МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное

учреждение высшего образования

«Донецкая академия управления и государственной службы»

Кафедра иностранных языков

Мир глазами молодёжи. Актуальные проблемы страноведения и культуры в современном мире

МАТЕРИАЛЫ РЕСПУБЛИКАНСКОЙ СТУДЕНЧЕСКОЙ НАУЧНОЙ КОНФЕРЕНЦИИ ПО СТРАНОВЕДЕНИЮ

07 декабря 2023 года

Донецк

2023

Мир глазами молодёжи. Актуальные проблемы страноведения и

М63   культуры в современном мире: материалы Республ. студ. науч. конф. по страноведению (Донецк, 07 декабря 2023г. / Минобрнауки РФ, ФГБОУ ВО «ДОНАУИГС, Кафедра иностранных языков. – Донецк: ДОНАУИГС, 2023. - 207 с.

ОРГАНИЗАЦИОННЫЙ КОМИТЕТ:

Кретова Алина Викторовна – председатель организационного комитета, проректор ФГБОУ ВО «ДОНАУИГС», д-р экон. наук, доцент;

Кислюк Елена Владимировна – заместитель председателя организационного комитета, проректор ГОУ ВПО «ДОНАУИГС», канд. гос. упр., доцент;

Саенко Виктор Борисович – декан финансово-экономического факультета ФГБОУ ВО «ДОНАУИГС», канд. гос. упр., доцент;

Смирнова Екатерина Алексеевна – начальник отдела «научный отдел» ФГБОУ ВО «ДОНАУИГС»;

Лычко Лидия Яковлевна – заведующий кафедрой иностранных языков ФГБОУ ВО «ДОНАУИГС», канд. пед. наук, доцент кафедры иностранных языков;

Мехова Ольга Александровна – ответственный секретарь, ответственный за студенческую научную работу, старший преподаватель кафедры иностранных языков ФГБОУ ВО «ДОНАУИГС».

Захаров Родион Валериевич – ответственный за научную работу, преподаватель кафедры иностранных языков ФГБОУ ВО «ДОНАУИГС»;

СЕКЦИЯ 1. АКТУАЛЬНЫЕ ПРОБЛЕМЫ СТРАНОВЕДЕНИЯ И КУЛЬТУРЫ В СОВРЕМЕННОМ МИРЕ (АНГЛИЙСКИЙ ЯЗЫК)

STUDY IN CHINA FOR INTERNATIONAL STUDENTS

Бережная В.А.

Шевлякова А.М.

старший преподаватель кафедры английского языка для

естественных и гуманитарных специальностей

ФГБОУ ВО «Донецкий государственный университет»

The article considers advantages and disadvantages of the organizational process of education in universities of China. We identify the advantages and problems associated with the organization of education in China for international students.

China has been constantly pushing for the accelerated development of its vocational education system for many years.

In China, since the start of the Reform Era in 1978, there has been a widespread acceptance of the notion of 'upskilling' – i.e. more and better skills will lead to accelerated economic development, increased productivity and global competitiveness [3; 7].

China, among many nations [2], has declared its commitment to, and concern for, becoming a high skill society especially in the age of the Fourth Industrial Revolution.

The National Bureau of Statistics (NBS) released regular batch of economic indicators urban unemployment rates for 16- to 24-year olds. From April, 2023 to June, 2023, the jobless rate for 16- to 24-year-olds reached 20.4%, 20.8% and 21.3%

respectively. The current statistics "need to be improved." In the age group has grown in recent years and their main task should be to study, rather than to seek jobs [6].

On October 12, 2021, the Communist Party Central Committee and the State Council issued the Guidelines on Promoting the High-Quality Development of Modern Vocational Education (hereafter "Guidelines") [4]. The document sets clear goals, including that by 2025, the enrollment of vocational colleges should be no less than 10 percent of the total enrollment of higher education institutions; and by 2035, China's vocational education should be among the best in the world.

The improvement in the country's educational sector has led to an increase in the number of international students intending to study in China in 2023/2024.

We will give some arguments why you should consider studying in China:

1. In a most recent University ranking by QS, six Chinese Universities ranked among the top 100 Universities in the World [5].

2. If you are looking for a place where you can harness your technology skills. Then the Chinese educational and economic setting provides one of the best platforms for it.

3. In China, students can access a wide range of available academic options.

4. The educational system is designed in such a way that resources and materials are readily available for anything you intend to study in China in 2023 – 2024.

5. You can also study in China for free with the numerous study in China Scholarships available for international students.

6. There are Job opportunities in China for International students who wish to combine study with work.

But the Chinese government may have focused on upgrading the credentials, rather than the actual skills that these credentials signal, thus reinforced forms of consciousness that maintain the academic-focus, credential-driven hegemony.

The new policies have vigorously invested in the 'model schools', yet further excluding non-model schools and the marginalized learners. China's national skills

policies may further facilitate the reproduction of current forms of inequality in training [1].

Many Chinese universities also have an age requirement for students they admit. Only those under 30 can apply for a bachelor's degree and those under 40 can apply for a master's or doctorate degree.

Choosing a University in China.

With the number of Universities in China, making a choice as an international student can also be a task. For example, there is a website where all applications can be submitted, CUCAS (Admission System of Chinese Universities and Colleges). They provide consultancy, helping students in making the right choice of Universities in China for International students.

Admissions requirements depend on which type of program you are applying for but in general, application requirements will include copies of any degrees you've received and your high school and college transcripts.

Options abound for traditional study abroad programs with most Chinese universities offering either purely Chinese language learning programs or mixed subject classes taught in English and Chinese. You could study anything from international relations, humanities, business, or STEM. The opportunities are endless.

List of references:

1. A critical analysis of national skills policies in China's Reform Era: Geng Wang: British Journal of Sociology of Education 44(2), June 2023 URL: https://www.researchgate.net/publication/371225543_Upskilling_the_workforce_A_critical_analysis_of_national_skills_policies_in_China's_Reform_Era

2. Challenging the Skills Fetish: Wheelahan, L., G. Moodie, and J. Doughney.: British Journal of Sociology of Education 43 (3): 475–494, 2022.

3. Graduate Unemployment: Dilemmas and Challenges in China's Move to Mass Higher Education: Bai, L.: The China Quarterly 185: 128–144, 2006.

4. Guidelines on Promoting the High-Quality Development of Modern Vocational Education: The Communist Party Central Committee and the State Council October 12, 2021 URL: https://www.gov.cn/zhengce/2021-10/12/content_5642120.htm?mc_cid=4680321d16&mc_eid=bfbb6731f5

5. QS World University Rankings 2023: QS World University Rankings URL: https://www.universityrankings.ch/en/result

s/QS/2023

6. SNN Business: Laura He: China stops releasing youth unemployment data after it hit consecutive record highs. URL: https://edition.cnn.com/

2023/08/14/economy/china-economy-july-slowdown-intl-hnk/index.html

7. State Council (2022). "Building a High Skilled Workforce in the New Era." URL: http://www.gov.cn/zhengce/2022-10/07/content_5716030.htm

NORWAY: "LAND OF THE MIDNIGHT SUN"

Борзых А.Р.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для

экономических специальностей

ФБГОУ ВО «Донецкий Государственный Университет»

Northern Norway is a geographical region Norway, consisting of the two northernmost counties Nordland and Troms og Finnmark, in total about 35% of the Norwegian mainland. Some of the largest towns in Northern Norway (from south to north) are Mo i Rana, Bodø, Narvik, Harstad, Tromsø and Alta. Northern Norway is often described as the land of the midnight sun and the land of the northern lights. Farther north, halfway to the North Pole, is the Arctic archipelago of Svalbard, traditionally not regarded as part of Northern Norway.

Norway has an elongated shape, one of the longest and most rugged coastlines in the world, and some 50,000 islands off its much-indented coastline. It is one of the world's northernmost countries, and it is one of Europe's most mountainous countries, with large areas dominated by the Scandinavian Mountains. The country's average elevation is 460 metres (1,510 ft), and 32 percent of the mainland is located above the tree line. Its country-length chain of peaks is geologically continuous with the mountains of Scotland, Ireland, and, after crossing under the Atlantic Ocean, the Appalachian Mountains North America. Geologists hold that all these formed a single range before the breakup of the ancient supercontinent Pangaea [1].

Most Norwegians live within a few miles (kilometers) from the sea, which played a key role in the history of their country. The Great Viking Age in Norway occurred in the IX century AD, when the Vikings (Norwegian explorers and pirates) expanded their territory to Dublin (Ireland) and Normandy (France). Norwegians are a North German ethnic group originally from Norway. They share a common culture and speak Norwegian. Norwegians and their descendants are found in migrant

communities around the world, especially in the United States, Canada, Australia, New Zealand and South Africa.

Today there are two official forms of written Norwegian, Bokmol (Riksmol) and Nynorsk (Lands mol), each with its own variants. Bokmol originated from the Dano-Norwegian language, which replaced Middle Norwegian as an elite language after the unification of Denmark and Norway in the 16th and 17th centuries, and then evolved in Norway, while Nynorsk was developed based on a set of spoken Norwegian dialects. Norwegian is one of the two official languages in Norway, along with Sami, a Finno-Ugric language spoken by less than one percent of the population. Norwegian is one of the working languages of the Nordic Council. According to the Nordic Languages Convention, Nordic citizens who speak Norwegian have the opportunity to use it when interacting with official authorities of other Nordic countries without any cost of interpretation or translation [2].

Food Customs at Ceremonial Occasions. For Constitution Day, many families traditionally eat a meal of flat bread, thinly sliced dried meats, and milk porridge, with beer or aquavit as a beverage. Christmas meal traditions vary by region and may include roast pork, other meat, or lutefisk. On festive occasions, both restaurants and family meals may feature a kaldt bord with a large array of cold meats, cheeses, shrimp, smoked or pickled fish, salads, jams, and soft and crisp breads [3].

Fjords are the hallmark of Norwegian tourism. They are narrow, winding and winding bays that go deep into the land. The landscape of fjords is incredibly picturesque. The Northern Lights can be seen in Norway from October to April. It appears in dry, frosty weather. In Norway, forest mushrooms are not harvested. For this reason, as well as due to good ecology, there are a lot of mushrooms here, gorgeous hogs grow in almost every park, but Norwegians are absolutely indifferent to them. The country's main wealth is linked to the sea. The proximity and accessibility of the sea have shaped not only the climate and natural wealth of the country, but also Norwegian society itself, both ancient and present. The entire life of the ancient Germans was built on the development of the water element, thanks to which the Vikings became one of the best navigators of their time.

The Vigeland Sculpture Park is one of Oslo's top tourist attractions, and is home to 650 sculptures created by Gustav Vigeland. These sculptures, which are formed out of wrought iron, bronze, and granite, are arranged in five themed groups. The Troll's Tongue is a protruding section of Skjeggedal Rock. It takes five hours of hiking to climb it and enjoy a breathtaking view of Lake Ringedalsvatn. Vöringsfossen is a high waterfall in the Mobödalen Valley. The main hiking trail, the "National Route", leads to the foot of this natural wonder. Geiranger is called Norway's most beautiful fjord, as its surroundings bring together all the country's beauty: bustling waterfalls, mountain lookouts, glaciers and high-altitude farming villages. It is home to the Museum of Geography, where you can learn about the natural features of the Northern Kingdom [4].

Every year, the town of Ålesund celebrates midsummer. A wooden tower - up to 40 meters high - is built over several days. At the right moment, the tower is set on fire, creating the largest bonfire in the world.

Thus, Norway has a huge cultural heritage and includes all traces of human activity in the physical environment. They are irreplaceable sources of information about people's lives and activities and about the historical development of architecture and art.

List of references

1. Norway. Wikipedia https://en.wikipedia.org/wiki/Norway

2. Residents of Norway https://www.everyculture.com/No-Sa/Norway.html

3. Norwegian language https://en.wikipedia.org/wiki/Norwegian_language

4. Sights of Norway https://www.planetware.com/tourist-attractions/norway-n.htm

HINDU LAW

Бородина А.А.

Карпова Н.А.,

старший преподаватель кафедры гуманитарных

дисциплин

ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ

УНИВЕРСИТЕТ ЮСТИЦИЙ»

Hindu law is one of the oldest legal systems mixed with the religion of Hinduism. This is customary law, in which religious doctrine prevails. Hindu law is widespread in India, Palestine, Singapore and Malaysia, as well as in eastern Africa.

The main sources of Hindu law are the Vedas, Smriti, Dharmashastri, Nibandhaza, doctrine, and local customs.

Vedas – early collections of Indian religious songs, prayers, hymns, contain the oldest texts. Their lines can be interpreted as rules of behavior. Hindus consider the Vedas to be a divine revelation, but they have little effect on spiritual life. The Vedas do not contain legal constructions, they act as the philosophical basis and source of Hindu law.

Smriti are the oldest works of Hindu literature, some of which can be described as legal reference books. They consist of short sayings about magical and religious rites that should accompany the most important events of human life.

Then the Dharmasutras appeared – the first books on legal issues, explaining in detail how members of various castes should behave towards the gods, the king, the priests, their ancestors, relatives, neighbors and animals.

The further development of classical Hindu law is connected with the Dharmashastras. Dharmashastras are sets of dharma rules that are attributed to famous scientists. Dharma is the path of righteousness, virtue, the fulfillment of religious duty. The Dharmashastras represented a kind of stage in the development of the form of law, when unwritten legal customs are replaced not by laws, but by collections of religious and legal prescriptions sanctioned by the state authority. Of these creations , the dharmashastras of Manu are especially well known. In the dharmashastras, for the first time, one can find a relatively ordered sum of rules that

can be called legal. The Dharmashastras indicate a fairly high level of development of legal culture in Indian society in ancient times.

Other collections, the nibandhazas, are commentaries on the dharmashastras. The purpose of nibandhazas is to clarify the meaning of dharmashastras, to make them understandable to ordinary people.

The doctrine can rightfully be considered an important source of Hindu law, an example of such can be the dharma as a doctrina.

The sources of classical Hindu law are ancient local customs. The status of customs as a source of Hindu law is fixed by dharmashastras, which contain a reference to customs when regulating certain relations. The main requirement for them is full compliance with the philosophical and social foundations of Hindu law.

