature, which emphasizes epistemological uncertainty and the presence of risks regarding the ethical, legal, and social consequences of its developments. Therefore, global communication processes between various agents – representatives of different disciplines and professional circles, science and society, science and government, etc. – are intensifying, which in turn affects the change in the system of values, methods of justification and explanation of the most commonly used categorical apparatus, examples of successful career activities, i.e., everything that is part of the principles and norms of scientific rationality. Scientific rationality, like any phenomenon, has immutable, essential features, as well as those that are transforming and developing in accordance with the challenges of the times.

2 Materials and Methods

The purpose of the article is to reveal the specific features of the development of scientific rationality in the space of global communications of the transdisciplinary scientific sphere, the public sphere of science, and moral and ethical discourse.

The problem of rationality as a measure of reason in life and cognition is traditional for philosophy. In the Western philosophy of science, the issue of rationality occupies a prominent place; in particular, the following models of scientific rationality have been analyzed: inductivist (Rudolf Carnap), deductivist (Carl Gustav Hempel, Karl Raimund Popper), evolutionist (Stephen Edelston Toulmin), network (Larry Laudan), and realistic (Hilary Whitehall Putnam, William Herbert Newton-Smith). In Ukrainian philosophy, the problems of scientific rationality have been studied by Serhii Krymskyi [10; 11], Myroslav Popovych, Iryna Dobronravova, Mykhailo Boichenko [2, 23], Serhii Yahodzynskyi, and others.

In antiquity and the Middle Ages, rationalism was an alternative to mythology, mysticism, and religious worldview; in modern times, it was a counterweight to empiricism and sensualism, appealing to the mind capable of rigorous logical reasoning, as well as analytical and synthetic activity. Serhii Krymskyi emphasized that in the modern and contemporary era, rationality is not limited to only signs of logic, but includes, in addition to methodological guidelines, epistemological and worldview principles that are oriented towards the modern scientific picture of the world, recognizes truth as the highest scientific value and is optimistic about its search, provide for theoretical and practical verification, while not excluding Socratic irony and self-critical analysis of theses in a dialogue with an opponent, and also addresses issues of efficiency, balance, technological feasibility, and expediency of human activity [10; 11]. This diversity of approaches is due to the difficulty of substantiating the concept of "rationality". For example, Ukrainian researcher Larysa Ryzhko writes: "...rationality is understood as something that is identical to reason, or the reasonable. But "reason" or "the reasonable" does not exist as a certain substance or something independent, but is closely connected with other human qualities, in particular, feelings, as well as all human activity, or rather human being" [19].

The general methodological basis of the work was the categorical apparatus of concepts, ideas, and methods formed within the framework of the philosophy of science. In particular, the study uses logical and historical methods in the conceptual analysis of the phenomenon of scientific rationality. The ideas and principles of the systems approach are also applied to the understanding of rationality as a multifaceted form of cognition. The theoretical basis for the study is the research tradition of analytical philosophy.

3 Results and Discussion

In contemporary research, the search for new approaches to understanding rationality has become imperative - in particular, the rationality that would become an affirmation of spirituality and would contribute to the accession to the higher meanings of human existence. The new rationality concerns various kinds and types of human activity: scientific, artistic, and practical. It is important to expand the range of value characteristics of scientific knowledge. Thus, it is evaluated for truth and falsehood, good and evil, right and wrong, beauty and ugliness, etc. Serhii Krymskyi argued: "Generalized rationality today can be explained as being guided by the measures of reason, the ability to make motivated choices (decisions, opportunities, actions, alternatives) in accordance with certain threshold (dimensional) or normative (qualitative) constraints that can be formulated as a certain system of rationality principles" [10; 11]. Therefore, rationality also becomes a topic of moral and ethical discourse.

Scientific rationality, like science in general, is a historical phenomenon. At the same time, each historical stage of its development is characterized by a special type of scientific rationality. Scientific research, as well as its main goal – scientific truth – are no longer indifferent to human existence, they are embedded in it, multivariate in their totality, and the source of their development is the dialogue between subjects of cognition, between cultures, between representatives of different scientific fields, schools and networks [12; 13; 14]. Therefore, the basis of the development of science and culture in general is the principle aptly expressed by the famous German philosopher Hans-Georg Gadamer: "To support the dialogue in every possible way, to give the dissident a chance to speak, to be able to assimilate what he proclaims" [4].

The need to actualize cultural, historical, philosophical, and anthropological dimensions of rationality, as well as to overcome the limiting principle of eliminating personal and

instrumental factors from the process and results of cognition is noted by Ukrainian scientist Volodymyr Melnyk. At the same time, he emphasizes that “the purpose of philosophy is that it does not claim to be only a function of the scientific reason, but, giving rise to the philosophy of existentialism, should serve as a synthesis of rationalism and cognitive existence” [16]. Therefore, science, being a purely human activity, is one of the immanent possibilities of existence and at the same time a “free choice” of the way of being. The philosophical understanding of science is also a conceptualization of one of the possibilities of human existence, a person's interpretation of oneself and the outside world [16].

The philosophical analysis of science and scientific methodology should become a major factor in shaping social rationality. Such a consideration will be useful for understanding the transformations of scientific rationality in connection with its functioning in the age of global communications.

The interactions of scientific and social rationality are primarily necessary in addressing the global challenges of our time, such as climate change. Japanese researcher Yuko Fujigaki recommends to distinguish two meanings of such interaction: “one is interaction between researchers and citizens (science and society), and the other is interaction between natural scientists and social scientists (among disciplines)” [3]. He focuses attention on the risks of global climate changes (GCC) and the necessity to manage these risks. Fujigaki proposes to classify “three types of understanding on GCC: (A) understanding of the mechanism of GCC, (B) understanding of the effect of GCC, and (C) understanding of the countermeasures” [3, p. 369]. As a conclusion of his research Fujigaki states that “GCC risks are characterized as distant threats, and they cannot be perceived as urgent problems by citizens when compared to other risks. In designing citizen deliberation processes to empower social rationality, it is necessary to consider these points” [3, p. 374]. Deliberation process, according to Fujigaki, should involve three groups of participants in relevance to three types of understanding on GCC: natural scientists, social scientists, and citizens: first “tend to divide value-free statements and value-laden statements, whereas social scientists tend to consider that every statement includes value judgements... while citizens think that experts are not neutral, because they see natural scientists as putting more value on GCC risks than other risks” [3, p. 369]. We can see that such dividing is not perfect: natural scientists are looking for not only reasons, but consequences too, social scientists are specialists only in social effects of GCC, and citizens are most concerned with consequences, but do not clearly understand the connection between causes and consequences. In order to overcome the one-sidedness and incompleteness of the approach of each of the groups, Fujigaki considers to turn to an open rational discourse between them. It is indeed rational proposition, but it should be taken into account that here we trespass to the communicative rationality as quite different type of rationality [3].

The philosophical interpretation of the possibility of communicative space is presented in the concepts of communicative rationality by German philosopher Jürgen Habermas. Habermas considers rationality as an element of social rather than cognitive theory, in which communicative reason or communicative rationality arises through interpersonal language communications [6; 7]. The main goal of language communication is determined by universal pragmatics – mastering language competencies to achieve mutual understanding.

Habermas' theory of communicative action is based on the concept of social system (Niklas Luhmann), developmental psychology (Jean Piaget, Lawrence Kohlberg), and social theory (Max Weber, Emile Durkheim, Talcott Parsons, George Herbert Mead, etc.). However, as British philosopher Adrian Blau emphasizes, his predecessors focused on criticizing rationality as a search for the best means to achieve goals.

Instead, Habermas developed a broader typology of rationality, distinguishing instrumental, strategic, and communicative

rationality. Instrumental rationality is aimed at finding the best means to achieve goals that will lead to success. Communicative rationality is aimed at understanding and agreement. Instrumental rationality is egocentric, in contrast to communicative rationality, which is sociocentric and becomes the basis of moral discourse. Habermas also distinguishes between real and strategic discussion. In a genuine discussion, participants strive for mutual understanding and agreement and use communicative rationality. In a strategic discussion, at least one participant tries to win, even by resorting to manipulation or threats, and uses strategic rationality. Strategic rationality is the search for ways to win over the interlocutor rather than to achieve true understanding and agreement. Thus, communicative rationality, as interpreted by Habermas, can become a tool for the development of modern science, which is focused on solving complex problems of our time and responds to the challenges facing humanity.

In contrast to Habermas, Blau insists that “Habermas and many critical theorists caricature means-ends rationality (the ability to pick good means to ends), e.g. by wrongly depicting it as egocentric... I suggest that sincerity and autonomy, rather than non-egocentrism, are the key distinguishing features of communicative rationality. This shows that communicative rationality actually overlaps with means-ends rationality” [1, p. 321].

Contemporary scientific rationality serves the research conducted in response to requests from the economic, social, and political spheres, i.e., with practical goals and specific requirements for results. Such research combines interdisciplinary theoretical knowledge with engineering knowledge and even with the practical knowledge of scientific products consumers [2]. This creates a transdisciplinary field of interaction and communication between different agents. The range of knowledge production institutions and carriers of scientific rationality is also expanding. Whereas traditionally scientific knowledge was produced in universities and research centers, now industrial laboratories, government agencies, think tanks, and consulting agencies are also involved. This creates transgressive institutions that interact and communicate with each other. An important aspect of their activities is reflexivity, which means social responsibility for the consequences of their professional activities. The latter implies expanding the range of expert assessments and developing new forms of quality control. In particular, disciplinary review criteria are supplemented by social, cultural, economic, and political criteria [17]. Thus, the disciplinary criteria for evaluating research are expanded to include transdisciplinary criteria that are necessary for the practical use of knowledge. This is also due to the fact that such research is usually organized in the form of projects [8].

The expanded quality criteria do not allow for rigorous and unambiguous assessments, which were possible with disciplinary standards. However, this does not mean that the standards are lowered, but the emphasis is shifted to the criteria necessary for the use of knowledge in the practical sphere. The departure from disciplinary evaluation criteria does not simply indicate the politicization of research, but is due to the specifics of the organization of project-based research [5, 419]. For all their practical usefulness, such studies are contextual in nature, intended to be used in very specific situations, for example, for decision-making. This suggests that scientific rationality may depend on a particular context, in other words, rationality may be context-dependent, similar to the concept of bounded rationality [21].

The basic idea of the concept of bounded rationality is that human rationality is somehow limited by factors such as incomplete knowledge and data, time for decision-making, etc. If we do not take into account all these limitations, actions and decisions can be considered rational, but if we resort to abstract, idealized rationality, they may seem not fully rational or even irrational. However, from the perspective of a specific context, such as a project, they will be the best or rational knowledge.

Ukrainian philosophers Olha Ruptash and Tetiana Radzyniak observe that transdisciplinary research differs from disciplinary research in that it emphasizes the significance of communicative rationality as the foundation for effective communication and collaboration among scientists and stakeholders who are interested in the outcomes [18]. At the same time, Habermas's theory is considered fruitful for normalizing the practice of transdisciplinary research, which is mainly organized as the implementation of interdisciplinary projects in which non-scientific agents – business, society, government, etc. – are directly interested. Therefore, the communicative actions of all participants in the scientific process and those interested in their results determine the distinctive nature of transdisciplinarity in science. Communicative rationality implies the universal human ability to make common decisions and adhere to common norms [23]. Communicative rationality allows explaining the methodology of transdisciplinary research and its intersubjectivity much better than teleological or instrumental rationality. At the same time, it requires understanding, searching for forms of meaning transfer between communicators. Another problem is the equality of communication subjects, the recognition of their freedom and responsibility. At the same time, transdisciplinarity requires special approaches to communication processes. In particular, cooperation does not imply a prior search for common ground, because research outside the disciplines can open up a new understanding of the object. Instead, “active speaking” and “active listening” of research participants are crucial. These are the foundations of transdisciplinary dialog that form the space of new meanings [18].

One of the manifestations of communicative rationality, which is related to the transformations of scientific rationality, is attention to scientific communication in society. This phenomenon is commonly referred to as “popularization of science” in the research literature. Scientific communication has important social functions.

In modern democratic societies, one of the factors of successful development of science is public understanding of the importance of the scientific sphere, which is manifested in the existence of consensus on priority areas of socially important scientific research (such as climate change, energy, security issues, etc.), the existence of a sufficient level of scientific literacy, the prestige of scientists' work, and the value of education. These important aspects of social development can be shaped by a network of scientific communication. There are several main goals of science communication: informing, enjoyment, interest, formation of beliefs and understanding of science. But it is some problem for researchers: “While scientists are trained to be rational thinkers who emphasize knowledge acquisition and empirical evidence, they are usually not trained in skills required to be effective communicators” [20, 403].

Historically, science communication has been based on the assumption that there is a knowledge deficit in society and the need to overcome ignorance. Nevertheless, scientists performing the function of communicators with society face a number of challenges, primarily related to their professional training, since courses on public science communication are usually not included in training programs. It is considered expedient to focus directly on professional subjects. However, there is evidence of the positive impact of having a broad outlook and communication competencies on researchers' careers. In particular, “media coverage of journal publications, for example, has been linked to increased citation numbers, and the number of Twitter mentions is correlated with higher h-index scores, a measure of research productivity” [15, 779]. Thus, the expansion of a scientist's publicity has a positive impact on professional performance.

It is important to note that scientific communication is complicated by the presence of a superior attitude among researchers towards the public, the scientists perception of general public as representatives of “others”, who are often perceived neutrally and sometimes even negatively: “Outside of

views toward social sciences, the extent to which scientists view a knowledge deficit in non-scientific audiences is inextricably connected to their perception of who “the public” is” [20, 405]. These attitudes separate scientists from other members of the public, creating an “us-them” dichotomy. The latter means the formation of elitist tendencies and contributes to an unequal hierarchy of power, in which scientists view themselves as special and somehow superior to other members of society. This can result in limited meaningful interaction and communication between scientists and the public or even in its cessation. On the contrary to this, Simis and co-authors suggest that “A comprehensive normative reflection on the goals of science communication would serve scientists, science communicators, and science communication scholars well” [20, p. 411].

However, the competitive environment of modern science, as well as the requirement for the practical implementation of scientific results, lead scientists to expand their own public space and develop scientific communication channels. In accordance with the already familiar patterns of scientific communication, which were intended to promote public understanding of science and public involvement in science, a new one is emerging – aimed at developing strategic science communications. Strategic science communications pursue instrumental goals, such as building reputation or creating an image, rather than disseminating scientific knowledge. The need for strategic science communications is driven by the requirements of scientific institutions and individual scientists, who, in a situation of growing demand for resources, need more public communication to attract external funding, obtain positions, and promote their scientific results. It is some advantage of social and humanitarian sciences over natural sciences: “With regard to the work situation, the results suggest that those who perceive intense competition and high pressure to obtain external funding are more likely to have internalized the Strategic Science Communication model. Moreover, the greater the discrepancy between the desired time for research and the time actually available for research (due to teaching commitments and administration), the less they have internalized the need to communicate strategically. Finally, humanities, social sciences, life sciences, engineering scholars and scientists from other fields are more inclined to the Strategic Science Communication model than natural scientists” [9].

With the development of practices of public engagement in science, which involves public participation in scientific discussions, formulation of science policy, science governance and dissemination of public science projects, the range of science in which the public can participate is constantly expanding. The public is also actively involved in science communication, not as an “active audience” but as an active “communicator” in the digital environment. However, there may be problems related to the traditions that have emerged and are based on the principles of classical science. For example, in China, there is a tension between public science communicators who want to be actively involved in science communication and professional scientists who do not want to give up this role. Although China has a tradition of involving professional researchers in science popularization, this has changed with the proliferation of digital platforms. Thus, it is necessary to reassess the understanding of the role of science communicators and the relationship between scientists and the public in the process of science communication in the digital media world. Recent research shows that in China, the public is not only enthusiastic and motivated to communicate with science, but also successfully participates in the digital media environment. The Chinese researcher Zheng Yang resumes: “At present, in the context of China's rapidly developing digital media environment and the growth of citizens' scientific literacy, although Chinese scientists still try to maintain their exclusive legitimacy as science communicators, the Chinese public has been challenging the position held by traditional scientists. Therefore, a struggle has formed between Chinese scientists and the public over the legitimate role of science communicators in the Chinese online field” [22, 360]. Such processes generally reflect current trends towards openness, inclusiveness, and participatory nature of

science. This is manifested in the spread of the ideals and practices of Open Science and Citizen Science. This also indicates further deepening and intensification of communication processes between science, the public, government, etc.

4 Conclusions

It has been revealed that scientific rationality, as a reflection of the basic cognitive, axiological, praxeological norms, rules of ideals of researchers' activities, is transforming from an isomorphic, exclusively epistemological phenomenon and methodological regulative into a polymorphic complex combination of communicative, social, moral, ethical or spiritual rationality and context-bound rationality. The new rationality is being formed within the practices of transdisciplinary research, the public sphere of science, and the moral and ethical discourse of our time. In addition to performing cognitive, technical, and technological functions, it also fulfills socio-cultural and humanitarian tasks.

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Primary Paper Section: A

Secondary Paper Section: AA

F MEDICAL SCIENCES

FA	CARDIOVASCULAR DISEASES INCLUDING CARDIO-SURGERY
FB	ENDOCRINOLOGY, DIABETOLOGY, METABOLISM, NUTRITION
FC	PNEUMOLOGY
FD	ONCOLOGY AND HAEMATOLOGY
FE	OTHER FIELDS OF INTERNAL MEDICINE
FF	ENT (IE. EAR, NOSE, THROAT), OPHTHALMOLOGY, DENTISTRY
FG	PAEDIATRICS
FH	NEUROLOGY, NEURO-SURGERY, NUERO-SCIENCES
FI	TRAUMATOLOGY AND ORTHOPAEDICS
FJ	SURGERY INCLUDING TRANSPLANTOLOGY
FK	GYNAECOLOGY AND OBSTETRICS
FL	PSYCHIATRY, SEXOLOGY
FM	HYGIENE
FN	EPIDEMIOLOGY, INFECTION DISEASES AND CLINICAL IMMUNOLOGY
FO	DERMATOLOGY AND VENEREOLOGY
FP	OTHER MEDICAL FIELDS
FQ	PUBLIC HEALTH SYSTEM, SOCIAL MEDICINE
FR	PHARMACOLOGY AND APOTHECARY CHEMISTRY
FS	MEDICAL FACILITIES, APPARATUS AND EQUIPMENT

EXPERT ASSESSMENT OF DIAGNOSTIC DEFECTS IN TRAUMATIC BRAIN INJURY WITH DAILY FATALITY RATES DEPENDING ON THE DURATION OF TREATMENT AND PATIENTS' HOSPITAL STAY

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Abstract: One common diagnostic error in traumatic brain injury (TBI) assessment is the failure to recognize and properly evaluate the initial injury. The aim of our study was to find out diagnostic defects in traumatic brain injury with daily fatality rates depending on the duration of treatment and patients' hospital stay by analyzing the medical records of patients in Kyiv City Clinical Emergency Hospital. 102 cases of fatalities that occurred within 24 hours after admission to KCCEH (2012-2019 years) in cases of TBI were analyzed. Medical histories of the deceased and data from the forensic autopsy had been analyzed. It was found that the highest number of defects in diagnostic procedures, such as the absence of a complete description of the local status of head injuries, the lack of comprehensive assessment and objectification of hemodynamics and respiratory function, and the absence of neurovisualization, were found among patients who stayed in the hospital for up to 3 hours. There was a higher percentage of cases with discrepancies in diagnoses between forensic medical workers and clinicians as the duration of patients' hospital stay increased. The departments where the highest number of deaths occurred varied based on the duration of stay and treatment. The neurosurgical department had the highest number of deaths with a duration of 6 to 12 hours, while the polytrauma department had the highest number of deaths within the first 3 hours. The neurological department had the highest number of deaths with a duration of stay in the hospital from 6 to 12 hours.

Keywords: traumatic brain injury; acute blood loss; diagnosis defects; forensic-medical examination.

1 Introduction

One common diagnostic error in traumatic brain injury (TBI) assessment is the failure to recognize and properly evaluate the initial injury. Capizzi et al. [3] emphasize the importance of understanding the epidemiology and pathophysiology of TBI to ensure accurate diagnosis. Diagnostic errors may arise from inadequate knowledge or misinterpretation of the signs and symptoms associated with TBI. In emergency settings, where time is of the essence, healthcare providers may face challenges in making accurate diagnoses due to the complexity and variability of TBI presentations [1; 2]. Another significant diagnostic error is the failure to detect subtle or delayed manifestations of TBI. Fernholm et al. [6] highlight the importance of addressing diagnostic errors in primary healthcare and emergency departments to prevent harm to patients. TBI symptoms can sometimes be non-specific or present with delayed onset, leading to underdiagnosis or misdiagnosis. These errors may result from a lack of awareness or reliance on initial assessments that do not capture the full extent of the injury [6; 7; 9].

In emergency conditions, the time-sensitive nature of TBI diagnosis introduces additional challenges. Diagnostic errors may occur due to time constraints, limited access to comprehensive diagnostic tools, or reliance on incomplete information. Hautz et al. [9] demonstrate that diagnostic errors in emergency rooms can lead to increased mortality rates and prolonged hospital stays. Kafor et al. [10] further emphasize the importance of learning from voluntary reports of diagnostic errors to enhance diagnostic accuracy in emergency medicine. Furthermore, the prevalence of diagnostic errors in TBI assessment is a significant concern. Gunderson et al. [8] conducted a systematic review and meta-analysis, revealing a high prevalence of harmful diagnostic errors in hospitalized adults. These errors can stem from a range of factors, including cognitive biases, inadequate communication among healthcare providers, and system-level issues [8]. To address these diagnostic errors, it is essential to foster a culture of continuous learning and improvement in TBI assessment. Majdan et al. [11] conducted a cross-sectional analysis of TBI epidemiology in Europe, highlighting the need for a comprehensive understanding of the regional burden. Newman-Toker et al. [12] emphasize the importance of systematic reviews to gain insights

into diagnostic errors in the emergency department, enabling the development of effective strategies for improvement.

In conclusion, the accurate diagnosis of TBI, particularly in emergency conditions, is crucial for optimal patient outcomes. It should be noted that diagnostic defects in TBI can significantly worsen the forensic assessment of TBI later. Diagnostic defects reduce the quality of medical care, so they require a detailed analysis, which can be done as part of a forensic medical examination.

The aim of our study was to find out diagnostic defects in traumatic brain injury with daily fatality rates depending on the duration of treatment and patients' hospital stay by analyzing the medical records of patients in Kyiv City Clinical Emergency Hospital (KCCEH).

2 Method

102 cases of fatalities that occurred within 24 hours after admission to KCCEH (2012-2019) in cases of traumatic brain injury (TBI) were analyzed. During the study, we examined the archived medical records of the deceased, including their inpatient cards, as well as the accompanying documentation from the Ambulance crew, and the findings from medical reports containing data from forensic autopsies (which were documented in the inpatient cards). Data processing and analysis were carried out in OpenOffice software packages (Base, Calc, Writer, Draw, Math), GNU Octave with saving of source documents in *.doc, *.xls format. This is open source software and its use is governed by the GPL (GNU General Public License) and the IBM SPSS trial. The following statistical indicators were determined: arithmetic mean (M), standard deviation (SD), number of cases (N, n), frequency (P) of occurrence and 95% confidence interval (95% CI). The statistical significance of the differences between the two compared values was assessed by the Student's test (t). The level of statistical significance for the study is $p \leq 0.05$.

3 Results

The analyzed cases were divided into the following groups: isolated TBI – 62 cases (60,8 ± 9,5%) and combined TBI – 40 (39,2±9,5%).

The duration of treatment until the occurrence of a fatal case was divided into the following groups (from the moment of admission): up to 3 hours – 30 cases (29.4%), from 3 to 6 hours – 14 cases (13.7%), from 6 to 12 hours – 32 cases (31.4%), from 12 to 24 hours – 26 cases (25.5%). When distinguishing patients depending on the causes of death:

- In patients who died from TBI (64): up to 3 hours - 13 (20.3±9.9%) observations, from 3 to 6 hours - 9 (14.1±8.5%) cases, from 6 to 12 hours - 19 (29.7±11.2%) observations, from 12 to 24 hours - 23 (35.9±11.8%) cases;

- In patients with TBI who died from acute blood loss (38): up to 3 hours – 17 (44.7±15.8%) observations, from 3 to 6 hours – 12 (31.6±14.8%) cases, from 6 to 12 hours - 6 (15.8±11.6%) observations, from 12 to 24 hours - 3 (7.9±8.6%) cases (Figure. 1)

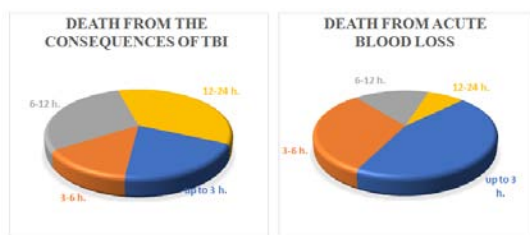


Figure 1. Distribution of deaths per day from the consequences of TBI and from acute blood loss depending on the duration of treatment before the occurrence of a fatal event, %.

In the group of patients who died within 3 hours, the average age was 40.7 ± 12.5 years. The average age of patients who died within the time frame of 3-6 hours was 38.9 ± 11.3 years. In the group of patients who died within the time frame of 6-12 hours, the average age was 42.9 ± 12.4 years. The average age of patients who died within the time frame of 12-24 hours was 41.5 ± 11.7 years. The age difference did not reach statistical significance ($p > 0.05$).

Fatal outcomes in males were observed in 18 cases ($60.0 \pm 17.5\%$) within 3 hours, and in 12 cases ($85.7 \pm 18.3\%$) within the 3-6 hours period. Fatal outcomes in females were observed in 10 cases ($33.3 \pm 16.9\%$) within 3 hours, and in 8 cases ($57.1 \pm 25.9\%$) within the 3-6 hours period ($p < 0.05$). Fatal outcomes in males within the 6-12 hours period were observed in 22 cases ($68.8 \pm 16.1\%$), and in the 12-24 hours period, they were observed in 16 cases ($61.5 \pm 18.7\%$). Fatal outcomes in females within the 6-12 hours period were observed in 8 cases ($25.0 \pm 15.0\%$), and in the 12-24 hours period, they were observed in 8 cases ($30.8 \pm 17.7\%$).

Alcohol intoxication was observed in 30 patients ($90.0 \pm 10.7\%$) with a treatment duration of up to 3 hours, and in 12 patients ($85.7 \pm 18.3\%$) - with a treatment duration of 3-6 hours. It was observed in 17 patients ($53.1 \pm 17.3\%$) with a treatment duration of 6-12 hours, and in 18 patients ($69.2 \pm 17.7\%$) with a treatment duration of 12-24 hours. The difference did not reach statistically significant levels ($p > 0.05$).

Divergence between the diagnosis established by the EMC (emergency medical care) workers at the pre-hospital stage and the forensic-medical diagnosis was observed in patients with treatment durations of up to 3 hours and 3-6 hours, with 2 cases ($6.7 \pm 8.9\%$) and 4 cases ($28.6 \pm 23.7\%$) respectively. Divergence in diagnosis occurred in 10 cases ($31.3 \pm 16.1\%$) during treatment durations of 6-12 hours, and in 12 cases ($46.2 \pm 19.2\%$) during treatment durations of 12-24 hours. The frequency of this discrepancy reached its maximum value during treatment durations of 12-24 hours, but the difference did not reach statistical significance ($p > 0.05$).

The absence or incomplete description of the local status of external head injuries was observed in 29 patients ($96.7 \pm 6.4\%$) who died within 3 hours, and in 13 patients ($92.9 \pm 13.5\%$) in whom fatal events occurred within the 3-6 hours period following hospitalization. The absence/incomplete description of the local status was also observed in 29 patients ($90.6 \pm 10.1\%$) who died within the 6-12 hours period, and in 21 patients ($80.8 \pm 15.1\%$) in whom fatal events occurred within the 12-24 hours period following hospitalization. The difference did not reach statistical significance ($p > 0.05$).

The absence of assessment and objectification of hemodynamics and external respiration using laboratory indicators and ECG (electrocardiography) was observed in 19 ($63.3 \pm 17.2\%$) patients who died within 3 hours of hospitalization and in 6 ($42.9 \pm 25.9\%$) patients who died within the 3-6 hours period after hospitalization. The absence of assessment and objectification of hemodynamics and external respiration using laboratory indicators and ECG was observed in 24 ($75.0 \pm 15.0\%$) patients who died within the 6-12 hours period and in 15 ($57.7 \pm 19.0\%$) patients who died within the 12-24 hours period after

hospitalization. The difference does not reach statistical significance ($p > 0.05$).

The absence of examination by a neurologist/neurosurgeon with clinical-neurological assessment according to standards and international scales (such as Glasgow and others) was observed in patients with fatal outcomes within 3 hours in 28 cases ($93.3 \pm 8.9\%$) and in cases where fatal consequences occurred within the 3-6 hours period after hospitalization - in 12 cases ($85.7 \pm 18.3\%$). The absence of examination by a neurologist/neurosurgeon with clinical-neurological assessment according to standards and international scales was also observed in patients who later died within the 6-12 hours period in 21 cases ($65.6 \pm 16.5\%$) and in cases where fatal consequences occurred within the 12-24 hours period after hospitalization in 17 cases ($65.4 \pm 18.3\%$). The frequency of this deficiency reaches its maximum value within treatment durations of up to 3 hours, but the difference does not reach statistical significance ($p > 0.05$).