According to classical Hindu law, legislation is not a source of law, since "law and orders are measures caused by temporary necessity." Even when applying the law of the subject of law enforcement, the possibility of its broad interpretation is provided in order to facilitate decision-making on the basis of fairness.

Judicial practice in Hindu law is not considered a source of Hindu law. The effect of a judicial precedent is limited to the consideration of a particular case, since court decisions are dictated by the circumstances of a particular case.

Modern Hindu law is directly used when considering the following issues:

1. family law – the legality of children, guardianship, adoption, marriage, a family of three or more generations and the division of property, inheritance of the deceased's property, including indivisible, by his surviving relatives;

2. family social issues – religious and charitable donations;

3. issues of a purely public nature – dambupat, preferential right to purchase, oaths, transactions with beys and (to a small extent) the transfer of property through a will or other document;

4. caste law and excommunication.

Hindu ideas have also been preserved in the concept of state land ownership.

As a result, one of the basic principles of Hindu law is the concept of dharma – righteousness and moral duties of each person. Hindu law is based on traditions, customs and religious precepts, so it generally reflects Indian culture and beliefs. Hindu legislation recognizes the importance of family and marriage and is very flexible, able to adapt to changing circumstances.

Hindu law is not a rigid codified law, but consists of a set of precedents, customs and religious texts. Hindu law is still trying to reform it due to some discriminatory aspects towards women and lower castes.

List of references:

1. Hindu Law - New World Encyclopedia https://www.newworldencyclopedia.org/entry/Hindu_Law

2. 7 Remarkable Sources of Hindu Law – Legal Study Material https://legalstudymaterial.com/sources-of-hindu-law-meaning-and-nature-of-hindu-law/

3. N.R. Raghavachariar's "Hindu Law- Principles and Precedents, 12th Edition, Madras Law Journal"

THE SOCIAL PROBLEM OF INDIA – CASTE

Гага С. А.

Колесникова Е.Ю.,

старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий государственный медицинский
университет имени М. Горького» Минздрава России

Modern India with its centuries-old history faces complex social problems, one of which is the problem of castes. Castes are a generic (socio–economic) grouping of the population based on the principles of pedigree and heredity. The traditional caste system has deep roots in the socio-cultural heritage of India and plays a significant role in people's lives, determining their status, privileges and restrictions.

Historically, the caste system divided Indian society into four main castes: Brahmins (priests, scientists), Kshatriyas (warriors, rulers), Vaishyas (traders, herders) and Sudras (peasants, workers). In addition, there were lower castes – Dalits, who were traditionally outcasts and deprived of basic civil rights. The caste system completely controlled all aspects of Indian life, including marriages, professional opportunities and even food restrictions.

Castes are not only a form of social organization in India, but also a social problem that many Indians face. One of the key problems is discrimination that occurs on the basis of caste. People of lower castes often face social and economic inequality, which limits their opportunities to get an education, find a job and violates their rights.

One of the main social problems associated with castes is discrimination and social exclusion. The caste system strictly distributes people according to their origin, profession and social status, limiting mobility and opportunities for progress. People from lower castes, called Dalits or Antojeimi suffer from systematic discrimination and restrictions in access to education, health care, work and political power. This

creates a cycle of poverty and hopelessness that is passed down from generation to generation.

Another social problem related to castes is the complete absence of marriage unions between different castes. The caste system permeates the very essence of Indian culture, and as a result, marriages are caste-restricted. This leads to the preservation of social division and prejudice between castes. Despite the fact that in recent years the caste discrimination is prohibited by law in India, the practice of endogamy (marriage between people of the same caste) it still strongly affects family relationships and social ties.

There is also persistent prejudice and social inequality related to castes. People from lower castes in India face discrimination and inequality in various spheres of life, especially in education and employment. Despite the development and growth of India in recent decades, some groups still experience strong social and economic constraints based on their caste affiliation.

In order to change the situation, it is necessary to include all segments of society more effectively, especially the lower caste. Education plays a key role in combating caste discrimination, as knowledge can help overcome inequality and open up new opportunities for people. It is also important to conduct information campaigns and promote educational work in order to change attitudes towards the caste system in society.

List of references:

1.   Béteille, A. (2003). Caste, class, and power: Changing patterns of stratification in a Tanjore village. University of California Press:

https://www.researchgate.net/publication/290347594_Caste_Class_and_Power _Changing_Patterns_of_Stratification_in_a_Tanjore_Village

2.   Thorat, Sukhadeo & Newman, Katherine. (2010). Caste and Economic Discrimination: Causes, Consequences and Remedies:

GEORGIA'S ECONOMIC PROSPERITY: SACRIFICING NATURE

Гиунашвили Г. Г.

Жданова Н. А.,

канд. филол. наук, доцент кафедры английского языка для

экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Georgia is known all over the world as an extraordinarily beautiful country which includes all kinds of natural monuments. The state is located along the Black Sea coast surrounded by the ridges of the Greater Caucasus and the Lesser Caucasus. Forests in Georgia occupy almost one third of the territory, the other two thirds are occupied by mountains. In addition, the country is famous for its endemic flora, river component, wildlife, mineral springs, etc. All this allows saying that the nature of Georgia is diverse, magnificent and requires a reverent attitude.

Nevertheless, modern Georgia has a number of difficulties regarding environmental protection. This, in turn, directly affects both the people who proudly call themselves 'Kartveli' (Georgians) and the natural well-being of the country.

From a tourist point of view, Georgia is an excellent combination of all types of holiday resorts, which allows tourists to come to the country all year round. According to the National Tourism Administration of Georgia 2.5 million international travelers visited the country in the first half of 2023, thanks to which the state's return amounted to about $ 1.8 billion [1].

Based on the data provided it can be established that Georgia receives a significant share of its GDP from the tourism sector.

Thus, the State should be cautious in dealing with issues relating to the environment. In accordance with Article 4 of the Law of Georgia On Environmental Protection environmental protection is a set of administrative, economic,

technological, political, legal and social measures that ensure the maintenance and recovery of natural balance in the environment [2].

However, at the end of 2017 the Georgian Government made a decision that remained incomprehensible to many.

It is about the abolition of the Ministry of Environmental Protection and Natural Resources. The duties and functions of this body were distributed among the relevant departments belonging to other ministries. This decision was vigorously discussed in the Georgian public. Activists pointed out that the abolition of the ministry, which task is the direct protection of nature, would negatively affect the future of the state. Despite this, in the same year the Government of Georgia approved a number of construction and infrastructure projects that have a dubious reputation due to environmental damage during their implementation.

In particular, the Georgian Roads Department plans to build a new highway, which, according to the plans of the state body, should pass through the untouched mountainous territories of Khevi, Pshav-Khevsureti, Tusheti and Pankisi. If these plans are implemented two nature reserves will be damaged, which will endanger the plants and animals located there. Furthermore, the existing ecotourism industry in this area will be harmed. This will deprive the local population of part of the profit received thanks to European tourists. Instead, reconstruction of existing roads passing in nearby areas (Jute, Shatili, etc.) would be more reasonable.

Air pollution is another significant problem in the largest cities of Georgia. The country is famous as a regional center of the automotive market. In particular, according to The Moscow Times Georgia significantly increased the supply of cars not only to the Russian Federation, but also to other EAEU countries such as Armenia, Kazakhstan, Kyrgyzstan in 2023 [3]. Cheap used cars from the USA, Europe, Japan and South Korea are also in great demand among local citizens.

According to studies conducted by WHO, the International Energy Agency (UEA), the Institute for Health Measurement, Assessment of the University of Washington (IHME) and other international organizations in 2012, 2013, 2016 and subsequent years Georgia is among the top three countries in the world in terms of

the number of deaths associated with air pollution [4]. The capital, Tbilisi, is the leader in this. Despite all of the above, the saddest is that environmental protection ranks least among the most important issues for citizens, based on a recent survey conducted by the reputable international research company Edison Research [5].

In recent years, the Georgian Government has taken significant steps towards European integration, but not from the point of view of environmental protection. On the contrary, we have a reverse course in this direction. Moreover, this is bad not only for those who love the beautiful nature and historical monuments of Georgia, but also for the economy and public health. The time has come for the Georgian authorities to perceive the issues of environmental protection and pollution control seriously. Solutions to these problems will undoubtedly have a positive impact towards the European path of the country development.

List of references:

1. National Tourism Administration of Georgia / official portal of the Tourism Administration. [electronic source]. – Operating mode: https://gnta.ge/ge/tourism-statistics / (date of request: 14.11.2023);

2. Law of Georgia 'On Environmental Protection' No. 519 of December 10, 1996 / Official website of the Parliament of Georgia. [electronic source]. – Operating mode: https://matsne.gov.ge/en/document/view/33340?publication=21 (date of application: 14.11.2023);

3. Georgian Car Sales to Russia Surge Despite Tightening Sanctions / The Moscow Times. [electronic source]. – Operating mode: https://www.themoscowtimes.com/2023/03/31/georgian-car-sales-to-russia-surge-despite-tightening-sanctions-a80669 (date of application: 14.11.2023);

4. The burden of air pollution in Tbilisi, Georgia, is unevenly distributed / World Bank Blogs. [electronic source]. – Access mode:

https://blogs.worldbank.org/europeandcentralasia/air-pollution-burden-tbilisi-georgia-unequally-distributed (date of application: 14.11.2023);

5. The main problems of Georgia: unemployment, rising prices, poverty. Edison Research / Jam News. [electronic source]. – Operating mode: https://jam-news.net/edison-research-on-georgias-problems / (date of request: 14.11.2023).

THE PROBLEM OF PRESERVING THE UNIQUENESS OF CULTURE

Глушич Д.С.
Атабекова А.К.,
старший преподаватель кафедры иностранных языков
Донецкий национальный университет экономики и торговли
имени Михаила Туган-Барановского

This article examines the problem of preserving cultural uniqueness in the world. The modern period of globalization is characterized by the interaction of peoples and cultures and growing cultural integration. The use of the achievements of the NTR during this period serves as the main factor in the rapprochement of cultures and at the same time the formation of generally accepted cultural values. In such conditions, there is a threat to national and cultural values.

As an example, we can cite a case from history that occurred in the XIX century, when two Asian countries – China and Japan – decided to close themselves off from Europe in order to preserve their traditions. For a long time, they remained independent of Western influences and did not allow foreigners to enter their territory. However, over time, the reasons for the closure of countries have changed, which has led to serious consequences [1].

The first stage of the closure of China and Japan began at the end of the XVI century, when they faced a political and military crisis. There was discontent in China due to the colonial activities of Western countries, and Japan sought to preserve its culture and traditions, avoiding the influence of foreigners. To achieve this goal, both countries have closed their ports to foreign ships and restricted the entry of foreigners [1].

Soon the consequences of the decisions made became tangible, both countries faced the problem of technical lagging behind the West, which led to increased social instability and economic decline. In addition, the closure of borders and stricter

restrictions have led to tensions in relations with Western countries and between China and Japan [1].

As a result, China and Japan were forced to change their policies and open up to foreign influences. This was achieved through the adoption of a more open and progressive foreign policy, which contributed to the modernization and development of both states [1].

This historical example shows that trying to preserve uniqueness by shutting yourself off from the outside world is an ineffective strategy. In the modern world, such a problem is solved in a different way. Exhibitions are organized in museums, where visitors are introduced to the traditions and history of various peoples, which helps to consolidate this knowledge in people's memory. In addition, in some countries there is censorship that controls certain aspects, such as religious beliefs. Thus, tradition serves as an immunity against values that contradict native culture. For example, American producers were able to launch an MTV music project on Arabic television under two conditions. The first is the control of video products by Arab censors, for whom the main criterion is Muslim morality. Secondly, up to 80% of the music should be in Arabic. Tradition protects culture and is immune against values that are hostile to native culture [2 p. 74].

The opposite example is the Russian television culture, which partially copies the American format. Most of the series and reality shows on Russian MTV are adapted versions of American programs, which differs from the Russian cultural specifics. While the conservative part of Russian society opposes immoral broadcasts, supporters of the broadcasts believe that this is an attempt on the freedom of choice of a teenager [3 p. 39].

Historical examples show the protective importance of Orthodoxy for Russian culture. The Church played an important role in protecting against foreign influence, historically calling on princes not to be hostile and denouncing princely strife. Orthodoxy served as a protective mechanism, which always took into account the issues of renewal and preservation of antiquity.

List of references:

1. «Когда и почему произошло закрытие Китая и Японии «[Электронный ресурс]— Режим доступа: https://kofechaj24.ru/kogda-i-pocemu-proizoslo-zakrytie-kitaya-i-yaponii/ (дата обращения: 04.12.2023).

2. Красильникова, О. С. МЕХАНИЗМЫ СОХРАНЕНИЯ КУЛЬТУРЫ В СОВРЕМЕННОМ МИРЕ / О. С. Красильникова // СИСТЕМА ЦЕННОСТЕЙ СОВРЕМЕННОГО ОБЩЕСТВА. — г. Кемерово:, . — С. 73-76. (дата обращения: 04.12.2023)

3. Семенов В.Е. // СОЦИС. – 2007. – № 4. – С. 37-43.

TYPES OF CONSTITUTION

Денисюк В.А

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ЮСТИЦИИ» (ДГУЮ МИНЮСТА РОССИИ)

Relevance. Constitution of a country is reflection of its economic, social and political structure. Constitutions change alongside with the society and need improvement to be adapted to the changes. Study of various types of constitution facilitates this improvement.

The main part. There are various types of constitution: written and unwritten, rigid and flexible, federal and unitary. Our task is to distinguish advantages and disadvantages of various types of constitution.

Rigid constitutions have written provisions that cannot be legally changed as easily as ordinary laws. The primary reasons for the rigid constitution are: the desire to politically and economically ensure its sustainability, the need to ensure the sustainable development of society, states, legislation without constant "interventions". [1, с. 12]

Most written constitutions are rigid from the point of view of the order of their adoption. This ensures stability of the Constitution and can be considered as an advantage.

The disadvantages of a rigid constitution may be as follows:

1.   It is difficult to adapt it to changes;

2.   It slows down legislative process;

3.   A rigid constitution can be an obstacle to the development of the country.

A flexible constitution is a constitution that changes in the same way as other legislative acts. The following features can be mentioned as advantages of a flexible constitution:

1.   This type of constitution adapts easily to external changes and can be easily changed;

2.   A flexible constitution simplifies and accelerates the process of its adoption and introducing laws, promotes relevance;

3.   This constitution uses progressive methods of development of society, takes into account the updated social requirements and guarantees the protection of citizens' rights.