The absence of neurovisualization (CT/MRI, radiography, etc.) was found in 27 patients ($90.0 \pm 10.7\%$) in whom fatal events occurred within the period up to 3 hours after hospitalization and in 12 patients ($85.7 \pm 18.3\%$) in whom fatal events occurred within the 3-6 hours period after hospitalization. The absence of neurovisualization (CT/MRI, radiography, etc.) was observed in 24 patients ($75.0 \pm 15.0\%$) in whom fatal events occurred within the 6-12 hours period after hospitalization and in 7 patients ($26.9 \pm 17.0\%$) in whom fatal events occurred within the 12-24 hours period after hospitalization. The defects were statistically significantly more frequent ($p < 0.05$) in patients who died within 3 hours of hospitalization.

The maximum number of daily deaths among patients who stayed in the hospital for up to 3 hours was observed in the III quarter of the year, at $46.7 \pm 17.8\%$. For patients who stayed in the hospital for 3-6 hours, the maximum number of daily deaths was observed in the IV quarter of the year, at $57.1 \pm 17.7\%$. For patients who stayed in the hospital for 6-12 hours, the maximum number of daily deaths was observed in the II and IV quarters of the year, at $31.3 \pm 16.5\%$ each. The maximum number of daily deaths among patients who stayed in the hospital for 12-24 hours was observed in the I quarter of the year, at $38.5 \pm 18.7\%$. The difference does not reach statistical significance ($p > 0.05$).

As seen from Figure 2, the diagnostic measures conducted for patients vary depending on the duration of treatment and their stay in the hospital. The maximum number of diagnostic deficiencies (specifically, the absence of a complete description of the local status with external head injuries, lack of a comprehensive and qualitative assessment and objectification of hemodynamics and external respiration using laboratory indicators and ECG, and absence of neurovisualization) occurs during the period of treatment and patient stay in the hospital up to 3 hours. However, the highest percentage of cases where patients were not fully examined by a neurologist/neurosurgeon with clinical-neurological assessment according to standards and international scales (such as Glasgow) was found during the 6-12 hours period of patients' stay in the hospital. Regarding the comprehensive and qualitative assessment and objectification of hemodynamics and external respiration using laboratory indicators and ECG, the absence (or poor quality) of it was more frequently observed during the 6-12 hours period compared to the 3-6 hours period. The percentage of cases with a discrepancy between the diagnoses of the medical staff and the forensic medical staff increased with the increase of the patient's stay in hospital (Figure 2).

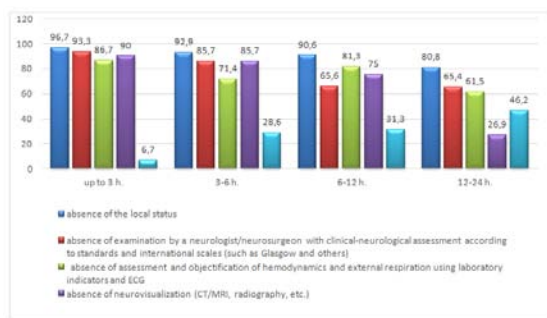


Figure 2. Distribution of diagnostic defects in patients who died with TBI per day depending on the duration of treatment and stay of patients in the hospital, %.

Analyzing the departments where patients died daily based on the duration of their stay and treatment in the hospital, it was found that the highest number of deaths occurred in the neurosurgical department with a duration of 6 to 12 hours (34.5±19.0%). In the polytrauma department, the highest number of deaths occurred within the first 3 hours (37.5±17.3%). In the neurological department, the highest number of deaths occurred with a duration of stay in the hospital from 6 to 12 hours (66.66±16.3%) (Table 1).

Table 1: The frequency of hospitalization in departments depending on the duration of treatment and stay of patients in the hospital

Interval time to death	N, abs.	Neurosurgical			Polytrauma			Neurological		
		N, abs.	P, %	CI, %	N, abs.	P, %	CI, %	N, abs.	P, %	CI, %
Up to 3 h.	30	14	467	179	16	533	179		00	00
3-6 h.	14	12	857	183	2	143	183		00	00
6-12 h.	32	20	625	168	8	250	150	4	125	115
12-24 h.	26	12	462	192	6	231	162	8	38	177
In total	102	58			32			12		

4 Discussion

Our research findings on traumatic brain injury (TBI) with acute blood loss are consistent with the previously cited sources [1; 3; 5; 9; 11]. The high mortality rate observed within 3 hours of hospital admission highlights the critical nature of acute blood loss in TBI, emphasizing the urgent need for timely interventions to improve patient outcomes [1; 11]. This aligns with the global incidence of TBI and its association with increased mortality rates [5].

Our study identifies common defects in diagnostic procedures, particularly among patients with shorter hospital stays [1]. These defects include the absence of a complete description of the local status of head injuries, the lack of comprehensive assessment and objectification of hemodynamics and respiratory function, and the absence of neurovisualization [1, 3]. These findings coincide with the importance of accurate and thorough diagnostic assessments in TBI management [3]. By addressing these defects, healthcare professionals can improve the quality of TBI diagnosis and subsequently enhance patient care and outcomes.

Regarding discrepancies in diagnoses, our study aligns with previous research, revealing an increased percentage of cases with discrepancies between diagnoses made by forensic medical workers and clinicians as the duration of hospital stay increases [2]. This emphasizes the challenges in achieving consistent and accurate diagnoses throughout the patient's journey and highlights the need for effective communication and

collaboration among healthcare professionals to ensure optimal TBI management [2].

Furthermore, the variation in departments where the highest number of deaths occurred based on the duration of stay and treatment is consistent with the findings of other studies [3]. The neurosurgical department recorded the highest number of deaths with a duration of 6 to 12 hours, while the polytrauma department had the highest number of deaths within the first 3 hours [3]. Additionally, the neurological department had the highest number of deaths with a duration of stay in the hospital from 6 to 12 hours [3]. These departmental variations highlight the importance of specialized care and tailored interventions for different phases of TBI management [3].

The alignment of our findings with previous research highlights the significance of detecting and addressing diagnostic errors in TBI assessment. By improving diagnostic procedures, reducing discrepancies in diagnoses, and implementing specialized care strategies, healthcare providers can enhance the quality of TBI diagnosis and improve patient outcomes. The insights gained from comparing our results with existing research highlight the ongoing need for standardized protocols, interdisciplinary collaboration, and continuous quality improvement efforts in TBI diagnosis and management.

5 Conclusion

1. The highest number of defects in diagnostic procedures, such as the absence of a complete description of the local status of head injuries, the lack of comprehensive assessment and objectification of hemodynamics and respiratory function, and the absence of neurovisualization, were found among patients who stayed in the hospital for up to 3 hours.
2. There was a higher percentage of cases with discrepancies in diagnoses between forensic medical workers and clinicians as the duration of patients' hospital stay increased.
3. The departments where the highest number of deaths occurred varied based on the duration of stay and treatment. The neurosurgical department had the highest number of deaths with a duration of 6 to 12 hours, while the polytrauma department had the highest number of deaths within the first 3 hours. The neurological department had the highest number of deaths with a duration of stay in the hospital from 6 to 12 hours.

These findings suggest the need for improvements in diagnostic procedures, particularly in assessing hemodynamics and respiratory function using laboratory indicators and ECG in Ukraine. Additionally, efforts should be made to enhance the quality of clinical assessments and neurovisualization for patients who have shorter hospital stays. The discrepancies in diagnoses between forensic medical workers and clinicians should also be addressed to ensure accurate and effective patient care.

Diagnostic defects affect the assessment of the quality of medical care provided within the forensic-medical examination in Ukraine. These defects can result in improper treatment and negatively impact patient outcomes. Recognizing and addressing these defects are crucial steps towards improving the quality of medical care in Ukraine.

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Primary Paper Section: F

Secondary Paper Section: FE, FH

Given that the study was conducted on archival material of deceased patients, informed consent wasn't taken. The study was approved by the local Commission for Bioethical Expertise and Research Ethics of Bogomolets National Medical University.

This scientific work is an individual research work "Expert-diagnostic system of objectification of forensic medical examination of traumatic brain injury" (state registration number: 0123U101528, term: 2023–2026) and was carried out on the basis of the Department of Forensic Medicine and Medical Law of Bogomolets National Medical University.



J INDUSTRY

JA	ELECTRONICS AND OPTOELECTRONICS
JB	SENSORS, DETECTING ELEMENTS, MEASUREMENT AND REGULATION
JC	COMPUTER HARDWARE AND SOFTWARE
JD	USE OF COMPUTERS, ROBOTICS AND ITS APPLICATION
JE	NON-NUCLEAR POWER ENGINEERING, ENERGY CONSUMPTION AND UTILIZATION
JF	NUCLEAR ENERGY
JG	METALLURGY, METAL MATERIALS
JH	CERAMICS, FIRE-PROOF MATERIALS AND GLASS
JI	COMPOSITE MATERIALS
JJ	OTHER MATERIALS
JK	CORROSION AND MATERIAL SURFACES
JL	FATIGUE AND FRACTURE MECHANICS
JM	STRUCTURAL ENGINEERING
JN	CIVIL ENGINEERING
JO	LAND TRANSPORT SYSTEMS AND EQUIPMENT
JP	INDUSTRIAL PROCESSES AND PROCESSING
JQ	MACHINERY AND TOOLS
JR	OTHER MACHINERY INDUSTRY
JS	RELIABILITY AND QUALITY MANAGEMENT, INDUSTRIAL TESTING
JT	PROPULSION, ENGINES AND FUELS
JU	AERONAUTICS, AERODYNAMICS, AEROPLANES
JV	COSMIC TECHNOLOGIES
JW	NAVIGATION, CONNECTION, DETECTION AND COUNTERMEASURE
JY	FIREARMS, AMMUNITION, EXPLOSIVES, COMBAT VEHICLES

STUDY OF THE DEPENDENCE OF PRODUCTIVITY OF SMOKE AND HEAT REMOVING MEANS ON THEIR TECHNICAL CHARACTERISTICS (IN UKRAINIAN CONTEXT)

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Abstract: The paper examines the tactical and technical characteristics that affect the performance of smoke and heat removal devices, and it is proposed to investigate the determined effect. To study the influence of tactical and technical characteristics, the use of two parameters (the angle of inclination of the fan blades and the total active surface area of the blades of the fan impeller) is justified, and the range of these two parameters is determined. The study is devoted to the issue of revealing the dependence of productivity, as a characteristic that directly affects the duration of tactical ventilation by fire and rescue units, on the technical parameters of the smoke and heat removal means. The creation of a mathematical model of the description of the performance indicators of smoke and heat removal devices based on their technical characteristics allows establishing the range of values of the specified parameters, which are accepted during further experimental studies in order to find the optimal values of these parameters. The obtained mathematical model makes it possible to evaluate the effect on the technical parameters of the smoke and heat removal device under different operating conditions, namely: independent operation, simultaneous operation with the supply of finely sprayed water and simultaneous operation with a foam generating unit. The regularity of the dependence of the productivity of smoke and heat removal devices on their technical characteristics has been established as a scientific basis for the improvement of these devices.

Keywords: Means of smoke and heat removal; tactical ventilation; technical characteristics; angle of inclination of the blades; total active area of the blades.

1 Introduction

The analysis of statistical data shows that during firefighting, gas and smoke protection units are used in the vast majority to protect rescuers from dangerous factors, in particular, high temperatures and smoke, and to effectively eliminate fires [3; 13]. In Ukraine, up to 30 firefighters get injured of various types every year while extinguishing fires related to the work of gas and smoke protection service units.

An important tactical way to reduce such an impact on the personnel of fire and rescue units is to control the heat and smoke flows of a fire with the help of portable smoke and heat removal devices [6; 11], which are functionally designed to increase the local air pressure by injecting air into the personnel's work area or removing combustion products from premises in fire conditions to normalize the temperature and air environment.

The analysis of operational and rescue work of the rescue services in different countries of the world indicates the high tactical significance of the use of portable fire extinguishers, which have acquired innovative changes. To date, 471 portable smoke and heat removal devices are in operation in Ukraine, of which 350 units are outdated models. Statistical data indicate a low level of their use. One of the reasons is the insufficient parameter of the smoke and heat removal means - productivity, which is from 5000 to 7000 cubic meters per hour.

According to the results of analytical studies, it was established that the average productivity of modern equipment is from

11,000 to 24,000 cubic meters per hour. Our research involves improving the means of smoke and heat removal to increase the effectiveness of extinguishing fires in conditions of high temperature and smoky conditions by enhancing its individual elements.

2 Literature Review

The problems of enhancing technical solutions aimed at improving the operation of smoke and heat removal devices were studied by scientists such as Paul H Wiedorn, Jurgen Bader, William L. Jackman, Konz Lufttechnik, and others [2; 5; 8; 19]. Their work was aimed at modifying structural elements, improving the performance characteristics of these devices. In these works, most of the technical solutions relate to the direction of the air flow created by the fan blades are covered. Ukrainian scientists also conducted research aimed at the deposition of combustion products, lowering the temperature and increasing the visibility in smoky rooms with the use of smoke and heat removal tools - these are scientists V.V. Kovalyshina [4], Gulida E.M. [7], Lusch V.I. [11], Shtangereta, N.O. [17], and others.

However, it should be noted that the researchers did not investigate the question of establishing the regularity of the dependence of the productivity of smoke and heat removal devices on changes in their technical parameters, in particular, the area and angle of the fan blades.

The purpose of the work is to reveal the regularities of smoke and heat removal devices productivity dependence on their technical characteristics as a scientific basis for the improvement of such devices.

To achieve the goal, the following tasks must be solved:

- To establish technical characteristics that affect the effectiveness of removing dangerous fire factors from premises and buildings using smoke and heat removal means;
- To build a mathematical model that allows investigating the dependence of productivity, as a characteristic that directly affects the duration of tactical ventilation by fire and rescue units, on the technical parameters of the means of smoke and heat removal;
- To establish the dependence of the effectiveness of removing dangerous fire factors on the technical characteristics of smoke and heat removal devices.

3 Methods

The following research methods are used in the work: mathematical modeling, which makes it possible to investigate the dependence of productivity, as a characteristic that directly affects the duration of tactical ventilation by fire and rescue units, on the technical parameters of the means of smoke and heat removal and is based on a complete system of Navier-Stokes differential equations; experiment planning method (approximation of experimental data); the method of assessing the adequacy of the obtained polynomial model with the detection of discrepancies between the variances of research results (Fisher); the method of evaluating the reproducibility of experiments (Cochren).

4 Results and Discussion

4.1 Study of the parameters of smoke and heat removal devices characterizing their effectiveness

The main characteristic of the effectiveness of the functioning of portable smoke and heat removal devices is their productivity. This characteristic directly affects the duration of tactical ventilation by fire and rescue units, as a result of which the probability of saving people and extinguishing fires increases.

The performance of the fan depends on the main parameters: the fan diameter, speed, the total area of the blades and the installation angle of the blade profile [14]. The selection of the list of parameters in relation to which their influence on the performance of the smoke and heat removal device will be further investigated is based on the significance of the influence of the selected parameter on the performance of the device and economic indicators regarding the production, operation, and maintenance of the device in the event of a change in the considered parameter.

Parameters such as the diameter of the fan and speed affecting the performance of the fan create a linear relationship between such parameters and the performance of the smoke and heat removal agent. At the same time, the larger the values of the fan diameter and the number of revolutions, the greater the productivity of the device; along with this, the economic indicators for the production, operation, and maintenance of such a device increase. Therefore, improving the characteristics of smoke and heat removal devices at the expense of increasing their cost is defined as impractical in this work. At the same time, the change in the diameter and number of revolutions of the fan can be taken into account during the design and manufacture of a new fan.

In the existing means of smoke and heat removal, the parameter of the angle of inclination of the fan blades profile varies within the limits from 0.6 to 0.96 radians. Therefore, during further research, we accept the minimum value of the angle of inclination of the fan blade profile as 0.6 radians, the average value as 0.78 radians, and the maximum value as 0.96 radians. The second indicator, which also significantly affects performance (air flow, $\text{m}^3 \cdot \text{s}^{-1}$) and has a relatively small effect on the economic indicators (cost) of the fan, is the total active surface area of the fan impeller blade, which is described by the formula:

$$S = b \cdot \frac{D(1 - v_h)}{2} \cdot n_b, \text{ m}^2, \quad (1)$$

where: b – the average chord length of the blade section, which is taken according to the recommendations [4] at a point at a distance of the effective radius r_{mid} from the axis of the hub of the impeller according to the formula:

$$r_{\text{mid}} = \frac{\sqrt{2}}{4} \cdot D \sqrt{1 + v_h^2}, \text{ m}, \quad (2)$$

where: D – is outer diameter of the grid of the blades of the fan impeller, m;

$vk = D_b \cdot D^{-1} = 0.4$ - the relative diameter of the sleeve on which the blades are installed (according to measurements of an unimproved means of smoke and heat removal);

D_b – diameter of the sleeve of the fan impeller, m;

n_b – the number of blades of the fan impeller.

Thus, during the study of the performance of the smoke and heat removal means, the effect on the specified characteristic of such a parameter as the total active surface area of the blades of the fan impeller should also be investigated.

Data on the range of parameters of the angle of inclination of the fan blade profile and the total active surface area of the blade of the fan impeller are given in Table 1.

Table 1: The range of parameters of the blade angle and the area of the fan blade

Parameter name	Parameter value		
	Minimal	Average	Maximum
Angle of inclination of the blade β , radians	0.6	0.78	0.96
Blade area S , m^2	0.075	0.127	0.18

These two indicators, namely, the angle of inclination of the fan blade profile and the total area of the blades of the fan impeller, were chosen for further research in order to find the optimal values of these values, which ensure the maximum value of productivity (air flow, $\text{m}^3 \cdot \text{s}^{-1}$) of the means of smoke- and heat removal in this work.

The criterion for an improved smoke and heat removal device can be taken as the ratio of the performance of an improved smoke and heat removal device to the performance of unimproved smoke and heat removal device, which can be expressed in the form of an equation:

$$K = \frac{Q_{\text{imp}}}{Q} \quad (3)$$

where: K – criterion of performance of smoke and heat removal means;

Q_{imp} – performance of the improved means of smoke and heat removal;

Q – performance of an unimproved means of smoke and heat removal.

4.2 Creation of a mathematical model describing the performance indicators of smoke and heat removal devices depending on their technical characteristics

The mathematical model makes it possible to establish a range of parameter values (the angle of inclination of the fan blades and the total active surface area of the blades of the fan impeller), which are adopted during further experimental studies in order to find the optimal values of these values. Obtaining a mathematical model makes it possible to assess the effect on the technical parameters of the smoke and heat removal device under different operating conditions, namely: independent operation, combined operation with the supply of finely sprayed water, and combined operation with a foam generating unit.

When creating a mathematical model, the theory of profile grids was also used, and the following assumptions and simplifications were adopted [16]:

- The simplified scheme does not provide for the presence of a guiding device that corresponds to the accepted initial conditions during design;

- It is assumed that the flow in the working cavity of the pump is axisymmetric;

- It is considered that the thermodynamic process taking place in the pump cavity is isothermal (as a result of small values of pressure changes characteristic of an axial fan);

- The angle of inclination of the chord of the blade to the area of rotation of the blade impeller β_m depending on the radius of the intersection of the blade grid varies according to the following law:

$$r \cdot \text{tg}(\beta_m) = \text{const}, \text{ m}, \quad (4)$$

where: r – is the radius at the intersection of the blade grid;

β_m – the angle of inclination of the chord of the blade, which varies depending on the point of measurement.

Using the scheme of the grid of axial fan profiles (Figure 1), the compatible plan of velocities and forces (Figure 2), and the plan of the speeds of the impeller grid (Figure 3), the main kinematic parameters of the flow passing through the grid were introduced. The strength characteristics of the grid (Figure 4) of the profiles were calculated based on the formulas for the lifting force of the blade:

$$dP_y = c_y \cdot \rho \cdot b \cdot \frac{w^2}{2} \cdot dr; dP_x = c_x \cdot \rho \cdot b \cdot \frac{w^2}{2} \cdot dr, \quad (5)$$

where: c_y, c_x – coefficients of lift and frontal aerodynamic resistance;

b – blade width, m;

ρ – air density, $\text{kg}\cdot\text{m}^{-3}$;

dr – blade length element, m;

w – air speed along the blade, according to the speed plan of the impeller grid.

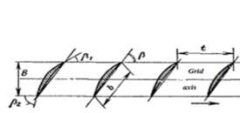


Figure 1. A grid of axial fan profiles, unfolded on a plane

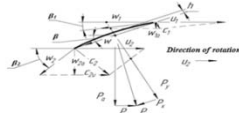


Figure 2. Combined plan of speeds and forces

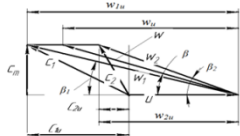


Figure 3. Speed plan of the impeller grid

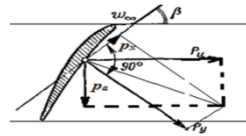


Figure 4. Forces acting on the flow from the side of the blade

We have derived the formula for the functional dependence between the static pressure of the grid of profiles on the amount of air flow (air mixture) and the fan parameters:

$$p(Q, b, h, \beta) = \dots = \left\{ A \cdot \left[\text{ctg} \left(\beta - \arctg \left(\frac{2 \cdot h}{b} \right) \right) - \text{ctg} \left(\beta + \arctg \left(\frac{2 \cdot h}{b} \right) \right) \right] \cdot Q - B \cdot Q^2 \right\} \times \dots \cdot \frac{1 - \mu \cdot \text{ctg}(\beta - \arctg(C \cdot Q))}{1 + \mu \cdot \text{ctg}(\beta - \arctg(C \cdot Q))}, \text{ Pa} \quad (6)$$

where: $\mu = 0.03$ – reverse profile quality;

Q – the amount of productivity, or air flow, $\text{m}^3 \cdot \text{s}^{-1}$.

In this formula, the complexes used: $A, B,$ and C are chosen in such a way that the values included in them remain unchanged in the chosen direction of modernization of the existing fan model:

$$A = 2 \cdot \sqrt{2} \cdot \frac{\sqrt{1+v_h^2}}{D \cdot (\sqrt{1-v_h^2})} \cdot \rho \cdot n, \text{ kg} \cdot \text{m}^{-4} \cdot \text{s}^{-1}$$

$$B = \frac{8}{\pi^2} \cdot \frac{\rho}{D^4 \cdot (1-v_h^2)}, \text{ kg} \cdot \text{m}^{-7} \quad (7)$$

$$C = \frac{8}{2 \cdot \pi^2} \cdot \frac{1}{D^3 \cdot (1-v_h^2) \cdot \sqrt{1+v_h^2}} \cdot n, \text{ s} \cdot \text{m}^{-3}$$

where: D – outer diameter of the blades of the fan rotation wheel, m;

ρ – density of air (mixtures), kg/m^3 ;

v_h – the relative diameter of the hub of the fan impeller.

The developed mathematical model provides the calculation of the main characteristics of smoke and heat removal devices [16], taking into account the peculiarities of the field of application in relation to conventional fans, namely: air injection (Figure 5)

and air injection with simultaneous supply of finely sprayed water (Figure 6), as well as air injection with simultaneous foam supply (Figure 7).

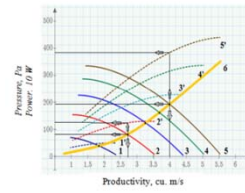


Figure 5. Diagram for calculation under air supply conditions

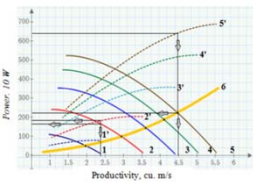


Figure 6. Diagram for calculation under the conditions of simultaneous operation with the supply of finely sprayed water

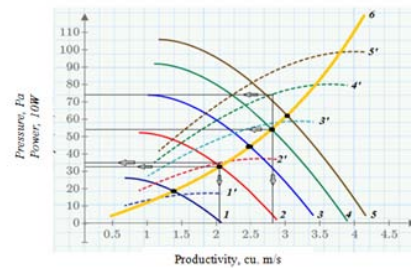


Figure 7. Diagram for calculation under the conditions of compatible operation with a foam-generating unit

Based on the practice of designing and manufacturing axial fans, it is known that theoretical calculations do not provide the required accuracy, so the data for the modernization of the existing fan model were refined based on the use of experimentally determined characteristics of the smoke and heat removal means.

In order to carry out improvements and corresponding changes in the design of the existing fan model, a decision was made to select the necessary parameters, the optimization of which will ensure the maximum increase in productivity. The task of finding a maximum or a minimum by means of a complete factorial experiment must assume the existence of a maximum point of the response surface, but it cannot have a maximum or minimum point using a first-order plan. In this case, it is necessary to switch to plans of the second order, with variation of two possible factors on three levels (quadratic model). To solve the problem of constructing a second-order polynomial using [1], an experimental plan for two factors was constructed, using an orthogonal plan of the first order as a kernel, on which the construction of the second-order plan was completed, shown in Table 2. The formula of the response surface was chosen as follows:

$$Q(\beta, S) = b_0 + b_1 \cdot \beta + b_2 \cdot S + b_3 \cdot \beta^2 + b_4 \cdot S^2 + b_5 \cdot \beta \cdot S, \quad (8)$$

The normalization of factors was carried out according to the formula:

$$X_1 = \frac{2 \cdot \beta - \beta_{\min} - \beta_{\max}}{\beta_{\max} - \beta_{\min}}, X_2 = \frac{2 \cdot S - S_{\min} - S_{\max}}{S_{\max} - S_{\min}}, \quad (9)$$

Table 2: Orthogonal plan of the second order

No. of the experiment	X_1	X_2	$X_1^2 - \varphi$	$X_2^2 - \varphi$	$X_1 \cdot X_2$	y
1	-1	-1	1/3	1/3	+1	y_1
2	+1	-1	1/3	1/3	-1	y_2
3	-1	+1	1/3	1/3	-1	y_3

4	+1	+1	1/3	1/3	+1	y ₄
5	-1	0	1/3	-2/3	0	y ₅
6	+1	0	1/3	-2/3	0	y ₆
7	0	-1	-2/3	1/3	0	y ₇
8	0	+1	-2/3	1/3	0	y ₈
9	0	0	-2/3	-2/3	0	y ₉

In our case (at the set maximum frequency of rotation of the fan impeller), the following factors were chosen: the angle of inclination of the blade of the middle line of the grid of profiles and the total active area of the blades. Using a previously developed mathematical model, the values of the physical values of the selected factors were determined. The obtained data are displayed in Table 3.

Table 3: Working planning matrix and research results

No. of the experiment	Angle of inclination, rad.	Area m ²	Productivity, 1st measurement, m ³ ·h ⁻¹	Productivity, 2nd measurement, m ³ ·h ⁻¹	Productivity, 3rd measurement, m ³ ·h ⁻¹	Average productivity, m ³ ·h ⁻¹	Unbiased sampling variance
1	0.60	0.070	998	1092	1024	1028	2086
2	0.96	0.070	1040	1169	985	1068	80727
3	0.6	0.180	1248	1173	1008	1128	153675
4	0.96	0.180	1062	1062	1048	1062	1197
5	0.6	0.1275	1080	1299	1073	1134	63081
6	0.96	0.1275	1108	1102	1088	1081	1108
7	0.78	0.070	1008	1192	1038	1076	35792
8	0.78	0.180	1038	1142	1104	1108	18236
9	0.78	0.1275	1245	1123	1068	1142	85346

The reproducibility of the performance measurement experiments was confirmed using the Cochren criterion:

$$G = \frac{\sigma_{\max}^2}{\sum_{i=1}^n \sigma_i^2} = 0.348 < G_{95\%} (n, m-1) = 0.4775 \quad (10)$$

where: m = 3 – the number of factors;

n = 9 – the number of experiments.

After calculating the regression coefficients in the formula for normalized factors, and taking into account formula (6), we will get the values of the regression coefficients of the response surface for the physical values of the factors. Then the formula of the response surface in physical (β, S) variables is written as follows:

$$Q(\beta, S) = 56.1660997 + 81831.5193 \beta + 15931.4153 S - 7839.5062 \cdot \beta^2 - 202993.1973 \cdot S^2 - 33042.3280 \cdot \beta \cdot S \quad (11)$$

The adequacy of the obtained model was confirmed using Fisher's test.

Reproducibility variance:

$$\sigma_y^2 = \frac{\sum_{i=1}^n \Delta Q_i^2}{n} = 4336.861 \quad (12)$$

Adequacy variance:

$$\sigma_{ad}^2 = \frac{\sum_{i=1}^n \Delta Q_i^2}{n-k-1} = 6505.292 \quad (13)$$

Let us calculate Fisher's adequacy criterion:

$$F = \frac{\sigma_{ad}^2}{\sigma_y^2} = 1.5 < F_{95\%}(g, h) = 8.9406, \quad (14)$$

where: F_{95%}(f, g) - the tabular value of Fisher's test, which corresponds to a confidence level of 95% according to [10];

f = n - k - 1 = 6 – the number of degrees of freedom of the adequacy variance;

g = n - 0.5·(k+2)·(k+1) = 3 – the number of degrees of freedom of the dispersion of reproducibility.

The results of the calculation of deviations are shown in Table 4.