The disadvantages of a flexible constitution are: a flexible constitution is often subject to change and revision, which will create an unstable situation. Moreover, from the unstable aspect, there may be a threat to the protection of citizens' rights and freedoms. The constant process of change and revision can slow down the decision-making process. [3, c. 20]

The Constitution of the United Kingdom can be taken as an example of a flexible type of constitution. Being uncodified, the British constitution remains flexible and able to change with the times.

Constitutions can also be divided into unitary and federal types. The federal constitution provides the ability to create the governments at the state level. Nevertheless, these constitutions should be connected and controlled by the central government. [2, c. 15] The Unitary Constitution does not accept any governmental power beyond the central government. Still, it can also provide the devolution of power splitting apart on the local level.

Britain has a unitary constitution and it is centrally governed. However, this point may now be challenged because due to division of powers into Scotland, Wales and Northern Ireland.

Conclusion. To summarize, it should be noted that each type of constitution has its advantages and disadvantages. Every country decides what type of constitution to adopt, depending upon its political, economic and social structure.

List of references:

1. Bogdanor V, The New British Constitution (Hart 2009)

2. Different Types of Constitution (Lawteacher.net, November 2023). https://www.lawteacher.net/free-law-essays/constitutional-law/different-types-of-constitutions.php?vref=1

3. Grimm, Dieter, 'Types of Constitutions', in Michel Rosenfeld, and András Sajó (eds), The Oxford Handbook of Comparative Constitutional Law (2012; online edn, Oxford Academic, 21 Nov. 2012). URL:https://doi.org/10.1093/oxfordhb/9780199578610.013.0006

JUDICIAL SYSTEM OF ITALY

Дмитриенко В.О.,

Карпова Н.А.,

старший преподаватель кафедры гуманитарных дисциплин
ФГБОУ «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ ЮСТИЦИЙ»

The relevance of this paper is due, on the one hand, to the great interest in the topic "Judicial system of Italy" in modern science, on the other hand, its lack of development. Consideration of issues related to this topic has both theoretical and practical significance.

The purpose of considering the topic is to acquire the necessary knowledge about the peculiarities of the establishment and functions of courts in foreign countries. The judiciary of Italy is studied in order to form an idea of its system. The provisions of the Italian Constitution, the Statute on the Judiciary and a number of laws on specific courts are analyzed. It examines the competence of the Italian judiciary to provide a holistic view of its judicial system

Italy is one of the leading capitalist countries. The economic and political processes taking place in Italy, in general, reflect the general tendencies of the evolution of capitalism in the period of its general crisis. At the same time, they are characterized by a certain specificity, associated mainly with the peculiarities of the historical development of the country. This specificity is largely determined by the activity of the Communist Party, the largest and most influential in the capitalist world. All this, of course, arouses the keen interest of Soviet science, including legal science.

Italy is a country with the oldest history and one of the centers of world civilization. In the VIII century BC the Latins founded the city of Rome, which by

the beginning of our era became the center of a huge slave-holding empire. In 395 the Roman Empire was divided into Western and Eastern (Byzantium), in 476 the Western Roman Empire fell to the barbarians. Throughout most of the Middle Ages and the Modern Age, Italy was a conglomeration of feudal states, foreign possessions, and independent urban republics. In 1861, the unified Kingdom of Italy was created. In 1922-1943, Mussolini's fascist regime was established in the country. In 1929 the Lateran Agreements were concluded with the head of the Catholic Church on the formation of the papal state Vatican on the territory of Rome. In 1947, as a result of a referendum, Italy was proclaimed a republic.

The Italian judicial system is one of the oldest and most developed in the world. It is based on the principles of judicial independence and fairness. The Italian judicial system consists of three levels of courts: courts of first instance, courts of appeal and the Supreme Court.

Courts of first instance in Italy

They hear most civil and criminal cases. They consist of one judge and a jury. The judge decides the case and the jury participates in the verdict.

Courts of Appeals hear appeals against the decisions of the courts of first instance. They consist of a panel of judges who review the case and can change or affirm the decision of the first instance court.

Italian Supreme Court is the highest judicial body of the country. It considers cassation appeals against decisions of appellate courts. The Supreme Court consists of a panel of judges and makes the final decision on a case.

Courts in Italy hear both civil and criminal cases. Civil cases include various disputes involving contracts, property, divorce, and other civil matters. Criminal cases include crimes such as murder, theft, drugs, and others.

1.The Italian judicial system also includes specialized courts such as administrative courts, labor courts and the constitutional court. Administrative courts deal with disputes related to the actions of public authorities. Labor courts deal with disputes between employees and employers. The Constitutional Court deals with issues related to the constitution and the legality of laws.

2.The Italian judicial system also includes magistrate's courts, which hear minor civil and criminal cases. They have limited jurisdiction and deal with cases involving public order violations, traffic regulations and other minor offenses.

The Italian judiciary is an important part of the country's legal system. It ensures justice and protection of citizens' rights. Italian courts have a high reputation and are considered to be among the most reliable and independent in the world.

List of references:

1. La Costituzione della Repubblica Italiana // URL: http://www.senato.it/documenti/repository/istituzione/ costituzione_inglese.pdf.

2.Regio decreto 30 gennaio 1941, n. 12 // URL: http://archivio.rivistaaic.it/materiali/atti_normativi/XIII/ pdf/rd1941_00012.pdf.

3.Legge 11 marzo 1953, n. 87. Norme sulla Costituzione e sul funzionamento della Corte Costituzionale // URL: http://www.cortecostituzionale.it/ActionPagina_224.do.

4.URL: http://www.studiolegalesantini.com/en/Italian_Juridical_system_ _source_CSM.pdf.

5.URL: https://www.ncjrs.gov/pdffiles1/nij/Mesko/208011.pdf.

CULTURE THROUGH THE EYES OF YOUTH

Должикова Д.А.

Ильченко Л.Г.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая академия управления и

государственной службы»

Culture is a concept that intertwines multiple aspects of life and is expressed in numerous forms. However, perceptions of culture undoubtedly change over time and with the changing generations. In our society, youth has always been the driving force that shapes and reinterprets the cultural landscape. I suggest considering culture through the eyes of the youth, reflecting their values, interests, and influence on contemporary art, media, and society as a whole.

Contemporary youth, raised in an information society, has access to a wide range of cultural information. One of the most important aspects of youth culture is the diversity of expressions and arts. Young people increasingly prefer to watch movies and TV series, listen to music, visit exhibitions and events, actively share these experiences with others on social media, and strive to create their own unique cultural identity. Young people often identify themselves with different genres and artists and express themselves through them. Music helps shape individual and collective identity, as song lyrics and melodies resonate with their experiences and emotions. It can also bring people together, creating a shared experience at concerts and music festivals [3].

One of the characteristics of contemporary youth is their ability to engage in mass communication and explore other cultural spaces. The internet, social networks, and media allow for quick information exchange, knowledge sharing, and create a distinct cultural ecosystem. Global trends and fashion easily penetrate the youth environment and influence their perception of culture [1].

Fashion is another important element of youth culture. Young people use clothing and personal style as a form of self-expression. They experiment with trends, mix and match different fashion eras, and create their own unique looks. Fashion also reflects changing societal values, as youth culture increasingly focuses on diversity and sustainability [2].

Technologies and social networks play an integral role in youth life, however, along with the progress of technology and the availability of information, challenges arise. Internet culture, with its memes, challenges, is gaining great importance for young people, and certain cultural phenomena can be created or popularized only to become viral. This raises questions about authenticity and the possible distortion of values in modern culture under the influence of Internet phenomena.

Analyzing various aspects, such as the use of new media, the development of social networks, priorities and values of young people, it is necessary to understand how youth culture affects public consciousness, stereotypes and traditions and how it interacts with other forms of art. This topic touches on issues related to how youth culture changes and shapes the media space, and emphasizes the importance of adapting traditional culture to the modern requirements of young people. Exploring the preferences and interests of young people, thinking about what factors shape youth culture and how it affects the development of society as a whole. Special attention is paid to the influence of youth culture on the development of education, gender stereotypes and political activism [2].

Youth culture is often associated with the spirit of activism and social change. Young people actively participate in protest actions, defend various interests and participate in political discussions. They use their voices to fight for equality, climate justice, gun control and other pressing issues. Social media serves as a tool to organize and amplify their messages, allowing them to create meaningful change.

Art in various forms, such as painting, photography, cinema and literature, also reflects youth culture. Young artists explore new subjects, challenge traditional norms and offer fresh perspectives. Their creations provide an opportunity for self-expression and open dialogues about shared experiences, identity and social issues. In

conclusion, it should be noted that youth culture is a dynamic and diverse sphere that is formed by the younger generation. It covers music, fashion, technology, activism and art, reflecting their values, beliefs and aspirations. Through their interaction with these aspects of culture, young people communicate with others, truly express themselves and contribute to an ever-evolving society. Young people are usually more open and receptive to new ideas and trends, which makes their view of culture especially interesting. They can see and evaluate cultural phenomena from a different point of view than older generations, and can offer new interpretations and approaches to the study of culture. However, it is worth noting that culture through the eyes of young people cannot always be completely independent of the influence of older generations and society as a whole. Young people may be exposed to stereotypes and prejudices that may limit their perception of culture. At the same time, they may be more open to new art forms and cultural traditions that may have previously been underestimated or ignored. Self-development and education play an important role in shaping the cultural perception of young people. They strive to study and understand various aspects of culture, art and history. Youth clubs, clubs and university programs provide them with the opportunity to expand their knowledge and develop in their chosen field. This allows them to influence the culture and contribute to its development.

List of references:

1. Gurevich P. S. Man and culture M.: "Bustard", 2006.

2. Bennett, A. (2008). Culture and Everyday Life. SAGE Publications.

3. Thornton, S. (1996 subcultural capital. John Wiley & Sons.). Club cultures: Music, media and   Subcultural Capital Kindle Edition. – 302 p.

ACTUAL PROBLEMS OF COUNTRY STUDIES AND CULTURE IN THE MODERN WORLD

Дятлова А. С.
Дубровкина И. Ю.,
старший преподаватель кафедры английского языка
для экономических специальностей
ФГБОУ ВО «ДОНЕЦКИЙ ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ»

1. Influence of social networks and the Internet on the formation of cultural values and lifestyle of youth.

The influence of social networks and the Internet on the formation of cultural values and lifestyle of youth is a significant and continuous process in modern society.

Social networks and the Internet create an opportunity for communication and interaction with representatives of different cultures and countries. This in turn contributes to the formation of a worldview based on global values and tolerance among young people.

Through social media and the Internet, young people have access to cultural content, art and traditions from different countries. This promotes global cultural exchange and understanding of the diversity of world culture.

Social media helps youth to find like-minded people and join communities with common interests and hobbies, which can contribute to the formation and development of their cultural identity.

Youth often derive cultural and stylistic preferences from the Internet, including shopping, fashion and entertainment, which has a direct impact on lifestyles.

The Internet and social media can also influence the formation of youth culture through the dissemination of media stereotypes, images and ideas.

Social media encourages young people to be active in public and political life, shaping their cultural attitudes and values.

However, it should also be noted that the influence of social media on the formation of young people's cultural values and lifestyles can lead to increased conformism, passivity, and the possibility of manipulation and influence by information sources.

2. Global problems of the modern world through the prism of country studies.

In the context of country studies, the environmental crisis requires the study of the impact of the environment on the culture, economy and social aspects of different countries. This also includes the study of traditions, customs and cultural practices related to environmental protection in different regions of the world. Given the importance of ecological balance for societies and cultures, country studies can help develop strategies for taking responsibility and cooperative action to address this issue.

In the context of country studies, the study of the causes of migration and refugees involves analyzing the political, economic and cultural factors that lead to these phenomena. It helps to understand how migration affects the social and cultural aspects of different countries, including the adaptation of refugees to new environments, the preservation and transmission of cultural heritage, and the interaction between different cultures.

Country studies may include the study and analysis of the history, religious and cultural factors, and social and economic causes underlying terrorism. This enables an understanding of how different cultural and religious contexts influence the emergence and spread of terrorist acts, and helps in developing measures to counter terrorism at the international level.

3. Influence of world cultural trends on the formation of youth culture.

The influence of global cultural trends on the formation of youth culture is significant and influences youth in various aspects of their lives.

The world is experiencing a constant influence of global trends in fashion, music, art and other fields. Youth often imitate celebrities, influential personalities, and global brands, which determines their style, image, and the way they express themselves through clothing and accessories.

Global cultural trends shape the lifestyles and values of youth, encouraging different social habits and behaviors.

Global cultural trends influence youth through various media platforms such as social media, streaming services, video blogs, etc., shaping their views on entertainment, information, and even lifestyle.

The rise of digitalization and the influence of global technology trends are not only shaping the ways of communication and entertainment, but also the behavior of young people in general.

Global cultural trends in music, movies and art influence the aesthetic preferences and artistic interests of young people.

These influences can lead to both harmonious enrichment of culture and cause problems in preserving cultural identity and diversity. It is important to strike a balance between acceptance of global cultural trends and respect for local traditions and values.

List of references:

1.   Universum: scientific publications https://7universum.com/ru/

JAPANESE LEGAL SYSTEM

Жолка Д.В.

Карпова Н.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ЮСТИЦИИ»

Japanese law, like any other law, consists of rules and principles that regulate the behavior of people in society. However, the Japanese legal system has its own unique features that distinguish it from the legal systems of other countries

There are several reasons that will serve as a reason to study the Japanese legal system. Firstly, it is unique: Japan has its own unique legal traditions, which differ significantly from the systems of other countries. Studying the Japanese legal system can provide insight into the unique aspects of Japanese society and culture.

Secondly, it is possible to note the practical meaning. Knowledge of the Japanese legal system can be useful for lawyers and specialists in the field of international law, since Japan is a large economy and an active member in international relations.

Thirdly, it is cultural education. Studying Japan's legal system can help you better understand its culture and history. This may lead to a deeper understanding of the characteristics of Japanese society, such as the importance of social harmony and respect for elders.

The fourth reason may be the opportunity to work in Japan. Knowledge of the Japanese legal system can raise your chances of getting a job in Japanese companies or government agencies.