Table 4: Results of calculation of deviations

Deviation	Obtained values
Cochren criterion	0.4775
Fisher's criterion	8.9406
Reproducibility variance	4336.861
Adequacy variance	6505.292

The desired performance maximum corresponds to the function maximum. To find the values of the parameters that will ensure the maximum performance of the smoke and heat removal means, we find the derivatives of the two-dimensional function Q (β, S) (according to formula (6)) with respect to the independent variables β and S:

$$\frac{\partial Q(\beta, S)}{\partial \beta} = -15679 \cdot \beta - 33042.3 \cdot S + 15931.4, \quad (15)$$

$$\frac{\partial Q(\beta, S)}{\partial S} = -33042.3 \cdot \beta - 405986 \cdot S + 81834.5.$$

Equating the right-hand sides of both equations to zero, we get a system of equations:

$$\begin{cases} -15679 \cdot \beta - 33042.3 \cdot S + 15931.4 = 0 \\ -33042.3 \cdot \beta + 405986 \cdot S + 81.834.5 = 0 \end{cases} \quad (16)$$

Having solved this system of equations, we will obtain the values of the angle of attack of the fan blade profile and the active surface area of the blades, which ensure the maximum productivity of the smoke cleaner:

Optimal parameters:

the angle of attack of the fan blade profile x = 0.71 radians, which corresponds to β = 41°;

active surface area of the blades y = 0.143 m², which in our case corresponds to S = 0.143 m² and the following value of the width of the blade:

$$b = \frac{2 \cdot S}{n_b \cdot D \cdot (1 - v_h)} = 0.1103, \text{ m} \quad (17)$$

Based on the results of the approximation of experimental data for more significant parameters using a mathematical model, the values of the optimal values of the angle of inclination of the blade profile (x) and the total active surface area of the blades (y) were obtained, and the formula for the maximum productivity Q (x, y) of the smoke and heat removal device was obtained, which was used during its improvement, having the form:

$$Q(x, y) = -7840 x^2 - 33040 x y + 15930 x - 203000 y^2 + 81830 y - 56.17 \quad (18)$$

The resulting three-dimensional graph based on the results of the approximation is shown in Figure 8.

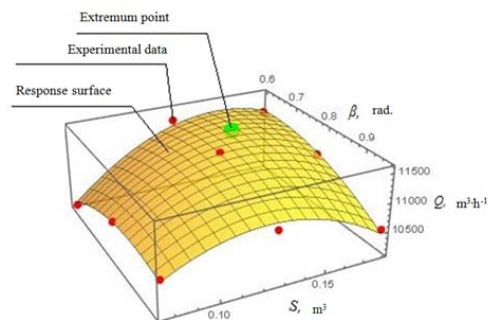


Figure 8. Three-dimensional graph showing the approximation results

4 Conclusion

As a result of the research, a mathematical model was built that allows investigating the dependence of productivity, as a characteristic that directly affects the duration of tactical ventilation by fire and rescue units, on the technical parameters of the smoke and heat removal means.

A list of parameters that have the most significant influence on the performance of the smoke and heat removal device, taking into account economic indicators regarding the production, operation, and maintenance of the device in the event of a change in the considered parameter, is established, namely: the angle of inclination of the fan blade profile and the total active area of the working fan wheel' surface.

On the basis of the mathematical model, the range of values of the parameters, which are accepted during further experimental studies in order to find an approximation formula, and that for the angle of inclination of the fan blade range from 0.6 to 0.96 radians for the total active surface area of the fan impeller from 0.075 to 0.18 m² was established.

After performing a series of experiments (the reproducibility of which was confirmed with a confidence level of 95% according to the Cochren criterion), an approximation polynomial of the second order was obtained (the adequacy of which was confirmed with a confidence level of 95% according to the Fisher criterion), that reflects the dependence of the performance of the smoke and heat removal means on the angle of inclination of fan blade (β , rad.) and the total active surface area of the blades (S , m):

$$Q(\beta, S) = 56.1660997 + 81831.5193 \beta + 15931.4153 S - 7839.5062 \cdot \beta^2 - 202993.1973 \cdot S^2 - 33042.3280 \cdot \beta \cdot S$$

Based on the obtained approximation formula of the dependence of the smoke and heat removal device productivity on the angle of inclination of the fan blade and the total active surface area of the blades, by finding the maximum value, the optimal values of these parameters were found, namely: the angle of inclination of the fan blade is 0.71 rad, and the active surface area of the fan impeller from 0.143 m², which correspond to the maximum performance of the smoke and heat removal means. The found values are used as a basis for the improvement of the smoke and heat removal means.

On the basis of a mathematical model, the characteristics of the smoke and heat removal device were built, demonstrating characteristic changes in their parameters (engine power and air supply or air mixture performance) for a room with a certain aerodynamic characteristic, when smoke and heat removal is provided in different operating conditions, namely: air injection, air injection with simultaneous supply of finely atomized water, and air injection with simultaneous supply of foam.

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SUBSTANTIATION OF THE NECESSITY AND WAYS TO IMPROVE EUROPEAN GUIDELINES FOR FIRE DETECTION AND FIRE ALARM SYSTEMS

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Abstract: Composition, purpose, and principal functions performed by fire detection and fire alarm systems are described. The incompleteness of the information provided in the European technical specifications for the planning, design, installation, commissioning, use and maintenance of such systems (CEN/TS 54-14:2018) is indicated. A number of other documents establishing requirements on these issues valid in Europe are considered and the need to improve and expand the requirements during the development of future European standards to supersede CEN/TS 54-14:2018 are substantiated. Additions to them are proposed, in particular, an improved block diagram of the sequence of execution of the processes related to fire detection and fire alarm systems as well as an algorithm of actions aimed at reducing the frequency (probability) of false alarms formed by fire detectors. A number of issues related to the protection of premises by installation of point fire detectors under ceilings of various configurations and in certain types of special fire-hazardous premises (facilities) are identified and a solution to their protection is proposed for introducing relevant information to appropriate regulations. The necessity of conducting appropriate desk and experimental studies in order to standardize the procedure for using multi-sensor fire detectors as well as video fire detectors is substantiated. A more detailed description of the procedure for using visual alarm devices to inform people who are in a hazardous area about the occurrence of a fire is offered.

Keywords: fire alarm; alarm system; multi-sensor fire detectors.

1 Introduction

As it is known [1], the largest number of fires during which deaths, personal injuries, and burns or poisoning by gaseous combustion products take place occur just in attended buildings and structures, not outside them. At the same time, among other hazardous fire factors, the largest number of tragic cases is associated with the formation of gaseous and aerosol (smoke) volatile combustion products as well as reduced visibility due to smoke obscuration. Reduced visibility due to smoke, often combined with ignorance of the layout of the building, causes the fact that the people present do not manage to leave the hazardous area in time or leave it at all without the aid of fire and rescue services, while the latter do not always have enough time to come to the rescue at the necessary moment.

In order to start the evacuation process in the event of a fire, a person shall first learn that a fire did occur. In the absence of appropriate technical means, he (she) usually learns about a fire through his (her) own senses, for example, by seeing flames or smoke or hearing a voice message from another person. An indirect sign (but not the fact of occurrence) of a fire can also be the appearance of characteristic smells of combustion products. Unfortunately, at the moment when this happens, fire, especially in the construction facilities of a large area, with great number of floors and complex architecture, can be developed to such an extent that there is no time for a safe evacuation, or the escape routes are already blocked by smoke and/or flames.

For these reasons, building codes imply providing a number of construction facilities, depending on their type, purpose, area and other factors, with active fire protection systems, which primarily include:

- Fire detection and fire alarm systems
- Smoke and heat control systems

- Fire-fighting systems.

Namely the fire detection and fire alarm systems represent the first line of protection of people and construction facilities from hazardous factors of fire, ensuring fire detection, sending signals to trigger appropriate equipment, and informing people on the occurrence of a fire and the need to leave the hazardous area.

In Europe, a series of standards has been developed regarding fire detection and fire alarm systems as well as their components; this is *EN 54 Fire detection and fire alarm systems* which includes almost three dozen regulatory documents. The first of them (EN 54-1 [8]) regulates the terms and definitions of the main concepts as well as the functions performed by fire detection and fire alarm systems (Figure 1).

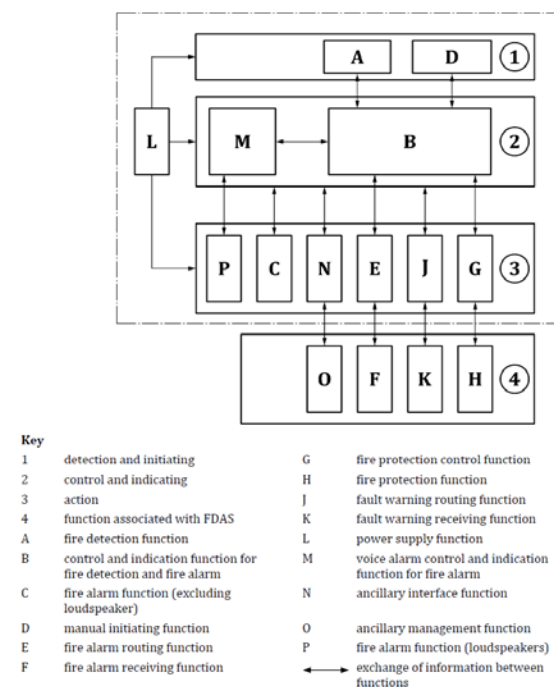


Figure 1. Fire detection and fire alarm system and associated systems, functions, and equipment

2 Materials and Methods

Fire detection and fire alarm systems generally consist of a control and indicating equipment (CIE) which plays the role of a central processor, and one or more detection circuits connected to it. They connect to these circuits automatic fire detectors the task of which is to detect a fire by at least one of the factors associated with it and transmit signals to the CIE, manual call points designed to trigger the system in the event of a fire being detected by a person, alarm devices (the ones providing fire signals in a human-transparent form), and in some cases also control panels, facility layouts and auxiliary devices.

There exist manual call points and automatic fire detectors, that is, the ones automatically responding under the influence of one or more fire-related phenomena. Accordingly, automatic heat and smoke fire detectors are distinguished, as well as flame fire detectors, gas (sensitive to gaseous combustion products, most often to carbon monoxide) and combined (multi-sensor) fire detectors. Heat fire detectors respond to the release of heat and are divided into point and linear ones; the latter are heat-sensitive cables of special designs. Smoke fire detectors are point and aspirating ones; the latter are the ones to suck continuously air in the protected area and analyze it. Flame fire detectors respond to changes in the intensity of infrared and/or

ultraviolet radiation in the event of a flaming combustion. Video fire detectors capable of detecting both flame and smoke have also been developed and put into mass production in recent years.

Alarm devices can be sounders as well as visual and tactile ones and provide signals of the appropriate types informing a person about the occurrence of a fire. In addition to them, there are also voice alarm means.

Although appropriate technical requirements and test methods of the absolute majority of components of fire detection and fire alarm systems are regulated by applicable European standards, not a single regional standard for fire detection and fire alarm systems as a whole has been developed until now. European technical specifications CEN/TS 54-14:2018 [5] are currently in force, they describe the procedure for planning, design, installation, commissioning, use and maintenance of such systems. It is worth noting that before the adoption of the aforementioned document, technical specifications CEN/TS 54-14:2004 were valid, i.e., the document that superseded the 2004 edition did not acquire the status of a European standard contrary to established practice.

The reason for this phenomenon is that the members of the relevant European standardization committee (TC 72 "Fire Detection and Fire Alarm Systems") did not reach a consensus regarding the provisions of the relevant standard. This is easily explained by the significant differences in the national building codes of various European countries, the peculiarities of industrial production in them, different established practices and even different traditions that have developed historically, not to mention climatic factors and the specifics of provision of buildings, structures and premises with heat, ventilation and air conditioning equipment as well as thermal insulation. It is not surprising that the approaches used in the countries of Southern Europe are of little use in the countries of Scandinavia, and vice versa.

It is worth noting that reaching a consensus even at the level of technical specifications (and, even more so, a standard) can mean removing part of the provisions of each of the clauses of the document which were initially proposed by the first-hand developer. That is why standardization at the regional level does not usually provide such a detailed description of the requirements as it can be in the case of the corresponding national standard. In view of this, it does not seem surprising that it is stated in the technical specifications CEN/TS 54-14 [5] that "This document is intended as a template to be used in the drafting, review, and revision of any national standards and guidelines".

One of clear examples of how detailed national regulations can be is the existence of the British standards for fire detection and fire alarm systems BS 5839-1:2017 [3] and BS 5839-6:2019+A2:2020 [4] which contain more detailed provisions than [5]. They were prepared and focused primarily on compliance with the requirements of appropriate national standards, and numerous detailed comments were also submitted to a number of sections and clauses.

Incompleteness and, in the opinion of some experts, insufficient rigidity of the requirements of CEN/TS 54-14 [5] also led to the appearance of regulatory documents regarding fire detection and fire alarm systems developed by European insurance companies, in particular, VdS 2095:2022-06 [6] and SEA 4040:2003 [7].

At the same time, it should be noted that in the available literature (apart from frankly outdated sources) there is actually no data that is or could be the basis for the development of the provisions of both the currently valid European technical specifications and the guidelines of European insurance companies, for instance, those regarding the regulation of the placement of fire detectors depending on their types, as well as the specifics of the protected premises and facilities. This fact is explained by that the development of components of fire detection and fire alarm systems, regulatory documents

regarding them, and procedure for their use as part of fire detection and fire alarm systems in Europe is almost exclusively carried out by their manufacturers who prefer not to disclose information that could be useful to their competitors. Finally, technologies in the field of fire detectors and alarm devices are developing, new designs of them are appearing, and specifics of application and limitations are being determined more exactly. The same applies to the main and auxiliary equipment of fire detection and fire alarm systems, electrical cables, etc. Accordingly, provisions of documents like CEN/TS 54-14, development of which lasts quite a long time and during which additional changes in conception and technology may occur a priori, cannot correspond to the latest achievements in the relevant sphere.

The purpose of the work was analytical research of existing technical specifications, guidelines, standards as well as practical experience of their application in Ukraine in order to justify amendments and additions to technical specifications CEN/TS 54-14 [5] for their future acquisition of the status of a European standard.

3 Results and Discussion

Analyzing normative documents and guidelines for the planning of fire detection and fire alarm systems, as well as the experience of using them made it possible to determine the priority trends for the correction of the CEN/TS 54-14 [5] guidelines with the aim of transforming them into a European standard in the future. The main results are as follows.

Perhaps the most remarkable feature of CEN/TS 54-14 [5] is the thesis presented in clause 4.1, namely that the document contains recommendations that are not mandatory, but "provide a suitable basis for the provision and usage of good systems". It is because of this the fact that building codes and other regulatory documents in force in different countries differ significantly, as well as the imposition by CEN/TS 54-14 [5] significant responsibility on the system designer, appropriate authorities having jurisdiction and insurance companies, the mentioned document establishes only a general algorithm (block diagram) of the sequence of execution of processes related to the "idealized" system (Figure 2).

Unfortunately, the block diagram provided by CEN/TS 54-14 [5] does not give an answer to the question of who exactly should perform certain stages related to the planning, designing of the system, its commissioning and putting into operation, as well as use and periodic inspection of its functionality. It is also unclear how to document all these operations. At the same time, analyzing of the provisions of the document allowed the authors of this paper to propose an algorithm of actions that can eliminate these shortcomings and can be suitable for use in different countries despite the differences in their current legal framework (Figure 3).

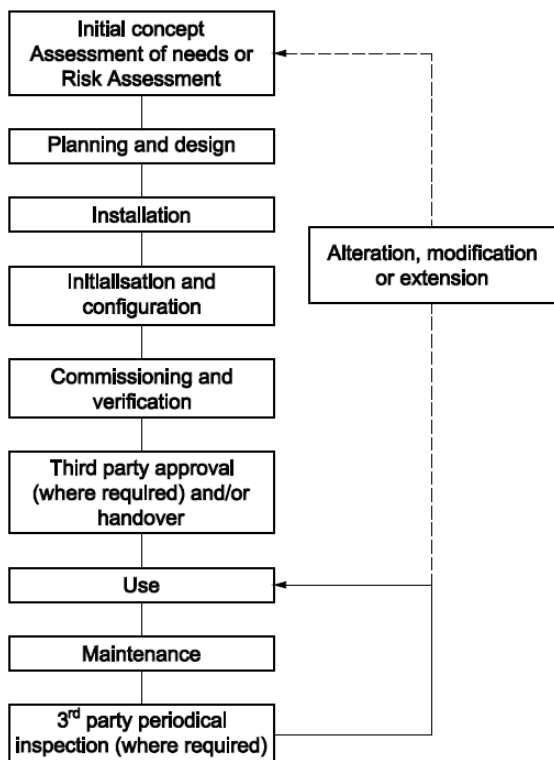


Figure 2. Block diagram of the sequence of execution of processes related to an idealized system (according to [5])

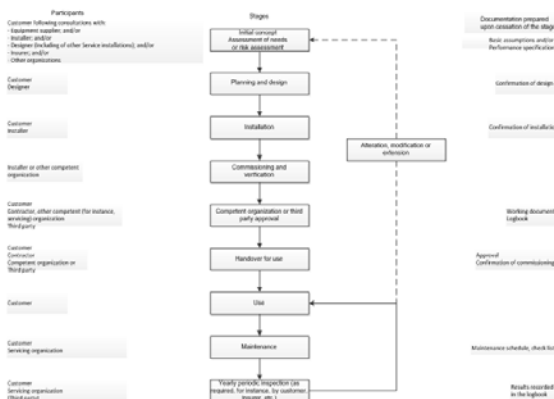


Figure 3. Proposed block diagram of the sequence of execution of processes related to a fire detection and fire alarm system

Although such issues as the assessment of the requirements for the system, the principles of its planning with a view to ensuring maximum functionality and minimizing the number of false alarms as well as the completeness of the protection of the premises of the facilities are generally clear and do not cause significant disagreements between the designers of the system, specifics of the protection of individual types of premises, especially in the presence of certain types of ceiling structures, is associated with numerous ambiguities. Thus, for example, CEN/TS 54-14 [5] provides for the division of the building into fire detection zones and fire alarm zones, the boundaries of which shall meet the requirements established by the sequence of actions in the event of a fire alarm signal. At the same time, the area of a separate zone should not exceed 2,000 m², nor should it contain more than 32 point fire detectors, or the search distance in it, measured from the point of entry to the zone, should not be more than 60 m (clause 6.3.2 b)).

Namely the wording of the last provision is often the cause of misunderstanding of this requirement by persons involved in the design of fire detection and fire alarm systems. Considering what document [5] implies in this concept (the distance that shall be covered by the personnel on duty within the fire detection zone to determine visually the location of the fire source), it would be advisable to add illustrative material to this clause, for example, such as the one provided in British regulations [5] (Figure 4).

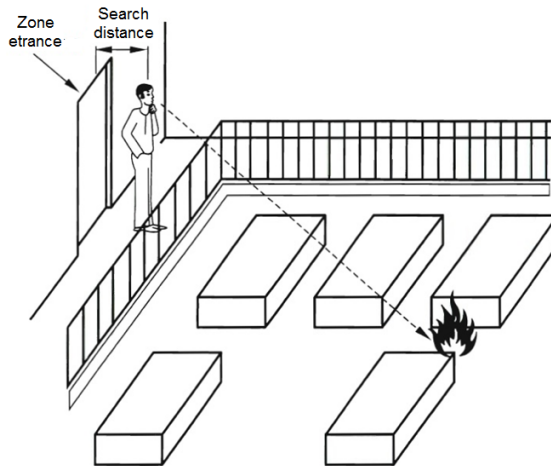


Figure 4. Search distance

It should also be noted that the search distance can depend to a large extent not only on the configuration and purpose of the premises but also on the available furniture and other objects that may become obstacles to the detection of fire sources. That is why this point shall be described in the regulations which will be developed in the future to replace CEN/TS 54-14 [5]. In other words, in addition to the already existing requirements for verifying the invariance of the configuration of the protected premises during periodic inspections of the system, it is necessary to introduce the requirement on that the planning of the system in terms of compliance with the requirements for the maximum search distance should be carried out exclusively after determining the locations of furniture, stored products, and/or processing equipment.

The practice of applying CEN/TS 54-14 [5] also shows that the information provided in clause 6.4.2 often does not allow designers to realize the fundamental differences in the capabilities provided by aspirating smoke fire detectors, which fundamentally differ from point fire detectors of all the known types. The same applies to the selection of categories of systems with aspirating smoke detectors by sensitivity. However, the answers to these questions are given by the guidelines [8], the provisions of which could be taken as a basis during the future correction of CEN/TS 54-14 [5]. In particular, other things being equal, aspirating smoke fire detectors differ from smoke fire detectors of other types by:

- Very early detection of fire in premises with intense air flows (e.g. data centres), i.e., detecting it before point smoke detectors or linear beam smoke detectors can respond
- Increased sensitivity to smoke (for example, in premises with very high ceilings where intensive dilution of smoke with air takes place) or an earlier sending of the alarm signal.
- The category of systems with aspirating smoke fire detectors is selected taking into account:
 - Class of fire detector
 - Air sampling technique or method
 - Method of ensuring compliance (fulfillment of mandatory requirements or its achievement by ensuring certain performance)
- Motives that led to the choice of aspirating smoke fire detectors.

Aspirating smoke detectors are an alternative to point smoke detectors and linear beam smoke detectors for a number of reasons, including greater accessibility for maintenance, the possibility of use to compensate for deviations from building codes, efficiency of fire detection in the event of heavy smoke dispersion, and the possibility of use in the presence of obstacles that make it impossible to use beam smoke fire detectors. The absence of this information in the current European guidelines [5] limits the use of the described advanced technologies. This is one of the reasons for the slow introduction of aspirating fire detectors into the practice of fire protection of warehouses with high-rack storage of products as well as premises for data processing.

However, the largest number of questions arises namely regarding the placement of automatic fire detectors and manual call points. The general and completely logical principle [5] is that manual call points should be located in places where they can be easily used by persons who have detected signs of fire, and automatic fire detectors should be installed in places where the influence of volatile combustion products or other fire factors on their sensors will cause responding of the fire detection system (i.e. fire detection) as early as possible. Taking into account the fact that hot gaseous and aerosol combustion products under the influence of buoyant force accumulate mainly under the ceiling or roof of the building, heat and smoke fire detectors are placed mainly under these structures at a certain distance from them.

Although the issues related to the placement of fire detectors under flat ceilings (roofs) are generally clear, their placement under ceilings (roofs) with a slope or of other shapes is not regulated clearly enough. Thus, according to CEN/TS 54-14 [5], clause 6.5.1 b), "If the difference in height between the bottom of the pitched roof and the top of the apex is less than 600 mm then the roof may be treated as if it were flat if smoke detectors are used. If the protected space has a north-light (sawtooth) roof then detectors should be installed within sawtooth on the sloping part of the sawtooth at a vertical distance of 1,0 m from the highest point of the sawtooth".

As experience shows, such wording confuses not only ordinary designers, but also experts who are engaged in checking the correctness of developed system designs as well as employees of relevant authorities having jurisdiction. When searching for a way out of this situation, the authors focused on the fact that the sensor of any fire detector should respond as early as possible in the event of a fire. And although no results of relevant studies were found in the available scientific literature, the guidelines VdS 2095 [10] provide a fairly clear answer to these questions: the document recommends the use of point smoke fire detectors in such cases.

Analyzing the distances between fire detector sensors and the ceilings recommended by it allows concluding that the document envisages the application of the principle of ensuring the earliest possible detection of fire signs. The corresponding layouts are shown in Figure 5. The values of the unspecified distances are set by the aforementioned guidelines depending on the ceiling parameters. In our opinion, introduction of such illustrative material together with the corresponding numerical values in the document which will be developed to supersede CEN/TS 54-14 [5] will make it possible to avoid numerous problems with the protection of facilities with ceilings and roofs of such shapes.

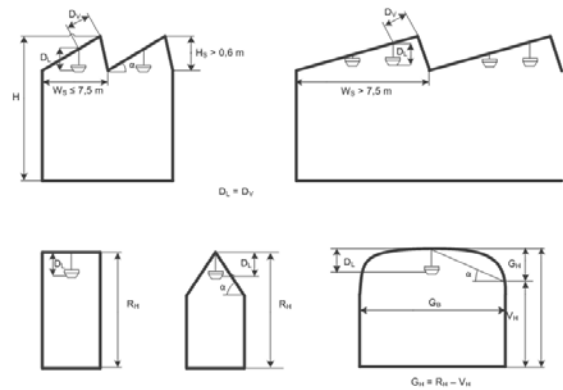


Figure 5. Placement and spacing of point smoke fire detectors for different forms of ceilings and coatings (depicted according to data [10])

It is quite clear that the movement of smoke, gaseous combustion products, and heat flows is affected by building structures, especially those located in the upper part of the premises, processing equipment, stored products, and service installations. That is why CEN/TS 54-14 [5] provides for the normalization of the spacing between them and walls and partitions, between the fire detectors themselves, as well as the presence of a free space under them of at least 500 mm (see the example given in Figure 6).

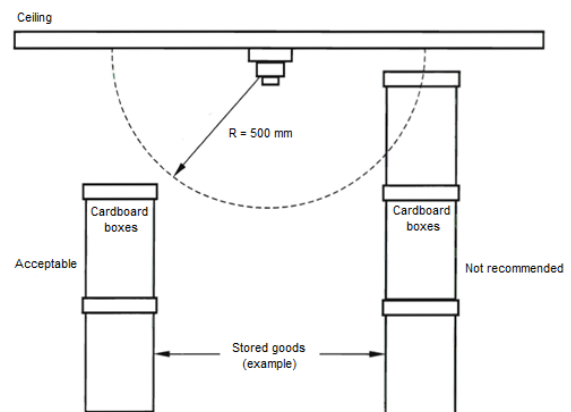


Figure 6. Free space below fire detector [2]

On the other hand, European guidelines [3] do not provide answers to questions regarding the placement of point fire detectors in relation to lighting fittings and other means and obstacles that may be present on the ceiling or near it. This issue is not trivial because the very lighting fittings, especially when using incandescent lamps, can cause false responding of heat fire detectors, and, for instance, racks in warehouses can become obstacles to the movement of smoke, heat and gaseous combustion products, making responding of point fire detectors impossible or causing them to respond in places remote from the place of occurrence of the fire. Appropriate recommendations in the future could be taken from British standard BS 5839-1 [2] (Figures 7 and 8). In the latter case, storage racks are considered as walls that reach the ceiling, and fire detectors are placed based particularly on such considerations.

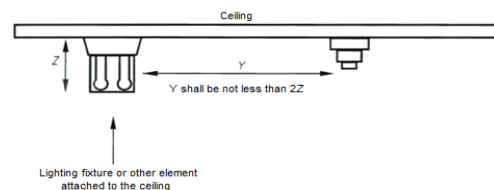


Figure 7. Placement of point fire detectors relative to ceiling fixtures

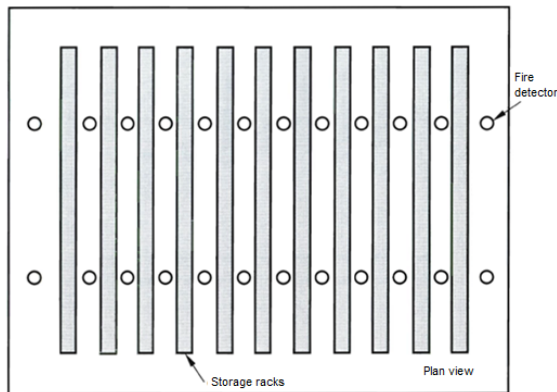


Figure 8. Placement of fire detectors in case of availability of partitions or storage racks whose upper edge is located less than 300 mm from the ceiling

Difficulties often arise due to a lack of understanding of the specifics of placing point fire detectors on uneven ceilings, which, in our opinion, is also due to the vagueness of the wording in CEN/TS 54-14 [5], in particular, in clause 6.5.1 f). However, the need to take into account ceiling beams or other obstacles during their placement can be clearly illustrated by Figure 9 [4].

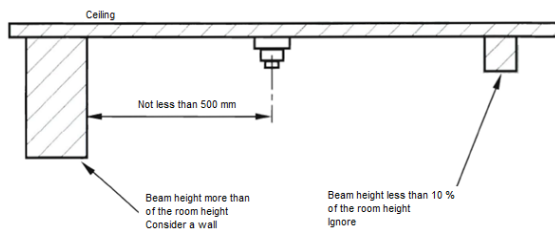


Figure 9. Placement of fire detectors in case of availability of ceiling obstacles

There are even greater difficulties in understanding how to protect honeycomb ceilings. In particular, it is stated: "If the ceiling arrangement is such as to form a series of small cells (as in a honeycomb), then, within the radius limits of Table 1, a single point-type detector may cover a group of cells. The internal volume of the cells covered by a single detector should not exceed:

$$\text{For heat detectors: } V = 6 \text{ m}^2 \times (H - h)$$

$$\text{For smoke detectors: } V = 12 \text{ m}^2 \times (H - h),$$

Where H is the height of the ceiling (or cavity), m , h is the depth of the beam, m ."

In addition to considerable imagination, the fulfilment of this requirement is related to the question: where exactly should the fire detector be installed: at the lower edge of the beam or on the ceiling itself? To answer this question, it is necessary to remember again the purpose of a point fire detector – to detect a fire at the earliest possible stage. In view of this, a logical conclusion is suggested that fire detectors should be installed on the ceiling within each cell, but in this case, dilemmas arise related to the technical and economic feasibility of such a solution because the area of the cell can be as small as a few tenths of a square metre.

In our opinion, the best solution in such a case is the approach regulated by BS 5839-1 [2] (Figure 10).

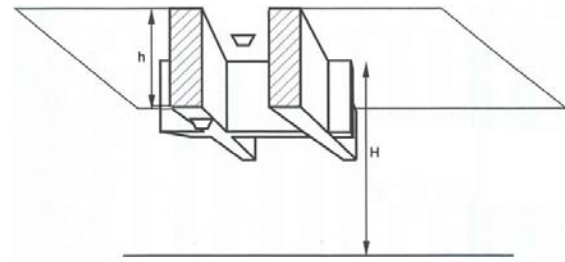


Figure 10. Placement of fire detectors on a ceiling with honeycombs

As is seen, fire detectors can be installed both on the ceiling inside the honeycomb and on the partitions used for the division into honeycombs. If the designer of the fire detection system suggests that the volume of the honeycombs is large enough to make it economically justifiable to equip each of them with a fire detector, then he (she) can foresee just such a solution. Otherwise, fire detectors are allowed to be installed on the very partitions between the honeycombs in such a way that the above-mentioned conditions regarding the maximum total volume of the honeycombs protected by each of them are fulfilled. In the latter case, when the honeycombs have a small area and, accordingly, volume, hot gaseous combustion products and smoke fill those of them which are located directly above the fire source quite quickly, after which the flow of smoke and hot gaseous combustion products into the neighbouring ones begins with their passage under partitions between the honeycombs on which fire detectors are installed. Responding of fire detectors in this case can be achieved in acceptable periods of time. At the same time, as the ceiling height increases, the width of the plume of smoke and/or gaseous combustion products increases as it rises, i.e., the probability that the space of only one honeycomb will be filled initially without affecting the fire detector installed nearby on the partition decreases. Accordingly, the probability of responding of this detector increases.