And the last, fifth, reason is the study of comparative law. The Japanese legal system is an interesting object for research in the framework of comparative jurisprudence. Studying Japanese law can help you understand how different legal

systems allow common problems and how they reflect the cultural characteristics of their countries.

Japan has a unique and peculiar legal system that reflects its cultural heritage and traditional values. This system is conservative and is not exposed to quick changes, especially in the sphere of law. Japanese society values collective interests above individual ones, and this feature is reflected in their legal system. It is worth noting that it is typical for the Japanese to resolve disputes through mediation, and not through lawsuits. In addition, they are not close to the ideas of freedom and human dignity, which is also reflected in their legal culture.

The legal system of Japan cannot be related to one or another legal family, because:

in Japan, there is a system of basic codified acts, which, with little changes, have been in effect for quite a long time, which, in turn, is caused by the consolidation in legal form of many ancient customs and rituals. These features are characteristic of the Romano-Germanic legal family with its written law.

on the other hand, judicial precedents are also of great importance for Japan, and courts often refer to them in their decisions. This shows the features of the Anglo-Saxon legal system.

In this way, the modern system of Japan, because of the feature of the historical path, has felt the influence of both the Romano-Germanic and Anglo-Saxon legal family, especially in its American version. Therefore, the modern system of Japan should be explained in a mixed, hybrid form

A characteristic feature of the Japanese legal system is an atypical approach(way) to the formation of a system of legal norms. Here, legal norms are closely related to moral and religious principles, customs and traditions.

The main source of law in the country are legislative acts, in other words, written law. Japan has its own Constitution and various codes covering all areas of law. Many of these documents were adopted at the end of the XIX - beginning of the XX century and are still used, almost unchanged.

Customs are also an important source of Japanese law. For a long time they have been competing with legislative acts for primacy in the legal system.

In Japan, there are so-called ritual norms (jap. rei;), introduced back in 604 by the "Setoku Constitution". These norms were closely connected with ancient traditions and local customs. The ritual was a necessary form for the subordination of the population to the authorities, which expressed the morality laid down by Confucius. In the future, some reis entered the system of legislation, losing their autonomous significance as a source of law.

One of the examples of ritual norms that have entered into the legislation of Japan is the rule that all contracts must be written on special rice paper and drawn up using certain inks and brushes. This rule was introduced in order to emphasize the importance and seriousness of contractual relations, as well as to avoid forgery and manipulation of documents.

Most of the Japanese unwritten customs originate in the philosophical concepts of China. Following traditions can be seen in all spheres of life of modern Japanese society.

Summing up, we cannot clearly attribute the Japanese legal system to any legal family, since it has felt the influence of two systems, which is why we can only attribute it to a mixed form. As noted earlier, the law of Japan is based on traditions that still live in society and have left their mark on the legislation of the country.

So the study of the Japanese legal system can be useful and interesting for lawyers, specialists in international law, law students, as well as for anyone interested in Japanese culture and society. It can provide an understanding of the unique aspects of Japanese law, help a better understanding of Japanese culture and history, as well as expand opportunities for work and research in Japan and comparative law in general.

List of references:

1. The Role of Law in Japanese Society URL https://countrystudies.us/japan/118.htm

2. Japanese law PUBLISHER: Encyclopædia Britannica URL https://www.britannica.com/topic/Japanese-law

3. The modern legal system of Japan: general characteristics, features : Chernykh V. S. PUBLISHER: Cyberleninka URL https://cyberleninka.ru/article/n/sovremennaya-pravovaya-sistema-yaponii-obschaya-harakteristika-osobennosti/viewer

BRUNEI DARUSSALAM

Затирка М.А.

Онипченко Людмила Николаевна

Старший преподаватель кафедры английского языка для естественных и гуманитарных специальностей

ФГБОУ ВО "Донецкий государственный университет"

Brunei Darussalam is a state in Southeast Asia, in the north of the island of Kalimantan. The total length of the country's land borders is 266 km, bordering only Malaysia. It is washed by the waters of the South China Sea. The length of the coastline is 161 km . The peculiarity of the country is its division into 2 parts: the western main and the eastern semi-enclave, the connection between which is carried out by sea and by highway through the territory of Malaysia.

The capital is Bandar Seri Begawan. The population in the capital is about 200 thousand people. The population throughout the country is approximately 440 thousand people

Brunei is a unitary state. According to the form of government, it is an absolute theocratic monarchy with the external attributes of a constitutional monarchy. The political regime has a patriarchal-authoritarian form. Despite the existence of the Constitution and bodies performing legislative, executive and judicial functions, the political regime in the country represents the unlimited power of the Sultan, which confirms the absence of the implementation of the principle of dividing State power into three branches.

The political system of Brunei is based on the Constitution of 1959 (entered into force on September 29) with amendments of 1971, 1984, 2004 and 2011 and the national philosophy of the "Malay Islamic monarchy", the postulates of which are declared Muslim law, the monarchy and the basic values of Malay culture.

The Head of State and Government is the Sultan, who simultaneously acts as the Supreme Commander of the Royal Armed Forces of Brunei and the religious leader of the Brunei Muslims.

The population of Brunei has increased from 41 thousand people (1947) to 440.7 thousand people (2021). The main reasons for the rapid growth of Brunei's population are positive natural population growth and external migration from Singapore, Hong Kong, Malaysia, Indonesia and the Philippines. Brunei Darussalam ranks 51st in the world and 13th in Asia in the Human development Index.

The population of Brunei is divided into 3 groups according to civil status: subjects of the Sultanate – 72.2% of the population; permanent residents – 7.3% and temporary residents – 20.5% (2019). Depending on belonging to a particular group, individuals are endowed with appropriate rights and obligations, including in the economic sphere.

he subjects of the sultanate are endowed with the greatest rights. The number of this group increases due to natural growth. The second group consists mainly of persons who have received a residence permit, in particular representatives of the Chinese regional business community (its share in the total population is constant – about 10%). The majority of those belonging to the third group are migrant workers working in the country on fixed–term labor contracts (mainly from Malaysia, the Philippines, Indonesia, China). The share of this group has a stable upward trend, which is primarily due to the active involvement of foreign labor in construction projects and in the service sector.

The expenditure part of the state budget is dominated by current expenditures (92.3%), development expenditures account for only 7.7% (2019/2020 fiscal year). Current expenses make it possible to maintain a high standard of living for the population of the country. Brunei citizens do not pay taxes, receive free medical care and education at all levels, including abroad, use subsidies to purchase housing, pay for housing and utilities and electricity.

In 2019, there were 251 educational institutions in Brunei (175 public, 76 private). The country has a bilingual education system (1985) in English and Malay. Education at all levels is free.

The number of medical personnel is 3842 people: doctors – 828, junior medical personnel – 2507, obstetric staff – 330, pharmacists – 81, dentists – 96 (2019). Per 10 thousand population – 16 doctors, 3 dentists, 2 pharmacists, 71 employees of junior medical personnel (2017). The total number of hospital beds is 1,622 (in public institutions – 1,363, in private – 202, in military – 57; 2019). There are 28.5 hospital beds per 10,000 inhabitants (2017).

Total health expenditure in Brunei is 2.4% of GDP (2018). There is a single payer system: the state pays for all services, the population is exempt from paying insurance payments. The costs of private medicine are low compared to other countries.

There are 48 medical and clinical institutions operating in Brunei, among them: 7 hospitals (public - 4, private – 3), 9 medical centers, 15 health centers and 17 clinics (2019).

Leading periodicals: Borneo Bulletin, Media Permata, The Brunei Post. Popular news portals: BruDirect, The Scoop. Radio broadcasting since 1957, television since 1975. Broadcasting of television and radio broadcasts is carried out by the state corporation Radio Television Brunei (RTB; established in 1957). It consists of RTB Perdana, RTB Aneka, RTB Sukmaindera TV channels and Nasional FM, Pilihan FM, Pelangi FM, Harmoni FM, Rangkaian Nur Islam radio stations broadcasting around the clock. 95% of the country's population has access to the Internet (2020).

List of references:

1.   Brunei. The Great Russian Encyclopedia. (https://bigenc.ru/c/brunei-ea01bb?ysclid=lp9debx25o511814057)

2.   1. List of Asian and Oceanic countries by Human Development Index (https://en.wikipedia.org/wiki/List_of_countries_in_Asia_and_Oceania_by_Human_ Development_Index)

3.   List of countries by Human Development Index (https://en.wikipedia.org/wiki/List_of_countries_by_Human_Development_Index)

4.   Bandar-ser-BegawanThe Great Russian Encyclopedia. (https://bigenc.ru/c/bandar-seri-begavan-286f18?ysclid=lp9divq81p811820672)

5.   The State structure of Brunei (https://bibliotekar.ru/3-1-31-pravovye-sistemy/72.htm?ysclid=lp9dearosk830385138)

THE JEWISH CALENDAR

Здановская Д.А.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

As it exists today, the Jewish calendar is a lunisolar calendar (it follows the Moon phases and the time of the solar year) created and used by the Hebrew people.

This calendar is the official calendar of Israel and is the liturgical calendar of the Jewish faith.

The public use of the Jewish calendar in the State of Israel is important, as it provides a temporal Jewish framework for everyday life in the State [4, p. 76]. The Jewish Calendar, is also known as Hebrew Calendar, is used by people of the Jewish faith to establish the dates for religious observances, holidays, Shabbat, Torah readings and the rituals of the personal life cycle (yahrzeits (funerals), and birthdays).

The Jewish calendar counts the time from the year 3761 B.C., the date for the creation of the World and the Universe, according to the bible while Ussher's Chronology (the basis for our Bible Timeline Chart and the dates in the King James Bible) starts with Adam in 4004 BC.

The exact origins of the Jewish calendar are difficult to trace, although it is believed that the Babylonian system inspired it.

In 359 CE, Hillel II, a Palestinian patriarch, officially established what we now know as the Jewish calendar, based on astronomical calculations. He instituted a mathematical system of rectifying the lunar and solar years which is still used today: The years are divided into 19-year cycles, seven of which are leap years that have 13 months instead of 12 [1].

Each year consists of twelve or thirteen months, with months consisting of 29 or 30 days. An intercalary month is introduced in years 3, 6, 8, 11, 14, 17, and 19 in a nineteen-year cycle of 235 lunations. The initial year of the calendar, A.M. (Anno Mundi) 1, is year 1 of the nineteen-year cycle.

The 12 Hebrew months are called Nisan, Iyar, Sivan, Tamuz, Av, Elul, Tishrei, Heshvan, Kislev, Tevet, Shvat, and Adar. In leap years, the 29-day month Adar is designated Adar, and is preceded by the 30-day intercalary month Veadar, or Adar II [3, p. 5]. If your birthday falls in Adar II, it's celebrated in Adar on non-leap years.

Although derived in part from the ancient Babylonian calendar, this version of the calendar is a relatively new construction.

The calendar for a given year is established by determining the day of the week of Tishri 1 (first day of Rosh Hashanah or New Year's Day) and the number of days in the year.

Currently, the Jewish calendar is in the 305th 19-year cycle, which runs from 2016 through 2035. The years of the Hebrew calendar are always 3,760 or 3,761 years greater than the Gregorian calendar that most people use. For example, to determine the year of the Jewish calendar, add 3,760 to the year of the Gregorian calendar if before 1 Tishri; add 3,761 if after 1 Tishri. The current year 2023 is 5784 according to the Jewish calendar [2, p. 112].

Regardless of the date according to the relative positions of Moon, Sun, and Earth, the first day of the new year (1 Tishri) can only fall on Monday, Tuesday, Thursday, or Saturday. The formal beginning of the new year must wait a day, or even two, for recognition if the new Moon appears on the wrong day of the week.

In principle the beginning of each month is determined by a tabular New Moon (molad) that is based on an adopted mean value of the lunation cycle. To ensure that religious festivals occur in appropriate seasons, months are intercalated according to the Metonic cycle, in which 235 lunations occur in nineteen years.

By tradition, days of the week are designated by number, with only the seventh day, Sabbath, having a specific name. Days are reckoned from sunset to sunset, so

that day 1 begins at sunset on Saturday and ends at sunset on Sunday. The Sabbath begins at sunset on Friday and ends at sunset on Saturday.

The general public day of rest in Israel is the Jewish Sabbath, not Sunday or Friday (although, according to the 1951 law, Muslims and Christians have the right to observe Friday or Sunday). The Shabbat is a holy day in the Jewish faith, and it is the day of rest for Jewish people. Apart from the Shabbat, the different days of the week in the Jewish calendar are known as: First Day (Sunday), Second Day (Monday), Third Day (Tuesday), Fourth Day (Wednesday), Fifth Day (Thursday), Sixth Day (Friday), Sabbath Day (Saturday).

Thus, the Hebrew calendar gives a Jewish rhythm to life in the State. He, unlike the civil Gregorian calendar, is based both on the cycles of the moon as well as the sun — the months correspond to cycles of the moon and the years correspond to cycles of the sun. Over centuries, the Jewish calendar has been regularized; an ordinary year has twelve months; the leap years have thirteen, each with a predictable number of days. Whether a leap year or not, the new year (1 Tishri, Rosh Hashanah) begins on the day the new Moon appears.

List of references:

1. Falcon R.T., Blatner D. Understanding the Jewish Calendar / R.T. Falcon, D. Blatner // From The Book: Judaism For Dummies. – 2016 [Electronic resource]. – Access mode: https://www.dummies.com/article/body-mind-spirit/religion-spirituality/judaism/understanding-the-jewish-calendar-167795/.

2. Gartenhaus S., Tubis A. The Jewish Calendar — A Mix of Astronomy and Theology / S. Gartenhaus, A. Tubis // Shofar. – Vol. 25. – No. 2. – Pp. 104-124. – 2007 [Electronic resource]. – Access mode: https://muse.jhu.edu/article/211904/.

3. Lindo, E.H. A Jewish calendar for sixty-four years, detailing the new moons, festivals, and fasts, with the sections of the law as read in the synagogues every Sabbath during the year / E.H. Lindo. – London: L. Thompson, 1838. – 139 p.

[Electronic resource]. – Access mode: https://archive.org/details/ jewishcalendarfo00lindiala/page/v/mode/1up.