However, in our opinion, the evaluation of the effectiveness and acceptability of decisions regarding the protection of premises with ceilings of a similar structure should be made separately in each specific case taking into account local conditions and based on the results of risk assessment; this should be specified in the future standard for fire detection and fire alarm systems. In general, it would be more correct to conduct a series of experimental studies that should give a clearer answer to the question.

Unfortunately, CEN/TS 54-14 [5] pays too little attention to the protection of so-called special fire-hazardous facilities, in particular, rooms for electronic data processing. This document indicates that a number of aspects need to be taken into account when designing fire alarm systems for premises containing electronic equipment such as computers or switching telephone equipment. These include the impact on the system operation of the intensive ventilation and the high speed of air flows, the need to detect fire in hidden spaces, such as spaces above suspended ceilings and under false floors, the presence of air flows inside such spaces, the presence of devices for controlling ventilation and air conditioning systems, closing of fire dampers in response to signals from the fire detection system as well as the presence of devices for changing the mode of operation of air handling equipment in the event of a fire. It is noted that this may require special types of fire detectors (in particular, aspirating smoke detectors), especially where local protection is provided for server racks, air handling equipment return grilles, etc. More detailed information regarding the selection of types and placement of point fire detectors depending on these aspects is provided, in particular, in the guidelines [4] which describe the relevant requirements and provide a large number of illustrative materials that could be taken as a basis during future developments.

It is also worth noting that in recent years a number of models of video fire detectors have been developed in the world as well as

international technical specifications for them [9]. To date, the possibility and order of their use are not standardized by the European technical specifications CEN/TS 54-14 [5], and this shortcoming will certainly need to be eliminated in the future during the development of the relevant regulations. In addition, despite the provision in the document of fragmentary information on multi-sensor fire detectors, it does not provide answers to numerous questions related to the cases when their use is most appropriate depending on which sensors are included in them. This is partly due to the fact that the world currently has not accumulated "huge" experience of their use as well as effectiveness during the detection of real fires. Accordingly, further statistical data collection and probably experimental studies are needed.

Perhaps the most important task of fire detection and fire alarm systems is to provide a fire signal in a form that is understandable to a person. For this purpose, as part of the system, as a rule, sounders or visual fire alarms are used as well as voice alarm devices, for which there are separate regulations [6]. And although the document [5] quite clearly describes the requirements for the installation and sound volume levels of sounders, in our opinion, there is not enough information (clause 6.6.3) on visual fire alarms. At the same time, analyzing of provisions of [2-4, 10] as well as logical considerations make it possible to formulate the following recommendations regarding them:

- Sounders should be provided in premises where background noise levels exceed 90 dB(A) as well as in ones where people can normally use hearing protection devices
- Visual fire alarm devices should be provided in sufficient numbers and located within the premises in such a way that they can be easily seen from all points to which people normally have access under normal levels of background illumination
- Visual fire alarm devices should flash with a frequency of 30 to 130 flashes per minute
- The signals from visual fire alarm devices should be such that they can be easily distinguished from other visual signals provided on the facility; it is desirable that their color be red
- The luminous intensity at the outputs of visual fire alarm devices should be sufficient to attract attention, but not so high as to cause a reduction in visibility due to excessive brightness
- Visual fire alarm devices should be installed at a height not less than 2.1 m.

Finally, it remains to say that one of the most significant problems associated with the operation of fire detection and fire alarm systems is the formation of false alarm signals by them. The most common causes of their occurrence include [5]:

- Work being carried out in a protected area without knowledge of, or in neglect of, the necessary precautions such as disabling detectors
- Ambient conditions such as heat, smoke, flame, steam or dust from cooking or work processes or fumes from engine exhaust
- Mechanical and electrical faults, often resulting from the effects of vibration, impact or corrosion
- Servicing or testing work carried out without prior notification to the fire brigade or central alarm station
- Electrical transients (such as from lightning or switch-on surges) or radio interference
- Inadequate servicing
- Build-up of dust or dirt within a detector, or the entry of insects
- Change of use or changes within the building without appropriate changes to the fire detection and alarm system
- Accidental or malicious operation of manual or automatic fire detectors.

In addition to this description, guidelines CEN/TS 54-14 [5] contain information on the vulnerability of fire detectors of various types as well as certain recommendations for reducing the probability of false alarms. At the same time, the document does not establish a single algorithm of actions of interested parties, primarily designers, aimed at reducing the number/frequency of false alarm signals by fire detection systems.

At the same time, systematization of available information makes it possible to form a single algorithm (block diagram) of actions aimed at achieving this goal (Figure 11), which could also become part of the future European standard for the planning, design, installation, commissioning, operation and maintenance of fire detection and fire alarm systems.

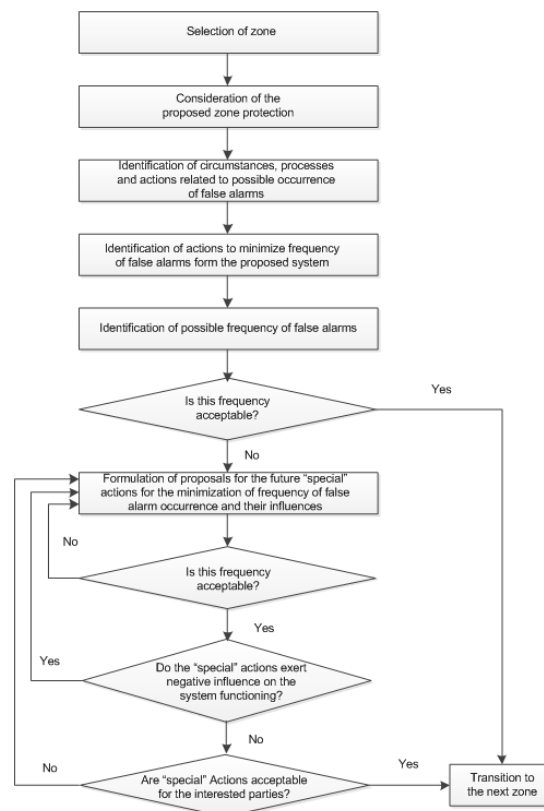


Figure 11. Block diagram of actions aimed at limiting the frequency of false alarms

4 Conclusion

Thus, as a result of the desk studies, the necessity of amending and correcting CEN/TS 54-14:2018 [5] was substantiated by introducing the following amendments, including an increase in the amount of illustrative material:

1. A detailed interpretation of the algorithm of actions during the planning, designing, installation, commissioning, use and maintenance of fire detection and fire alarm systems while indicating the responsible persons and relevant documents. Such an interpretation in the regulations to be prepared in the future is proposed to be presented in the form of a block diagram developed by the authors.
2. Clarifying the procedure for determining the search distance, the procedure for using point fire detectors to protect honeycomb ceilings as well as their installation under ceilings and roofs of special geometric shapes (oval, pointed, inclined ones). It is proposed to make such a clarification based on the logical considerations described above and examples of the implementation of requirements for the protection of relevant premises and building structures, given in the guidelines of the European societies

of insurance companies as well as national standards of individual countries.

3. Clearer regulation of the procedure for using point fire detectors depending on existing obstacles (building structures, service installations, processing equipment, furniture) as well as the purpose of facilities/premises, characteristics of air flows, etc.; provision of more detailed information on the use of multi-sensor fire detectors as well as information on the procedure for using video fire detectors.
4. Addition of information on the use of aspirating smoke fire detectors for the protection of facilities such as warehouses with high-rack storage of products, data processing centres, production shops, public facilities with high ceilings (including buildings with an atrium), etc. As a basis for this purpose, it is proposed to take the guidelines [8] with mandatory consideration of the requirements for the sensitivity classes of such detectors for each type of use.
5. Systematization of data on the causes of false alarms, vulnerability of fire detectors of various types to the causes of their occurrence, as well as measures to prevent the occurrence of such alarms with the provision of the block diagram of actions proposed by the authors in order to limit the frequency of false alarms.

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Primary Paper Section: J

Secondary Paper Section: JB, JN, AQ

DEPENDENCE OF HYDROPHOBIC PROPERTIES OF TEXTILE MATERIAL ON THE ANATOMICAL STRUCTURE OF HEMP FIBERS IN ITS BASIS

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Abstract: The article examines the actual problems of the production of textile shoes from domestic Ukrainian bast fiber raw materials. Hemp raw materials have all the necessary consumer properties to be used for the upper fabric of textile shoes. In order to study all the qualitative properties of this fiber and determine the possibility of application in shoe production, scientists of the Kherson National Technical University conducted a number of experimental studies. Research was aimed at determining not only the physical and mechanical properties of hemp fiber, but also considered the anatomical structure of this type of fiber. In the course of research, it was established that at full maturity of the stalks of industrial hemp, after their mechanical processing using the combing process, the chaff is completely freed from the woody part: phloem, xylem, parenchyma, and a cuticle remains on the outside of the fibers, which gives the fibers hydrophobic properties. To confirm this result, an experiment was conducted on the wettability of hemp cotinine after steaming in order to identify the hydrophobic properties of future raw materials for the shoe industry. According to the results of this experiment, it was confirmed that the presence of cutins on hemp fibers reduces moisture permeability, which is a positive indicator in the use of this raw material for shoe upper fabric. The use of this fiber for the production of raw fabric without processing makes it possible to create textile shoes with water-repellent properties. Further research in this field should be aimed at obtaining mixed yarn based on the fibers of technical hemp, fabric using of it. The final stage of this work is obtaining shoes with upper fabric based on this fiber.

Keywords: technical hemp; fibers; anatomical structure; cutins; hydrophobicity; hygroscopicity; footwear.

1 Introduction

Shoes are one of the integral parts of our life. Currently, there are thousands of shoe options in the world, from simple flip flops to extravagant high heels.

In the era of such diversity, one needs to understand when and what kind of shoes to wear in order not to harm health and feel comfortable in any place. The wardrobe of every inhabitant of the planet must have light, comfortable, textile shoes. For the manufacture of such shoes, fibers of vegetable origin, animal, artificial, and even mineral materials are used. The main thing is that this textile has high-quality environmental and operational properties.

Scientists of the Kherson National Technical University are conducting research on the use of Ukrainian domestic textile raw materials of technical hemp fibers in shoe production. After all, this textile raw material has many quality properties that have a positive effect on the production of shoes. The lightness and strength of such textile shoes contribute to its demand among the population. In such a dynamic pace of life, one needs to be able to move quickly and painlessly [4]. The physical properties of natural textiles allow air to move freely from the inside to the outside, which means that feet in it will not sweat and will not have damage from walking. Thanks to this, natural textiles are an ideal choice for hot weather. Also, natural textiles made from hemp plant fibers do not cause allergies, irritation, or other dermatological disorders.

Among all indicators of the quality of textile footwear, reliability is the main indicator that summarizes various physical and mechanical properties. Even the most fashionable, most necessary shoes will not be purchased if the consumer has doubts about their reliability. The concepts of reliability and durability are closely related, but by no means identical.

Reliability means complete, failure-free, repair-free preservation of the properties of shoes during the period of operation, which is determined by a certain calendar period [3].

Despite all the positive aspects, Ukrainian scientists proved that this natural textile has negative factors affecting the performance properties of shoes, which can negatively affect the reliability of this product. The conducted studies proved that due to the high rate of relative tensile elongation of technical hemp fibers, which were used in the fabric of the shoe upper, the shape stability of this shoe was lost over time.

Scientists have carried out fundamental work on preserving the operational properties of shoes with upper fabric based on technical hemp [2]. Also, anatomical studies of technical hemp fibers were conducted in order to determine the hydrophobic properties of this raw material. After all, the use of this fiber in fabrics for the upper of textile sports shoes requires the use of special solutions, sprays or treatments to give the fabric a protective effect against the passage of water, and this fact can harm the naturalness and environmental friendliness of the product. This work is based on the creation of textile eco-shoes with high quality properties.

2 Materials and Method

During the implementation of this scientific work in the conditions of the laboratory of the Kherson National Technical University, a study of the anatomical structure of fibers of technical hemp of the Glyana variety, which are proposed to be used for the production of textile shoe uppers, was conducted.

In the production of hemp fabric for use in footwear products, hemp cotinine is produced using the stem decortication technology followed by mechanical modification of the fiber.

It is known that fibers with a linear density of 0.16 – 0.33 tex and cross-sectional dimensions of 15 - 19 microns are used on the equipment of cotton processing enterprises using the carded spinning system. The obtained hemp cotinine according to the traditional technology has a linear density of 6.8 tex, which is 20 times higher than the standard cotton cotinine. Thus, the hemp cotinine obtained using mechanical modification technology does not correspond to the similar parameters of medium-fiber cotton in terms of thickness, therefore it cannot be used for obtaining thin and soft yarn [1].

Analyzing the strength of hemp cotinine fibers, which is one of the most important indicators of its quality, it can be concluded that the breaking load of cotinine is 0.039 daN greater than the maximum value of the breaking load of medium fiber cotton, which is 0.003 daN. Therefore, hemp cotinine fibers exceed cotton fibers by 93% in terms of breaking load. The relative breaking elongation of hemp cotinine is 17.2%, and with such an indicator, one hundred percent use of this raw material in yarn for the production of form-resistant products is not recommended. To reduce this indicator, it is necessary to select mixtures with other fibers or use different types of processing of hemp cotinine fiber.

For this purpose, raw materials were steamed in a laboratory autoclave. The following modes were used for steaming the material:

- Pressure: heating, cooking – 1.2 – 7.1 kgf/cm²; steaming - 1.8 - 2.3 kgf/cm²; washing – 0 kgf/cm²;
- Temperature: heating, cooking – 90 – 160 °C; steaming - 140 - 121 °C; washing - 40 °C;
- Operation duration: heating, cooking – 30 min.; steaming - 20 min.; washing – 10 min.

After steaming, repeated studies of physical and mechanical parameters of hemp fiber were carried out. After steaming, a significant decrease in absolute and relative elongation at break

was observed. The decrease was by half - from 10.6 to 5.3 mm, from 17.2 to 9.3% respectively. This happens due to a change in the chemical composition of cotinine, namely a decrease in the content of fatty waxes to 1.0-1.2%. In addition, there is also a decrease in the linear density of hemp cotinine, which also has a positive effect on the quality of the final textile product [5]. As a result of the conducted research, it was revealed that due to the steaming of hemp cotinine, a mechanical method of modification, under certain conditions, it is possible to ensure a decrease in elongation during stretching, which improves the dimensional stability of future footwear products during their use.