4. Warren, Z.H. Some Thoughts on the Role of Judaism in the State of Israel // Conversations, Institute for Jewish Ideas and Ideals. - Vol. 14. – Pp. 71-81. – 2013 [Electronic resource]. – Access mode: https://www.jewishideas.org/article/some-thoughts-role-judaism-state-israel-0.

GLOBALIZATION OF CULTURES: PROBLEMS AND BENEFITS

Иванова А. Е.

Мустаева Д. Ф.,

преподаватель кафедры иностранного языка для экономических специальностей

ФГБОУ ВО «Донецкий Государственный Университет»

Such a phenomenon as cultural globalization is characteristic of modern world processes, which is characterized by the convergence of culture between different countries and the growth of international communication. This leads to the fact that popular international cultural phenomena can absorb national ones or turn them into international ones. Many researchers regard this as a loss of national values and advocate the revival of national culture.

The term "cultural globalization" appeared in the late 1980s in connection with the processes of rapprochement of nations and the expansion of cultural contacts. This concept can be defined as the acceleration of the integration of nations into the world system in connection with the expansion of modern vehicles and economic ties, the formation of transnational corporations and the world market, and the influence of mass media. Globalization is one of the most striking signs of the modern stage of social development, and flows not only in politics, economy, and law, but also in such areas as art, education, upbringing, and science.

Globalization is most often associated with a negative impact on culture. At the same time, globalization makes it possible for various cultures to become more prominent, to go beyond ethnic or national limitations. In this way, the principle of pluralism of cultures is embodied. Thanks to information technologies, the volume of information that an individual receives increases, which leads to the expansion of the worldview, knowledge about other cultures. Virtual museums, art galleries,

repositories of the most outstanding libraries, access to which is possible via the Internet, provide an opportunity to get acquainted with great works of art regardless of their location.

UNESCO - the United Nations Educational and Cultural Organization - plays a decisive role in the development of modern cultural policy. At the World Conference on Cultural Policy held by UNESCO in Mexico from July 26 to August 6, 1982, the Mexico City Declaration on Cultural Policy was adopted, which formulated the basic principles of modern cultural policy.

One of the fundamental principles of cultural policy is the principle of unity and diversity of culture. This principle means that world culture is the result of cultural creativity of all nations. The culture of each nation is part of world culture. Several conclusions follow from this. First, the refusal to divide cultures into "higher" and "lower". The Mexico City Declaration states: "It is necessary to recognize the equality in the value of all cultures and the right of every people and every cultural community to assert, preserve its cultural identity and ensure its respect." Secondly, the preservation of culture is the duty not only of the nation that created it, but also of the entire international community, since the cultural creation of this nation is part of world culture. The Mexico City Declaration declares: "The international community considers it its duty to preserve and protect the cultural heritage of every people." Based on this provision, UNESCO developed and implements a program for the protection of monuments of world culture. Thirdly, preserving and affirming the culture of each people does not mean cultural self-isolation. "The cultural identity of peoples is renewed and enriched as a result of contact with the traditions and values of other peoples. Culture is a dialogue, an exchange of thoughts and experiences, an understanding of the values and traditions of others; in isolation, it withers and dies," the document says.

International cultural cooperation as a principle of cultural cooperation should promote mutual understanding between nations, create an atmosphere of respect, trust, dialogue and peace in their relations. International cultural cooperation should be based on the rejection of attempts to establish any form of inequality, subjugation or replacement of one culture by another, on balance in cultural exchanges.

A complex problem of modern world culture is the culture industry and its products - mass culture. Even regardless of our evaluations of the aesthetic and moral values promoted by mass culture, its unifying influence on people's consciousness and tastes, erosion of national cultural traditions, very aggressive behavior in the information space, in which a huge part of it has been conquered, is absolutely obvious. with the meaning it carries.

The end of the 20th century turned out to be overshadowed by a number of civil conflicts in a number of African and Asian states, in the Balkans and the Caucasus, where one of the sources was cultural intolerance, the clash of people on the basis of differences in their religious beliefs, language, ethnicity and nationality. These events showed that the task of developing and promoting a culture of peace became an urgent need for cultural policy. The essential components of this culture of peace are the development of a tolerant attitude towards the speakers of another culture and intercultural dialogue.

The main problems and principles of cultural policy, and the attention paid to them by the international community - all this demonstrates the degree of importance of culture in the life of modern society. Knowledge of the culture of one's own people, as well as the culture of the world, contributes to the spiritual development of a person, the enrichment of his spiritual world. Knowledge and understanding of the values of other peoples, and the ability to adequately present the culture of one's own people, are characteristic features of a modern, truly cultured person.

List of references:

1.   Gezalov, A. A. Transformation of society in the era of globalization. Social and philosophical analysis - 2020.

2. Chumakov, A.N. Philosophical problems of globalization / A.N. Chumakov, A.D. Ioseliani. - M.: University Book, 2020.

3. Abdurakhmanova, E. A. The influence of globalization on culture - Kazan: Young scientist, 2019.

CULTURAL BRITISH STEREOTYPES: HOW FOREIGNERS SEE THE BRITISH

Климова Т.В.

Филатова Е.В.,

доктор филологических наук, доцент кафедры иностранных языков, заведующий кафедрой английского языка для естественных и гуманитарных специальностей

ФГБОУ ВО «ДонГУ»

Getting to know the culture of a country is often the most interesting element of learning a foreign language. Fortunately for students of British English, the culture of the United Kingdom is well known all over the world, thanks in part to world-famous films such as Harry Potter, musicians such as the Beatles, and public figures such as Winston Churchill. All these cultural legends have given way to a certain image, or stereotype, of the British.

A stereotype is often a simplified representation of a certain group or category of people [6, p. 1240]. People tend to oversimplify. Stereotypes are formed to make other people's behavior more predictable. They are often negative and based on prejudice, although they are not necessarily false. They usually contain a certain amount of truth. Stereotypes can change over time, but their bearers often find it difficult to get rid of acquired ideas.

Let's consider the most common stereotypes about the British.

It is believed that the British are not straightforward and will not say anything to your face. Despite the fact that times are changing and this is becoming less and less true, compared to other cultures around the world, the British are still quite emotionally withdrawn, and it really takes a lot of time, trust and hard work to break

down these walls. Most British people will not complain to anyone in person, because they expect the person to catch subtle hints, and do not want to engage in an open confrontation about this. People on the continent are either telling you the truth or lying. In England, they almost never lie, but they would never dream of telling you the truth. [4] However, if you really get to know a Brit, they, like everyone else, can be very direct and even rude.

The British are famous for their politeness, and this is a fact. Many justify their reputation: they always say thank you and please, help carry heavy luggage on the subway, even if you are completely unfamiliar, hold doors for the elderly or ladies, give way to pregnant women, and so on. However, a lot of British people use words like sorry, thank you, almost like punctuation marks. But that doesn't mean they're really sorry or grateful.

The British have a need to apologize in absolutely any situation, a classic example is to say Sorry, I don't smoke when they are asked for a lighter. In addition, there are so many different uses of the word sorry in the UK that, in addition to the obvious meaning of I apologize, sorry can also mean Hello, I didn't hear you, I heard you, but I'm annoyed by what you said, or You're standing in my way.

The British are very traditional. They are so traditional that many families still have washbasins with separate taps, although faucets were invented several decades ago. They want to save pounds, miles, inches and feet. They want MPs to shout at each other in the House of Commons instead of clapping. They like lawyers and judges to wear wigs and present the budget in 500-year-old suitcases. They like to keep the phone booths the way they were first built, so they are skeptical about everything foreign.

The British like to talk about the weather. The weather is probably the most discussed topic in the country. Six out of 10 Britons use talking about the weather as a social support, some find the topic so interesting that they use it as an icebreaker.

Britain is a country of tea drinkers. A cup of tea in the early morning is a good start to the day. Then they drink tea for breakfast, at 11 a.m., after lunch and before

going to bed. In many workplaces, it is considered outrageous to get up and brew a cup of tea without offering it to everyone within earshot.

"A trueborn Englishman does not know any language. He does not speak English too well either, but at least he is not proud of it. He is however immensely proud of not knowing any languages," wrote George Mikes. [4] Half a century later, nothing much seems to have changed. Even if this is not the rule and the situation develops, the average Briton will still say that there is no point in learning a second language. Most Britons may know some basic Spanish or French, but they are unlikely to use them, even on vacation. However, Brits who speak a foreign language well still exist today. They mostly live in another country where they don't speak English.

Summing up, it should be noted that false and true stereotypes have a right to exist. However, the truthfulness of the stereotype can only be verified personally. Moreover, stereotypes help people to differ from each other. Thanks to stereotypes, different cultures still have their own specific characteristics. And if culture can be destroyed, then stereotypes can hardly be destroyed.

List of references:

1. Cultural British Stereotypes and How to Deal With Them / [The electronic source]. – The access mode: https://www.movehub.com/blog/cultural-british-stereotypes/ – The access date: 23.11.2023.

2. 8 British Stereotypes and Why They Are (Mostly) Inaccurate / [The electronic source]. – The access mode: https://www.oxford-royale.com/articles/8-british-stereotypes-theyre-mostly-inaccurate/ – The access date: 20.11.2023.

3. British Stereotypes: fact or fiction / [The electronic source]. – The access mode: https://www.tandem.net/blog/british-stereotypes-fact-fiction – The access date: 20.11.2023.

4. How to Be a Brit Quotes / [The electronic source]. – The access mode: https://www.goodreads.com/work/quotes/212067-how-to-be-a-brit – The access date: 26.11.2023.

5. Stereotypes : how foreigners see the British / [The electronic source]. – The access mode: https://www.thelondonsalad.com/british-stereotypes/ – The access date: 19.11.2023.

6. To the problem of cultural identity : popular British stereotypes / M. O. Yakovleva / [The electronic source]. – The access mode: https://cyberleninka.ru/article/n/to-the-problem-of-cultural-identity-popular-british-stereotypes/viewer – The access date: 18.11.2023.

LAW ENFORCEMENT IN THE UNITED STATES: AN OVERVIEW

Ковбасистый П.И.

Карпова Н.А.,

старший преподаватель кафедры гуманитарных

дисциплин

ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРТСВЕННЫЙ

УНИВЕРСИТЕТ ЮСТИЦИИ»

Law enforcement activities in the United States are more relevant than ever, taking into account dynamic socio-political landscape and the changing challenges which communities across the country face. The subtleties of policing in the United States have been closely studied, which makes this topic extremely relevant for justice, public safety and the well-being of society.

The relationship between law enforcement agencies and the public is the cornerstone of effective policing.

The importance of law enforcement agencies in the United States cannot be overestimated. As the nation faces complex challenges and social transformations, the role of law enforcement agencies is important for shaping fair and secure future.

Law enforcement agencies are special bodies created by the State in order to protect the law. They act on the basis and in accordance with the law, endowed with the right to use coercive measures, and in some cases the right to apply criminal law and the obligation to comply with a certain procedural form.[1]

Law enforcement agencies throughout the United States play a key role in maintaining public safety, law enforcement, and community policing. The system of policing in the United States is diverse and multifaceted, consisting of various federal agencies, state departments and local authorities, each of which has its own functions and responsibilities.

The structure of the US law enforcement system is as follows:

1. Federal law enforcement agencies:

At the federal level, numerous agencies focus on specific areas of law enforcement, including:

2. Federal Bureau of Investigation (FBI) which is responsible for investigating and enforcing federal laws, from counterterrorism to cybercrime and organized crime.

3. Drug Enforcement Administration (DEA). Its tasks is combating drug trafficking and distribution and curing drug-related crimes throughout the country.

4. Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF). ATF regulates and investigates crimes related to firearms, explosives, arson, alcohol and tobacco.

Each US state has its own law enforcement agencies, such as:

1. State Police. These agencies oversee the enforcement of laws on state highways, conduct investigations and, if necessary, assist local authorities. They often play a significant role in rural areas and small towns.[2]

2. State Bureau of Investigation (SBI). In some states, there are SBI units responsible for conducting complex criminal investigations that go beyond the competence of local agencies.

 Local law enforcement agencies consist of police departments and sheriff's offices.

Police departments include: municipalities which have their own police forces that protect law and order within the city. Officers respond to calls, investigate crimes and interact with the public to maintain security;

Sheriff's Offices. Elected sheriffs oversee the enforcement of laws in the counties. Deputies in these offices enforce laws, manage county jails, and provide services such as issuing warrants.

To become a police officer in the United States, you usually need a high school diploma or its equivalent. Many agencies prefer candidates with higher education,

and some require a degree in criminal justice or related fields. Future officers are trained at police academies, where they master various skills, including handling firearms, crisis intervention and legal procedures.

In general, law enforcement in the United States is a complex and multidimensional system that unites federal, state and local levels. The main purpose of this system is to ensure safety of society and compliance with laws. [3]

Agencies such as the Federal Bureau of Investigation (FBI) and the Drug Enforcement Agency (DEA) play an important role in combating crime at the federal level. Despite successful operations and professionalism of law enforcement agencies, there are challenges, such as violations of citizens' rights, racism and problems with the use of force. It is important that these problems are solved systematically with the participation of society.

Modern technologies such as artificial intelligence and data analytics are becoming increasingly important in improving the effectiveness of law enforcement operations. In general, the development and improvement of the law enforcement system requires constant attention to the observance of citizens' rights, overcoming challenges and integrating new technologies. This is the only way to ensure the safety of society and maintain the trust of citizens in law enforcement agencies.[4]

List of references:

1.   1. P. Yu. Petrov Law enforcement agencies LLC "Sova Publishing House", 2011

2.   US   Law   Enforcement   agencies   - https://studfile.net/preview/6725097/page:3/

3.   The   State   Bureau   of   Investigation   - https://translated.turbopages.org/proxy_u/en-ru.ru.43020683-65621c12-52252ee9-

4.

74722d776562/https/en.m.wikipedia.org/wiki/State_bureau_of_investigation

5. The CIA's transnational crime and drug control activities - https://translated.turbopages.org/proxy_u/en-ru.ru.24273339-65621d90-7bba2684-74722d776562/https/en.m.wikipedia.org/wiki/CIA_transnational_anti-crime_and_anti-drug_activities

THE LANGUAGE ENVIRONMENT: FROM THE CONCEPT TO THE PRINCIPLES OF CREATION

Козик П.А

Жданова Е.В.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО ДонГМУ Минздрава России

English is constantly used for communication between foreign speakers. In the leading universities, proficiency in English is already included as compulsory knowledge. Such a tendency is generally favorable because contributes to professional and personal development of the young. However, the lack of sustainable foreign language communicative competence in students is a huge problem, because quite a bit of time is spent in the native language environment. [2, p. 2] Interaction with foreign language culture takes place only in classes, and often in the artificial way. In solving this problem, many scientists increasingly appeal to such concept as "language environment". The majority of researchers and foreign language teachers are generally inclined to the opinion that learning a foreign language in a language environment is more effective than beyond it.

The language environment surrounds a person from birth; it expands and becomes more complex as a child develops personally, intellectually and physically. The surrounding linguistic environment is of decisive importance for the formation of the personality. It should be mentioned, that in English the term "language environment" is rarely used as such while the combination "language immersion" is more appropriate. [1, p. 3] The idea is that you'll emerge like a sponge soaking with new language knowledge. One of the challenges immersion programs have is that while students are taught several other skills in a second language to be fully in that context, they often defer to their first language in social settings outside class. Creating a language environment around oneself is a complex and ambitious task. To

take advantage of the opportunity to «sink or swim», you need to place yourself in the meaningful context of your environment - and the feature of immersion in language is that it works best a little bit above your current level. [4] However, how this can be done? There are several ways. The first way is to implement a foreign language environment within the natural. Moreover, the first principle of doing it is the exclusive use of the learnt language in everyday life and the second is balance. Immersion in it implies equal development of all language skills: speaking, listening, reading and writing.

Here are some ways in which an English learner can create an effective language environment around him. Listening English-language music, audiobooks, radio, watching films and TV shows; reading books, blogs. Writing: chatting with the native speakers, keep a blog or a personal diary, create a speaking profile in a social network and write there only in English. The most difficult thing is speaking: communicate in person with a native speaker; attend English-speaking clubs in your city - if you don't have one, create your own club with friends.

The second, more difficult, but the most effective method is the natural language environment. The affordable way for a student to go abroad is through international student exchange program. These programs, ranging from international student exchanges to study abroad placements, provide numerous personal and academic growth benefits. One of the main advantages of exchange programs is to expand opportunities and gain new experiences. Programs participants make new contacts; they can easily appreciate the change of culture, language, religion, customs and lifestyle of its inhabitants. Participation in such a program requires students to be independent, adapt to a new environment, overcome language and cultural barriers. They can have a positive impact on participants' careers. The experience of studying and living in another country can be valuable to future employers as it demonstrates flexibility, adaptation skills and cultural literacy. In addition, program participants can establish useful contacts and networks that may be useful in the future. The most popular international student exchange programs are ICSP Tuition Scholarships at University of Oregon, UBC International Leader of Tomorrow Award, Australian Awards Scholarship, Chevening and Commonwealth Scholarships. Many large

Russian universities have agreements with foreign institutions. They allow students to exchange for a semester or a year in another country. MSU is one of the most international universities in Russia, which strives to develop intercultural ties and strengthen its position in the international educational space. Currently, MSU has more than 700 agreements with governments, educational institutions and organizations around the world. This allows the university not only to annually accept about 10,000 foreign students from 90 countries. For example, MSU students can go to Finland, Norway, Ireland, Austria, France, Taiwan, China, Japan and many other countries. [3]

To sum up, there is a big influence of the language environment on foreign language learning. If you want to communicate fluently, make an English environment around yourself.

List of references:

1.   Zhao Kaifa. Analysis and Application of Language Environment Function from the Perspective of English Linguistics. https://www.hindawi.com/journals/jeph/2022/1757002/

2.   Juri Kobenko. Language and environment: prospect of environmental approach to language studies. https://www.researchgate.net/publication/319468161

3.   All about Student Exchange Programs + 10 Free Exchange Programs. https://abroadin.com/blog/student-exchange-programs-free/

4.   Мокроусов Д.Е. Создание языковой среды, как средство формирования коммуникативной компетентности. https://infourok.ru/statya-sozdanie-yazikovoy-sredi-kak-sredstvo-formirovaniya-kommunikativnoy-kompetentnosti-1781983.html

THE ESSENCE OF YOUTH CULTURE

Колоденко А.В.
Дубровкина И.Ю.,
старший преподаватель кафедры английского языка
для экономических специальностей
ФГБОУ ВО «Донецкий государственный университет»

Nowadays a whole complex of contradictory problems, ambiguity of processes occurring in the youth environment and in our society as a whole, cause heated debates. Unfortunately, our state apparatus continues to surprise the thinking half of mankind with its negligible attention to youth problems or attempts to solve them by administrative methods. We can hardly influence this situation on the state scale, but it is in our power not to repeat such mistakes and not to contribute to them, and for this purpose it is necessary, at least, to get acquainted with what young people demand and what causes such demands.

We have tried to examine the essence of youth culture and the mechanics of the emergence of its subcultures. Special attention is paid to the reasons of appearance and generic peculiarities of youth organisations, their role in the process of youth socialisation and the influence of subcultures formed by them on the formation of world outlook of a future member of society.

Basic concepts: culture, subculture and counterculture

In culturology the question about the multiplicity of culture within one topos and chronos is often raised. Multifacetedness is inherent in the culture of a region, national culture, and the culture of different groups of people united by some interest, in particular, professional, age, or political, or religious, etc.

Culture is a certain integral system with inherent internal certainty of value-hierarchical relationships. In any culture there is a value dominant, or core of culture,

and next to it a number of subcultural formations. A natural question arises, what is a subculture. It is accepted that a subculture is a subsystem of an integral system of culture. The emergence of subcultures is associated with a certain level of development of society. There is such a point of view that subcultures are absent in primitive forms of social existence. Sometimes even more emphasise this point, believing that subculture is a modern generation of the urban way of life.

It seems that there are many reasons for the emergence of subcultures and to a certain extent they are generally recognisable, but for a number of circumstances, attention to them began to pay only recently.

What characteristics are inherent in a subculture in general? Subculture, as a rule, is a special case of culture as a whole. It is always characterised by a certain degree of localism and a certain degree of insularity, to a greater or lesser extent loyal to the basic values of the dominant culture, although there are exceptions. Subculture is not necessarily a negative characteristic; an important nuance of its content is the moment of otherness, dissimilarity, non-magisteriality, non-publicity in the development of value preferences, as well as a certain independence and even autonomy. The concepts of subculture and counterculture should be distinguished. The concepts of subculture and counterculture should be distinguished. They are close but not synonymous.

"Sub" in Latin is "under", in other words, in its meaning it contains a connotation of subordination (subletting, subaccounting, subordination), while "contra" is "against" (counter-reformation, counter-revolution, counterpart, counterpoint).

Therefore, the concept of counterculture emphasises the moment of expressed opposition of fundamental value attitudes towards the dominant culture. The term appeared in Western sources in the 60s of the twentieth century.

The main characteristic of counterculture is protest, dissent, active opposition. Christianity was a kind of counterculture in the period of its birth and formation. The crucifixion of Christ on Golgotha is one of the elements of this spiritual opposition.

The struggle in the period of early Christianity with manifestations of paganism testifies to the same processes.

Subsequently, as we know, Christianity went beyond the counterculture, taking firm root and became the basis of European culture.

The same evolution can be traced in various spheres of artistic culture. Noteworthy in this respect is the change of public opinion towards such unconventional art movements as Impressionism, avant-gardism, and postmodernism.

In scientific literature, these trends are often still called counterculture in relation to traditional examples of art, but already in the context of larger historical and temporal scales.

Thus, subculture and counterculture are related, but not identical. The peculiarity of youth culture is that it can simultaneously act as both the former and the latter. But subculture is a broader definition than counterculture.

Youth culture is a subculture with fairly clearly defined boundaries. It is characterised by such features as alienation from the older generation, from its values and norms, withdrawal into the sphere of leisure, in which communication, entertainment and self-education associated with communicative activities are the leading ones. The attitude to culture is dominated by consumption over creativity, which reflects in general the life positions of young people formed by the entire social environment, oriented for many years to the education of a conscientious performer and a passive personality.

In recent decades, the most active part of youth has emerged, expressing protest against the official culture, the existing social system and forming their own values, norms and patterns of life. This phenomenon in youth culture is a counterculture and finds expression in informal amateur movements of different directions. In this youth movement there are groups united by the way of pastime, social position, way of life, participation in alternative creativity, etc. The groups are united by the way of pastime, social position, lifestyle, participation in alternative creativity, etc.

List of references:

1.   Gatskova E.I. Youth and modernity. [Text]: M.: Infra, 2018. – 263 pp.

2.   Gurevich P.S. Cultural Studies. Textbook for universities. [Text]: Moscow: Project, 2013 – 336 pp.

COURT STRUCTURE OF THE REPUBLIC OF BELARUS

Колодий А.

студент

ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ЮСТИЦИИ

Relevance of the topic lies in the fact that the Republic of Belarus is a friendly country of the Russian Federation. Their economic, political, social and cultural ties are very close. These people have the same origin and their culture and traditions are very close. Consequently, interaction in many spheres between our countries is exercised through their judicial systems.

The main part. The Supreme Court of the Republic of Belarus (Belarusian Court of the Republic of Belarus) is the main court of the Republic of Belarus for civil, criminal, administrative, and economic matters. It also exercises supervision over the judicial activities of courts of general jurisdiction, and other powers in accordance with legislative acts. The Supreme Court of the Republic of Belarus heads the system of courts of general jurisdiction. [1]

After the collapse of the USSR and the proclamation of the Republic of Belarus as a sovereign state in 1991 there arose the need to organize an independent country and independent judiciary. The very first document that determined the further development of the judicial system was the Concept of Judicial and Legal Reform, approved by the Supreme Council of the Republic of Belarus on April 23, 1992. The concept set the strategic direction for the formation of judicial institutions as an integral part of the rule of law. Most part of the Concept has not been implemented in its original form. The Law "On the Judicial System and Status of Judges," which was adopted in January 1995, was still largely focused on the Concept. But in 1996, in the new version of the Constitution, approaches to building

the judicial system were changed, which ensured its unity. The Constitutional Court of the Republic of Belarus was included into the judicial power. [2]

The Supreme Court of the Republic of Belarus consists of:

• Chairman of the court;

• first deputy chairman;

• deputy chairmen;

• judges of the Supreme Court of the Republic of Belarus

and acts as a part of:

• Judicial Collegium for Civil Cases of the Supreme Court of the Republic of Belarus;

• judicial collegium for criminal cases of the Supreme Court of the Republic of Belarus;

• judicial panel for economic cases;

• Judicial Collegium for Intellectual Property Cases of the Supreme Court of the Republic of Belarus;

• Presidium of the Supreme Court of the Republic of Belarus;

The Presidium of the Supreme Court of the Republic of Belarus is composed of the Supreme Court, as the first tier. Its deputies and judges have been appointed by the President of the Republic of Belarus on the proposal of our Supreme Court. Judges and employees of courts of general jurisdiction, as well as other persons, may participate in meetings of the Presidium at the invitation of the Supreme Court. Resolutions of the Presidium of the Supreme Court allow open voting by the majority vote of members of the Presidium of the Supreme Court who are present at meetings and in accordance with the principle of the presiding officer of the session. [3]

Members of the Presidium do not have the right to abstain from voting when making decisions. Meetings of the Presidium are held as needed. A meeting of the Presidium is considered valid if the majority of the members of the Presidium are present.[4]

Conclusion. Having found the information and summed up the results, I would like to highlight the judicial panel of the Republic of Belarus, since the judicial panel is highly qualified. It should also be mentioned that the structure of the Supreme Court of the Republic of Belarus is

List of references

1. LAW OF THE REPUBLIC OF BELARUS No. 204-Z of June 14, 2003 On Public Service in the Republic of Belarus [online]. Available via the Internet: http://www.pravo.by/main.aspx?guid=3871&p2=2/953 .The

2. The Code of the Republic of Belarus on the Judicial System and the Status of Judges of June 29, 2006 [online]. Available via the Internet: http://www.levonevski.net/pravo/razdelb/text403/index.html .

3. LAW OF THE REPUBLIC OF BELARUS March 30 , 1994 No. 2914-XII On the Constitutional Court of the Republic of Belarus [online]. Available via the Internet: http://www.pravo.by/world_of_law/text.asp?RN=V19402914 .

4. Vashkevich, A, Pastukhov M, Kanstytutsy court ikanstytutsy kryzys 1996 [online]. Available via the Internet: http://kamunikat.fontel.net/www/knizki/palityka/systema/systema_02_vaszkievicz.htm

JUDICIAL SYSTEM OF THE UNITED STATES OF AMERICA.

Корниенко В.В.

Карпова Н.А.

старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донбасский государственный университет
юстиции»

The topic " judicial system of the United States of America " is relevant and important because the United States has one of the most respected and influential judicial systems in the world. Various aspects of the U.S. judicial system - its structure, procedures, rights and duties of judges, prosecutors and lawyers, as well as issues related to judicial laws and precedents - are all the subject of constant analysis and discussion.

Speaking about the US judicial system, we can say that it is decentralized and includes courts at the federal state level. Each state may have a number of courts, including:

District Courts (Trial Courts): District courts are the initial level of the judicial system and handle a wide range of criminal, civil and family cases. Decisions made at this level can be appealed.

Appellate Courts: The U.S. Courts of Appeals are divided into 13 circuits: 12 regional circuits, numbered First through Eleventh; the District of Columbia Circuit; and a 13th circuit, the Federal Circuit, which has special jurisdiction over appeals involving specialized subjects such as patents and trademarks. Appellate courts, also known as second instance courts, hear appeals from district court decisions. They check the correctness of the application of the law in cases and can change or confirm decisions. [1]

The State Supreme Court: The state Supreme Courts are the highest judicial authority in the states and hear appeals from the appellate courts. Their decisions have authority and influence law enforcement within a particular state.

The US federal judicial system refers to cases related to federal law and the US Constitution. It includes the following levels:

1. District Courts: There are 94 district courts operating throughout the country. There are from one to four districts in each U.S. state, and one district court in Puerto Rico and the District of Columbia. Guam, the Northern Mariana Islands and the U.S. Virgin Islands also have their own territorial courts, which function as district courts. [2]

2. Circuit Courts of Appeals: Federal appeals courts hear appeals from district court decisions. There are 13 federal appellate courts, each covering a geographic region.