The preservation of hemp cotinine with improved mechanical and geometric properties cannot be the only prerequisite for the use of this fiber in the production of footwear products. Other properties of fibers, in particular physical, are important to ensure the quality of the fabric used to make shoes. The physical properties of hemp fibers include hygroscopicity. A property of footwear products is hygroscopicity. This indicator is characteristic of the properties that determine the convenience of a particular material when using it in footwear products. Thus, in order to determine the hydrophobic properties of technical hemp fibers, a study of their anatomical structure by light microscopy was conducted.

Light microscopy of cross-sections of technical hemp fibers was carried out according to the method of V.A. Arkhangelsky with the use of metal plates on which there are small holes for forming slices. According to this method, a thin bundle of the investigated fibers is previously slightly twisted and pulled through a loop of sewing thread via a small round hole in a thin metal plate. As a result, the bundle of fibers is clamped in the hole perpendicular to the plate. The protruding ends of the bundle are cut with a blade on both sides at the level of the plate. The plate is placed in a microscope to study the cross-section in reflected light [9].

Research is carried out on a biological microscope designed for the study of transparent objects in transmitted light. For a comparative assessment of the degree of splitting of fibers obtained using different methods of mechanical and physical-chemical processing, one should use the methodology developed by N. A. Ordina [11]. According to this technique, 30 handfuls of compared batches of fiber, selected from different places, are separated by a small spinning wheel. Cross sections are made from the fiber of each spinning wheel. The number of single elementary fibers and fibers in groups of all technical fibers is counted under a microscope. Next, the total number of fibers in groups up to 5 (including single ones), from 6 to 10, from 11 to 15, from 16 to 20, from 21 to 25, from 26 to 30, from 31 to 35 and more than 35 or fibers in groups of more than 25 are combined together. The total number of fibers is then counted and the percentage of each group is determined from the total number of fibers. According to the results of the calculations, a graphic image of the distribution of fibers by groups is built for each batch. On the basis of obtained curves, a conclusion is made about the degree and nature of fiber grinding under different processing modes [13].

The next stage of checking the hygroscopic properties of this fiber was based on determining the percentage of moisture absorbed by the fiber at certain intervals of time. For this, the so-called wetting of technical hemp fibers was carried out in the conditions of the laboratory of the Kherson National Technical University. To determine the wettability, 15 g of air-dry cotinine, selected from the average sample, is weighed with an error of no more than 0.1 g and a sample is formed on the table according to the size of an aluminum cylinder, which was previously made according to the drawing [7]. The fiber is placed in a pre-weighed cylinder and compacted to the inner mark of 50 mm.

During the formation of the sample, the dust that has spilled out is collected and placed in the cylinder together with the fiber.

Distilled water with a temperature of 20 ± 0.5 °C is poured into the crystallization cup to a level no lower than 20 mm from the

edge. After that, an aluminum cylinder is lowered into it to the level of the outer lower mark of the cylinder. After 30 s, the aluminum cylinder with the moistened mass of fibers is removed from the water and weighed with an error of no more than 0.1 g. Wettability X_2 , g is calculated according to the formula:

$$X_2 = m_1 - (m_2 + m), \quad (1)$$

where

m – mass of air-dry cotinine, g;

m_1 – mass of the cylinder with cotinine after the test, g;

m_2 – mass of the empty cylinder, g

The result of the test is taken as the arithmetic average of five parallel tests rounded to a whole number, the permissible difference between which does not exceed 10% relative to the average value. All research results are the basis for the production of high-quality textile eco-shoes with upper fabric based on technical hemp fibers.

3 Results and Discussion

Increased air and body temperature leads to profuse sweating, which, in turn, creates tangible discomfort for a person. The high breathability and heat generation of the fabric allow getting rid of excess moisture. These physical properties are important for the production of comfortable shoes. As evidenced by the results of the research of famous Ukrainian domestic scientists N. P. Lyalina, N. I. Rezyv, O. O. Horash, the above-mentioned fiber quality indicators of bast crops depend on their anatomical structure. As it was already studied earlier, hemp fiber has a large channel that allows the required amount of air and heat to pass through well [7; 10; 12].

It is known that fabrics for the upper of textile shoes are usually treated with special solutions in order to retain moisture coming from the outside (rain, puddles, water). If we are talking about the production of high-quality eco-shoes, then treatment with special preparations, sprays or waxes will be superfluous in this product. Thus, further study of the physical parameters of the obtained hemp cotinine is a very urgent task.

Scientists of the Department of Commodity Science, Standardization and Certification of the Kherson National Technical University conducted similar studies of the qualitative characteristics of the fiber of another bast culture oil flax. O. O. Horach conducted a thorough study of the anatomical structure of linseed fibers in order to find out the reasons for their low wettability and found that this indicator depends on the presence of a cuticle on the surface of the fiber, which delays the absorption of moisture [8]. Taking into account the results of this scientific work, it was decided to investigate the wettability of technical hemp fibers, because, as it is known, they also have a cuticular layer on the surface (Figures 1 and 2). The general characteristics of the anatomical structure of the stem of this culture are given in Table. 1.

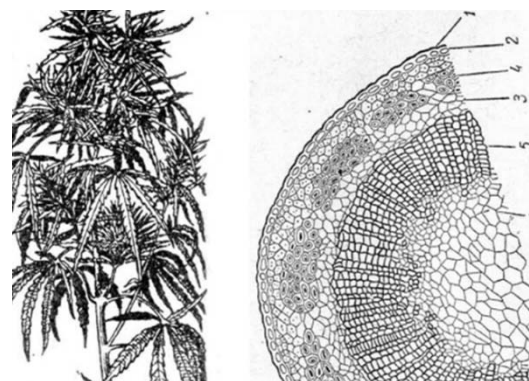


Figure 1. The structure of the hemp stem:

a) the appearance of the plant;
 b) cross-section of a hemp stem:
 1 – cuticle; 2 – covering fabric; 3 – bundles of fibers; 4 – parenchyma; 5 – wood; 6 – core

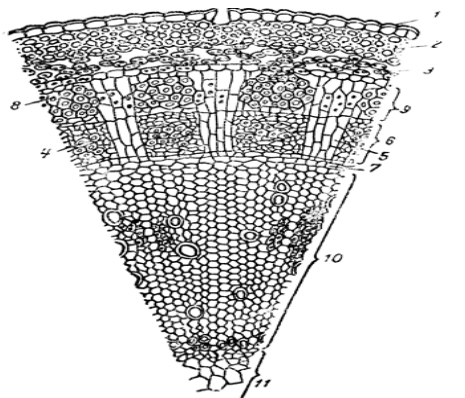


Figure 2. Diagram of the anatomical structure of the hemp stem:

1 – epidermis with cuticle; 2 – collenchyma; 3 – cortical parenchyma; 4 – secondary bast fibers; 5 – bark parenchyma; 6 – phloem; 7 – cambium; 8 – primary bast fibers; 9 – cells of pericyclic parenchyma; 10 – wood; 11 – core

Table 1: Characteristics of the structure of the hemp stem

Part stems	Tissue name	Tissue structure	Tissue functions
1	2	3	4
Fibrous part	Cover part	It consists of a skin - the epidermis (1), which is one or more layers of tightly closed cells, not separated by an intercellular space, with a cellulose membrane and externally covered with a film - a cuticle. The cuticle is impregnated with the fatty substance cutin, which does not allow moisture to pass through.	Protects hemp plants from harmful evaporation of moisture, from adverse environmental conditions, carries out water and gas exchange
	Main, or fabrics primary cortex	It consists of three layers: - collenchyma (2), which is a tissue of the parenchymal type, cells have a cellulose shell of uneven thickness; - cortical parenchyma (3), consisting of thin-walled cells separated from each other by an intercellular space; - the endodermis, which forms the inner boundary of the primary cortex, cells are arranged in one layer and contain starch grains. Behind the primary bark is a hard bark, which consists of thin-layered pericyclic parenchyma cells (9) and thick-walled prosenchymal cells of primary bark fibers (8).	Collenchyma is a mechanical tissue that gives the stem strength and stability. Cortical parenchyma performs the function of carbon dioxide assimilation and is often filled with nutrients (starch, sugar, etc.). The endodermis accumulates nutrients necessary for the restoration of plant vegetation. Primary bast fibers perform the function of mechanical fabric
	Conductive or phloem (6)	It consists of sieve tubes, secondary bast fibers (4) and bast parenchyma (5). Sieve-like tubes are capillaries with transversely perforated walls. Secondary bark fibers and bark parenchyma are formed from the cambium (7). Behind the parenchyma of the bark is a narrow strip of cambium, which separates the bark (hard bark, primary bark, integument tissue) and wood tissue consisting of thin, dividing cells.	Sieve-like tubes allow nutrients to easily pass through them into nearby living tissues.
Wooden part	Parenchyma, mechanical, vascular	Wood (10) consists of three groups of tissues: parenchyma, mechanical, and vascular. Wood parenchyma is poorly developed and consists of thin-walled, lignified cells. Wood fibers are thick-walled lignified elongated cells with pointed ends. Vessels in the form of tubes are dead cells. In the radial direction, the wood is divided by core rays.	In the wood parenchyma, there is an accumulation of nutrients and their movement in a horizontal direction. Wood fibers give the stem strength and stability in the vertical direction. Vessels are conductive tissue, along which the soil solution moves along the plant.
Core		Core (11) is the last inner tissue of the stem. The cells of this tissue are parenchymal, large, thinly layered	

As a result of the study of the anatomical structure of the hemp stem, it was revealed that the primary fiber lies in the bark in one layer in the form of a cylinder along the entire stem. At the same time, the height of secondary fiber formation in the stem is very different, since depending on the growing conditions of hemp, it can develop from one to several layers of fibers. Primary and secondary fibers are anatomically heterogeneous. Cells of primary elementary fibers have isodiametric (round or close to round), elliptical and oval shapes. The variability of the shape of the cells largely depends on the force of their pressure on each other during the compaction of the fibrous layer [6]. Fibers with thinner sheaths change shape significantly more than fibers with thicker sheaths. The diameter of the cells ranges from 5 to 55 μm , and the length - from 0,61 to 7.5 mm. Fiber with an isodiametric shape of cells has high quality, with elliptical or oval cells - medium, and fiber from "crumpled" cells is characterized by the lowest quality. The sheath of primary elementary fibers is multi-layered. Its thickness varies from 7.5 to 15.7 microns. As the wall thickness increases, the channel (cavity) of the cell decreases.

The secondary elements of the fiber, together with the primary ones, have a more rounded shape, a lower degree of wall stratification, that is, a thin cell shell, but a larger channel in relation to the number of cells. Their length does not exceed 4 mm, and the diameter is 10.0 - 19.8 microns. They are less compactly arranged in bundles, and the bundles are in the fibrous layer. High-quality hemp fiber is obtained if the fiber elements are correctly formed and have an isodiametric shape, a small cell diameter, and a rounded sheath contour (without zigzags).

At the full maturity of the straw stalks of industrial hemp, after their mechanical processing using the combing process, the husk is completely freed from the woody part: phloem, xylem, parenchyma, and a cuticle remains on the outside of the fibers, which gives the fibers hydrophobic properties. The cuticle is a solid, structureless transparent film, which in the form of hairs enters between the fibers. The cuticle consists of substances called cutins. As was proved in the work of N.A. Ordina, cutins are high-molecular fatty acids, oxyacids, waxes, and fats [11]. They are resistant to the action of strong chemical reagents, such as concentrated acids and alkalis. Cutins are insoluble in sulfuric and chromic acids and even in copper-ammonia solution, in which cellulose dissolves. The presence of cutins on the surface of technical hemp is the reason for its low wettability. After the mechanical processing of the straw stems, which was carried out on the decorticator, and the modification of the fibers, the cuticle still remained on the fiber. This is evidenced by the analysis of a micrograph of a cross-section of technical hemp fibers (Figure 3).

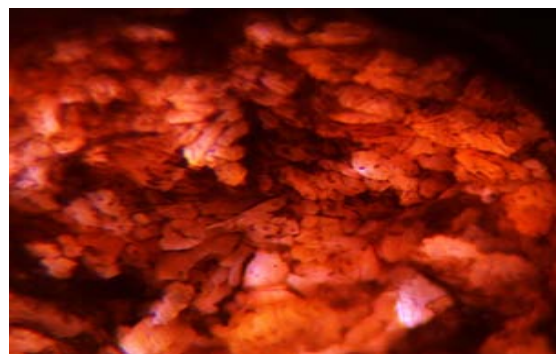


Figure 3. Photomicrograph of a cross-section of fibers of technical hemp of the Glyana variety

After a detailed study of the microstructure of technical hemp fibers and the detection of cutins on their surface, a study of the wettability of hemp cotinine after steaming was conducted in order to identify the hydrophobic properties of future raw materials for the shoe industry. The results of studies on the

determination of the wettability of hemp cotinine after steaming are shown in Table 2.

Table 2: Indicators of wettability of hemp cotinine

Test number	Wettability, g	Absolute deviation, Δ	Relative deviation, %
1	74.2	3.9	5.55
2	79.3	9.0	12.80
3	62.8	7.5	10.67
4	71.6	1.3	1.85
5	60.3	10.0	14.22
6	73.6	3.3	4.69
Average value	70.3	5.8	8.30

Summarizing the results of theoretical and experimental studies, it can be concluded that the presence of cutins on the fibers of technical hemp determines their high degree of hydrophobicity. Even after carrying out the technological operation of steaming hemp cotinine, as a result of which the content of fatty waxes in it decreased by almost three times, the wettability index did not increase much. It is on average 10.3 g, that is, it is half the wettability of flax fiber, which is equal to 127 g, and cotton – 140 g. This confirms the possibility of using hemp cotinine fibers without treatment as the main component of raw yarn. The use of fabric from such yarn in shoe production will allow manufacturers to save on expensive hydrophobic treatment of shoes and produce more environmentally friendly products.

4 Conclusion

As a result of research into the anatomical structure of technical hemp fibers, it was established that after mechanical processing of the fibers using the combing process, the husk is completely freed from the woody part: phloem, xylem, parenchyma, and a cuticle remains on the outside of the fibers, which gives them hydrophobic properties. These properties of hemp fiber were also confirmed by wettability studies. The results of this study proved that even after carrying out the technological operation of steaming hemp cotinine, as a result of which the content of fatty waxes in it decreased by almost three times, the wettability index did not increase much. It averages 10.3 g, that is, twice as much as the wettability of flax fiber, which is 127 g, and cotton - 140 g. This indicator confirms the possibility of using hemp cotinine fibers without treatment with water-repellent drugs.

The use of this fiber for the production of raw fabric without processing makes it possible to create textile shoes with water-repellent properties. Further research in this field should be aimed at obtaining mixed yarn based on technical hemp fibers, fabric using it, and the final stage is obtaining shoes with upper fabric based on this fiber.

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