3. Supreme Court of the United States: The U.S. Supreme Court is the highest federal judicial body. It hears appeals on issues of constitutional significance and important issues of federal law. [3]

In conclusion, it can be emphasized that the judicial system of the United States of America is a complex and dynamic structure aimed at ensuring justice and compliance with the laws. An important element of the judicial system is the presumption of innocence, which underlies the judicial process, which in turn guarantees the protection of citizens' rights.

List of references:

1. Federal judiciary of the United States – Wikipedia https://en.wikipedia.org/wiki/Federal_judiciary_of_the_United_States

2. The U.S. Court System, Explained - Democracy Docket https://www.democracydocket.com/analysis/the-u-s-court-system-explained/

U.S. Attorneys | Introduction To The Federal Court System | United States Department of Justice https://www.justice.gov/usao/justice-101/federal-courts

FROM TIRES TO STARS: WHY DOES MICHELIN AWARD STARS TO RESTAURANTS?

Косарева О.А.,
Грабарь Д.В.
Жданова Е.В.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО ДонГМУ им. М. Горького Минздрава России

In 1900, Edouard and André Michelin created their own guide for French drivers to increase the demand for cars and consequently for tires which they are created. The guide focused on providing information and assistance to motorists. As their guide gained popularity, the brothers expanded its content by including hotels and restaurants in 1922. To maintain the quality of the establishments listed, the Michelin brothers hired inspectors who awarded Michelin stars to exceptional restaurants beginning in 1926. These stars became a symbol of culinary excellence and were reserved for establishments offering a truly unique dining experience. One star represented a very good restaurant at a reasonable price, two stars indicated excellent cuisine that was worth seeking out, and three stars signified a must-visit dining destination. As of 2013, the Michelin guide has been published in fourteen editions, covering twenty-three countries.

Michelin stars have a huge impact on the restaurant business. They not only increase the prestige and recognition of an establishment in the eyes of visitors, but also help to increase the number of customers and the value of dishes. They serve as a testament to a restaurant's culinary excellence, innovative approach and exceptional service. With each additional Michelin star, the fame, business, reputation of the restaurant grows rapidly, attracting more and more new visitors. Let's take the main city of Russia, Moscow, as an example. It has more than 10 Michelin-starred restaurants. A month after receiving the coveted Michelin star, already every tenth person booked a place 2 months before visiting an establishment in order to taste an

exquisite dish in these restaurants. After a restaurant receives a star, people become much more interested in these establishments, finding new places with amazing, exquisite cuisine.

In addition to Michelin stars, the MICHELIN Guide awards other honors for exceptional cooking. The Bib Gourmand, for example, is awarded to restaurants that offer outstanding value and demonstrate excellence in cooking at an affordable price. However, it is important to note that a high standard of cooking is required for a restaurant to be recommended in the MICHELIN guide. The Green Star is the newest award, introduced in 2020 and introduced in all countries covered by the guide. This award honors restaurants that exemplify sustainable gastronomy. In 2024, the MICHELIN Guide plans to introduce a new award, the "Clef Michelin"[1]. It will be awarded to the best hotels. Factors such as: Service, staff, accommodation prices, appearance, architecture, interior will be taken into account. Many restaurants are already trying to meet the above requirements, and are preparing to fight for the right to receive a new award, which will make their establishment famous in many countries around the world.

Michelin stars primarily reflect a restaurant's appreciation of the cuisine, including the quality of ingredients, cooking techniques, flavor combinations, creativity of the chef, and presentation of the food. A Michelin star has a very strong influence on the popularity of an establishment. And it serves as an incentive for people to try, update and find more highly qualified workers to qualify for a second and then a third Michelin star.

Decisions on awarding Michelin stars are made by Michelin inspectors who remain anonymous. These inspectors are full-time employees, often with experience in the restaurant and hospitality industry. With years of experience, they judge the dishes on their own merits. After several inspectors dine at a restaurant, they discuss their impressions together and come to a final decision. Their decision will always be objective. Since they come in anonymously, they cannot be bribed and their evaluation will be as honest as possible [2]. Any restaurant can be honored to be nominated for a Michelin star if it is of high quality according to the five criteria of the Michelin restaurant rating. The first mandatory criterion is Quality of products.

This is very important, because in addition to the fact that it affects the taste of the dish, it also affects its presentation and appearance. The second important criterion is Mastery of flavor and cooking techniques. When a visitor knows that professionals worked on his dish, he is looking forward to a special presentation, unusual and magical flavor. The third criterion is the personality of the chef represented in the dining experience. The personality of the chef is celebrated in this restaurant and he is the face of the restaurant. Many people enter the establishment to try a dish from him. The fourth important criterion is the harmony of the flavors. Dishes can be cultures of different countries. Their variety can drive visitors crazy. Restaurants that are nominated for this title, can surprise with different desserts, seafood from distant countries, a wide variety of meat, and other exotic dishes. And the fifth, not insignificant criterion, is the consistency between inspectors' visits.

List of references:

1. David Monniaux. What Michelin Stars Mean, 2005 MICHELIN GUIDE: https://en.wikipedia.org/wiki/Michelin_Guide#Guides (Дата обращения: 02.12.2024)

2. MICHELIN Inspectors, The Untold Life of a MICHELIN Guide Inspectors, MICHELIN GUIDE 2023: https://guide.michelin.com/th/en/michelin-guide-inspectors (Дата обращения: 02.12.2024)

3. Hillary Eaton, Here's How Michelin Stars Actually Affect the Restaurant Business, Food and Wine 2016: https://www.foodandwine.com/chefs/heres-how-michelin-stars-actually-affect-restaurant-business (Дата обращения: 03.12.2024).

COMPARATIVE PECULIARITIES OF MEDICAL IN JAPAN, GERMANY AND RUSSIA

Кравченко Д.И

Еромянц И.С.

Старший преподаватель иностранных языков

ФГБОУ ВО «Донецкий государственный медицинский

университет имени М. Горького»

Medicine is constantly changing, as well as medical education, constant improvement requires enhanced training of students. And we face the question where high level of medical studying is. We'd like to discuss on the example of leading countries: 3rd place Japan, 10th place Germany and 58th place Russia (DPR). We will raise the main questions such as: period of training, price of training, difficulty of the final exam?

There are 79 medical schools in Japan - 42 national, 8 prefectural (i.e. founded by the local government), and 29 private - which is approximately one school for every 1.6 million people. Graduate medical education lasts six years, usually consisting of four years of preclinical training followed by two years of clinical training. High school graduates are eligible to enter medical school. In 2005 a nationwide general achievement test was introduced; students must pass this test to receive preclinical medical training. The National Examination for Physicians is a 500-item exam that is administered once a year. Let's consider the cost of education in Japanese universities on the example of Tokyo Medical University, the cost (per year) for all students is the same regardless of citizenship (3,500 to 11,000 dollars), the price may vary only from the province and the rating of the university. The higher the rating of the university the easier it will be to find a job. The exam in Japan is very difficult and requires not only knowledge but also practical skills.

The standard course of medical education lasts six years and three months and ends with a state examination, which results in a license to practice medicine (Approbation).

There are 43 medical universities in Germany. Most of them are public, and only 4 are private. The cost of studying at a public university is free, but there are

monthly fees (70-110 € depending on the university and its location) except for Baden-Württemberg, where students have to pay 1 500 € per month. The exam consists of two stages. The 1st stage is the theoretical part, which includes assignments on all subjects studied. 2 stage of the exam is practical more difficult for many students because it requires practiced manipulations, up to reflex repetition, which can be achieved by repeating the same action many times.

Training in Russia is considered to be one of the longest and highest quality due to the fact that teachers combine clinical (practical) and philological (theory) activities. Training lasts from 4 to 6 years and residency, which usually lasts 2-3 years, depending on the chosen specialty and training program. However, some medical specialties such as surgery may have a residency of 5-6 years. There are only 168 universities in our country that can provide higher education/ The cost of education in Russia begins 400-700 thousand per year price may vary from the chosen direction and geographical location of the university.

In conclusion I'd like to say that all medical workers are one big brotherhood. There is nothing important and fragile than the health that we give our patients. If you get sick, medical workers who have passed a long way of training and a lot of difficult examinations, accreditations, qualification upgrading will come to you. No matter what country you are in help will be provided! The cost of a doctor's mistake is worth life! You will not see an easy education in medical universities. In fact, the only difference between all universities is their geographical location.

List of references:

1.   Japanese medical education system [Electronic resource] – Access mode: https://northconcept.livejournal.com/24640.html

2.   42 medical universities in Germany [Electronic resource] – Access mode: https://www.mygermanuniversity.com/articles/study-medicine-in-germany

THE MOST GLOBAL CHINESE PROBLEM

Кравченко Д.О

Колесникова Е.Ю.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий государственный медицинский

университет имени М. Горького»

Минздрава России

Global demographic changes in the world, along with the increasing uneven economic development of individual regions, migration challenges and increasing environmental problems, have a huge impact on the development of the world community. The world's largest economy was more susceptible to such changes than others. And if the issue of external migration is not acute for China, then the pace of aging and urbanization is unprecedented in history. The Chinese economic miracle could not have happened if the country had not received a significant demographic dividend. A large proportion of the able-bodied population with a low percentage of elderly people, combined with a decrease in the birth rate for 60 years, stimulated the development of the country. However, the bonus time is over. With the development of digitalization, the problem of demography in China has reached a new level.

One of the main reasons for China's demographic problem is the low birth rate. The one-child policy restricted families' right to have only one child, which led to a decrease in the birth rate. In addition, social and economic changes, such as an increase in the level of education and an increase in living standards, also contributed to a decrease in the birth rate.

Another reason for the demographic problem is the aging of the population. As a result of a decrease in the birth rate and an increase in life expectancy, the proportion of the elderly population in China has increased significantly. This creates additional challenges for the healthcare system, the pension system and other social infrastructures.

It is also worth noting that China's demographic problem has a geographical aspect. The uneven distribution of the population between urban and rural areas creates inequalities in access to social services and economic opportunities.

We must not forget about the influence that China has on the entire economic and political worlds. Therefore, the problems of this country are problems of a planetary scale. Here are examples of the consequences of China's demographic problem:

1) The reduction of the labor force in China may lead to a decrease in production and an economic slowdown. China is one of the largest economic players in the world, and its problems can affect global trade and investment.

2) A reduction in consumer demand in China may affect global markets, especially countries that are major exporters of goods and services to China. A decrease in demand for goods and services can lead to a decrease in exports and a deterioration in the economic situation of these countries.

3) Population decline in China may lead to demographic distortion in the world. China is the most populous country in the world, and its demographic changes can affect global population distribution and demographic trends. This may have long-term consequences for global politics, economy and social structure

It should be noted that over the past ten years, the government of the "Celestial Empire" has actively begun to eliminate the demographic problem of the country. A number of reforms were carried out, which had a positive impact on the dynamics of economic and demographic growth:

1) One of the main measures taken by the Chinese Government was to change the one-child policy. Previously, since 1979, families were allowed to have only one child to curb population growth. However, in 2016, the government changed this policy, allowing families to have two children. This was done in order to mitigate the problem of population aging and increase the labor force.

2) The Chinese Government also provides financial incentives for families with two or more children. This includes benefits, tax breaks, and other financial

incentives. Such measures are designed to stimulate the birth rate and increase the number of children in families.

3) The Chinese Government is also taking steps to attract migrants from rural areas to cities in order to increase the labor force and reduce the uneven distribution of the population. It is also working to improve living conditions in rural areas to make it more attractive to young people and families.

4) Chinese experts note the need for an integrated approach to solving the most complex demographic problem, a balanced analysis and consideration of economic, cultural, environmental and other factors affecting the birth rate, people's moods. The success of the population program can be ensured only if it affects all spheres of society — education, health, housing, employment, the status of women, and also if it is implemented not only by the central Government, but also by local authorities, public organizations, individuals at all levels. The basis for an effective solution to population problems is, first of all, socio-economic transformations.

List of references:

1. Meng Weilin, Svetlana N. Mishchuk, THE CURRENT DEMOGRAPHIC SITUATION IN CHINA, The text of a scientific article on the specialty "Sociological Sciences", 2023 T.3, №1. A. 37-51. 10.19181/demis.2023.3.1.3

https://cyberleninka.ru/article/n/sovremennaya-demograficheskaya-situatsiya-v-kitae

2. Article. China's demographic problem: challenges and prospects

https://nauchniestati.ru/spravka/demograficheskaya-problema-kitaya/

3. L.Y. Sargsyan, T.A. Sharenkova, CHINA'S LABOR MARKET PROBLEMS, The text of a scientific article on the specialty "Economics and business", 23.05.2019, UDC 331.5(510)

https://cyberleninka.ru/article/n/problemy-rynka-truda-knr

LIFE IN PALESTINA

Крайнюк Е.О.

Черкашина Т.В.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

The official name is the Palestinian National Authority (PNA), from a legal point of view, an independent state in the Middle East, partially recognized. The independence of Palestine was recognized by 137 states out of 193 UN members in August 2018. The Israeli army controls the West Bank of the Jordan River and East Jerusalem, controls all the borders of the Palestinian territories. The exception is the sector boundary Gaza is with Egypt, but at the same time Israel is preventing the Gaza Strip from communicating with the outside world. Unemployment levels are among the highest in the world, with nearly half of the population unemployed, according to 2022 UN data. More than than 80% live in poverty. "For at least the last decade and a half, the socioeconomic situation in Gaza has been in steady decline," the UNRWA said in August.

Currently, an urgent problem in Palestine is the genocide of the residents of Gaza City by Israel. Since the beginning of the escalation of the conflict in 2023, more than 9,000 people have been killed and more than 25,000 injured in Gaza.

What's life like inside the world's biggest prison? To find out you don't have to commit any crimes, you just have to be born in Gaza. Over two million Palestinians are trapped here in Gaza, half of them are children and Israel won't let them leave. Israel also controls every aspect of life in Gaza: water, electricity, the internet. Gaza's been called the world's largest open-air prison, 1.94 million Palestinians live behind a blockade and are refused access to the other occupied Palestinian areas and the rest of the world [2]. 7 out of 10 Palestinians in Gaza are

registered as refugees, and many of these come from families who were forced to leave their villages in 1948. Many have also been forced to leave their homes due to war and violence. Four years after the Israeli attack on Gaza in 2014, 23,500 Palestinians in Gaza are still unable to return to their homes. Yet conditions have become exponentially worse since Israel declared a "complete siege" on the enclave in retaliation for Hamas' attacks, withholding essential supplies of food, fuel and water.

Why it is important to cover the Palestinian-Israeli conflict?

Firstly, covering the Palestinian-Israeli conflict is crucial for raising international awareness about the hardships faced by both Palestinians and Israelis. The conflict has deeply affected the lives of millions, leading to casualties, displacement, and economic stagnation. By shedding light on the suffering endured by civilians on both sides, media coverage can generate empathy and support for their plight. In turn, this can encourage nations and organizations to take actions that can potentially alleviate their suffering and lead to a lasting resolution.

Another important reason for covering the Palestinian-Israeli conflict is to facilitate and encourage dialogue between the conflicting parties. Through media exposure, it becomes possible for both Palestinians and Israelis to understand each other's viewpoints, concerns, and aspirations. This increased understanding can reduce the chances of miscommunication, misunderstandings, and misjudgments, which often exacerbate tensions and impede peaceful negotiations. By providing a platform for diverse perspectives, media coverage can contribute to fostering mutual empathy and facilitating meaningful dialogue.

In conclusion, covering the Palestinian-Israeli conflict is crucial for various reasons. It raises awareness about the suffering of civilians, holds parties accountable for their actions, facilitates dialogue, promotes informed decision-making, and counters misinformation. The media's coverage of this conflict plays a vital role in illuminating the various dimensions of the conflict, encouraging individuals, organizations, and nations to strive for a just and lasting resolution. Therefore, it is

indispensable that media outlets continue to cover the Palestinian-Israeli conflict diligently and responsibly.

List of references:

1. Palestinian National Authority https://en.wikipedia.org/wiki/Palestinian_National_Authority

2. Gaza: The world's largest open-air prison https://www.nrc.no/news/2018/april/gaza-the-worlds-largest-open-air-prison/

3. What to know about the enclave https://edition.cnn.com/2023/10/15/middleeast/gaza-history-explained-intl/index.html

SOCIOLINGUISTIC AS ANALYSIS OF THE SOCIAL ASPECTS OF LANGUAGE

Кубрак Д.С.,

Еромянц И.С.

Старший преподаватель иностранных языков

ФГБОУ ВО «Донецкий государственный медицинский

университет имени М. Горького»

Sociolinguistics is a scientific discipline that studies the relationship between language and society. It explores social factors such as gender, age, ethnicity and social status, as well as language changes and evolution. The main goals of sociolinguistics are to understand how language reflects and shapes social relationships and identity. It explores differences in linguistic behavior between different groups of people and analyzes how these differences are related to social factors.

Sociolinguistics as a scientific discipline began to develop in the middle of the 20th century. The first research in the field of sociolinguistics was the study of dialects and differences in the language of different social groups. One of the first researchers who made a significant contribution to the development of the discipline was William Labov. In his research he studied the differences in pronunciation of sounds depending on the social status of the speaker.

The basic principles of sociolinguistics include:

1. Language variability (differences in vocabulary, grammar)

2. Social language options (learning how different social groups can use lexical and grammatical units)

3. Norms and stereotypes (the correctness or incorrectness of the language is determined)

4. Variability (how speech and language in general have changed over time)

Phenomena and processes distinguished in sociolinguistics:

-Variability

-Social norms

-Social markers (accent, slang and all those factors that are influenced by: gender, age, ethnicity, social status, etc.)

-Multilingualism (communication between people in different languages)

Practical application of the scientific discipline:

-Education (sociolinguistics can help in understanding the linguistic and social aspects of education, research in this field can help develop effective teaching methods for different groups of students)

-Communication and intercultural interaction (this science helps in understanding various linguistic and cultural norms and expectations that affect communication and intercultural interaction)

-Politics and law (sociolinguistics is indispensable in political activities in cooperation with other peoples and countries)

-Marketing and advertising (helps to better identify consumer preferences and behavior)

-Social work and public policy (sociolinguistics can be useful for social workers and public policy makers in understanding the linguistic and social aspects of the problems and challenges faced by different groups of people)

One of the key problems is digitalization, which is changing language practices and making it more difficult to study them. In the context of globalization, the importance of studying linguistic diversity and multilingualism is increasing. A major problem is sociolinguistic inequality associated with the dominance of certain languages and discrimination against others, which subsequently leads to the discrimination of the population. These problems require new approaches and

innovative research methods so that sociolinguistics can continue to respond effectively to the changing needs of society.

List of references:

1.   Sociolinguistics: Connection between Language & Society | Anthroholic https://anthroholic.com/sociolinguistics

2.   Sociolinguistics: Definition, Examples & Types | Vaia https://www.hellovaia.com/explanations/english/sociolinguistics/

3.   What Is Sociolinguistics? Definition and Key Concepts - Literary English https://literaryenglish.com/what-is-sociolinguistics/

HISTORICAL FACTORS IN THE FORMATION OF MODERN LATIN AMERICAN CULTURE

Лавров В.В.

Киселева Е.В.,

доцент кафедры английского языка для естественных и гуманитарных специальностей

ФГБОУ ВО «Донецкий государственный университет»

Latin American culture is a unique and multifaceted phenomenon that has been shaped by various historical factors. This culture combines elements of pre-Columbian ancient Amerindian culture with the culture of Spanish and Portuguese colonialism, as well as African cultural influences that were introduced through the slave trade.

This paper will examine the major historical factors that contributed to the formation of modern Latin American culture.

The first historical factor is the arrival of the Spanish and Portuguese in the sixteenth century and the establishment of colonial empires in Latin America. The Spanish and Portuguese colonizers brought with them their culture, including religion, language and traditions, which became the basis for the further formation of Latin American culture. However, the local Amerindian peoples were not completely forced to adopt the culture of the colonizers, they mixed their previous traditions with new ones, which eventually led to the creation of a unique synthesized culture.

Linguistically, Spanish became the main language of communication in most Latin American countries. However, it mixed with local languages to form various groups of dialects and variants of Spanish, summarized as «Hispanic Spanish».

Religion also played an important role in shaping Hispanic culture. With the arrival of the Spanish and Portuguese, Catholic Christianity became the dominant

religion in the region. Local Native American religions and beliefs also blended with Christianity, creating a uniquely syncretic approach to faith. For example, elements of both Christianity and local Amerindian traditions can be observed in the religious festivals and rituals of Latin American countries.

Latin American food culture also reflected a synthesis between Spanish and indigenous cuisines. Local products such as corn, potatoes, avocados, chocolate and various vegetables were integrated into Spanish recipes, creating the unique dishes that characterize Latin American cuisine today.

Music and dance are also an integral part of Latin American culture. Styles such as salsa, tango, merengue and samba emerged from the blending of European music with local rhythms and traditions. These genres have not only become popular on the international stage, but have also become a symbol of Latin American identity.

Latin American art also reflects the uniqueness of the culture. Painters and sculptors create works in which they combine elements of Native American symbolism with techniques and styles of European art.

The second factor is the slave trade and the importation of slaves from Africa to Latin America. The slaves who were brought to work on the plantations brought with them their languages, music, dances, and rituals. These elements of African culture were skillfully blended with Spanish and Amerindian cultures, and thus formed another important component of Latin American culture.

The third factor is the struggle for independence and national liberation movements in the nineteenth century. During this period, a number of Latin American countries, including Mexico, Venezuela, and Argentina, broke free from colonial rule and became independent states. This process stimulated the development of Latin American identity, emphasizing national culture and history, which formed the unique features and specificity of modern Latin American culture.

A fourth factor contributing to the formation of modern Hispanic culture is the influence of local traditions and folk customs. Many Amerindian cultures such as the Maya, Aztecs, and Incas had a rich heritage and complex socio-cultural structures.

These peoples had their own architecture, art, religion, and languages that became an important part of Hispanic culture.

The fifth factor is the role of media and popular culture in the formation of modern Hispanic identity. Film, television, music, and the Internet have become powerful vehicles for the dissemination of cultural values and ideas. Modern Latin American artists, singers, and actors have become international celebrities and their work is universally recognized.

Finally, globalization and migration have also had a significant impact on the formation of modern Hispanic culture. Many Latin Americans choose other countries in search of a better life and new opportunities, and they bring their culture with them. In turn, migrants from other countries also contribute, enriching Latin American culture with new ideas, attitudes, and formats.

All these historical factors - the arrival of colonizers, the slave trade, the struggle for independence, immigration and the influence of local traditions - have together contributed to the formation of modern Latin American culture. This culture is a unique synthesis of various cultural influences and has vibrant and diverse features that reflect the richness of the region's spiritual and cultural heritage.

Modern Latin American culture is the result of a complex and long process of synthesis of different cultural influences. It has unique features that reflect the history, diversity and cultural richness of the region. These include music, dance, cuisine, religion, literature and art, which are unique and cannot be attributed to any other culture. Modern Latin American culture continues to evolve, maintaining its uniqueness while integrating new cultural influences.

WELCOME TO NORTHERN MACEDONIA

Лопанчук Я.А.

Онипченко Л.Н.,

старший преподаватель кафедры английского языка для

естественных и гуманитарных специальностей

ДонГУ «Донецкий Государственный Университет»

North Macedonia gained independence after the breakup of Yugoslavia in 1991. North Macedonia is a landlocked country located on the Balkan Peninsula in Southeastern Europe. North Macedonia received its modern name only in 2019. The Macedonian language belongs to the Slavic, and it is the youngest of them. The capital of the country, Skopje, was once the capital of Bulgaria. The local currency is called "denar". The creators of the Cyrillic alphabet, Cyril and Methodius, were born in Macedonia. Of all the former Yugoslav republics, only North Macedonia gained independence peacefully, without military action. There are much more men in Northern Macedonia than women. In this country, it is impossible to buy such familiar products to Russians as buckwheat and herring. Here is the oldest observatory in the world, which is about 4 thousand years old. A quarter of the entire population of Northern Macedonia lives in Skopje, the capital of the country. North Macedonia is a very sunny country. The sky here is cloudless for about 300 days a year. The most popular sport in this country is football. The popular Russian salad "olivier" in Northern Macedonia is called "Russian salad". Famous for her charity work, Mother Teresa is a native of Macedonia. In this whole country there is about 6 times less population than in Moscow. 67% of the inhabitants of Northern Macedonia are Orthodox Christians, 30% are Muslims. The Cyrillic alphabet is widely used in Northern Macedonia. The Vardar River is the longest river in Northern Macedonia. North Macedonia is known for its hospitality, locals often welcome guests with open arms. The traditional Macedonian folk dance, known as "oro", is an important part of

the cultural identity of the country. The film industry is developing in Northern Macedonia, and the Skopje Film Festival is a notable annual event. By the 2000 anniversary of the spread of Christianity in Northern Macedonia, the world's tallest cross was erected here. The national instrument of the Macedonians is called the mandolin and looks great like a balalaika. Alexander the Great was an ancient Macedonian, not a Greek. The Greeks managed to force the Macedonians to change their coat of arms, appropriating the rights to the "Sun of Alexander". Macedonian folk music is very patriotic, it sounds like the wedding music of Western Ukrainians and Moldovans. Every year the city of Struga becomes a venue for poetry evenings, which attract poets from all over the world. A huge monument to Alexander the Great was recently erected in the center of Skopje, but in order not to anger the Greeks, they called it "Warrior on Horseback". Most Macedonian children have no idea what a sled is and how to make a snowman. Macedonians have many beautiful and interesting folk tales and legends. The water in Lake Ohrid is very clean. Sewage is not drained into it, even the river that flows into the lake is cleaned of garbage before that. Every wealthy Macedonian has a house or apartment in Ohrid, where they come for the weekend, but they prefer to spend their holidays in Montenegro or Greece, because the sea is warmer than the lake. Marriage tours to neighboring states are popular. Crime in Macedonia in non-Albanian areas is close to zero. The car in the city can not even be closed. Macedonians are very patriotic citizens. Every house has a flag, souvenirs or clothes with national symbols, they adore their cuisine, music, football team and believe that everything Macedonian is the best. 20:00 is the time of the evening news, the whole of Macedonia sticks to the TV screens. Macedonians are politically active citizens. And they are also very fond of gossip. Macedonians respect their police, it is a prestigious profession. The academy accepts only excellent students with the best physical fitness. Macedonian men very rarely fight. They swear, sometimes threaten each other, but they don't get into fights. Macedonian men are braggarts. They like to brag to their neighbors, guests from other cities, and especially to foreigners. They will proudly show a foreigner their house, a neighbor's house, a city, and the history of the country, and all this with pride. Working in Macedonia is not easy. You can get a job by acquaintance, and for good positions —

by party affiliation. In this regard, there is a state policy to support entrepreneurs who create jobs. Macedonians are indifferent to reading books. There are, of course, exceptions, but not many. Crocheting is popular from needlework. Usually women knit napkins and tablecloths with thin white threads.

List of references:

1.   100 and more facts about Macedonia https://mirinteresen.ru/41743-100-i-bolee-faktov.html

2.   44 Facts about Northern Macedonia https://vizit-trafik.ru/44-fakta-o-severnoj-makedonii/

3.   Interesting facts about Northern Macedonia https://faktoved.ru/факты-о-северной-македонии/

4.   Interesting facts about Northern Macedonia https://мегафакты.рф/интересные-факты-о-македонии/

THE WORLD IN THE EYES OF YOUTH. MODERN PROBLEMS OF COUNTRY AND CULTURAL STUDIES IN THE PRESENT-DAY WORLD

Ляшко П.В.

Шевлякова А.М.,

старший преподаватель кафедры английского языка для

естественных и гуманитарных специальностей

ФГБОУ ВО «Донецкий государственный университет»

Abstract: the theses is aimed at a quick observation of cultural and country studies in Russia and abroad. The problem of reflection of papers on country and cultural studies is noted. The key challenges of modern state of the research in Russia are shown. The importance of the use of authentic materials when learning and teaching about foreign countries is highlighted. The value of cultural and country studies for upbringing the youth is pointed out. The key conclusions on the topic, touching upon the past, the present and the future of research are made.

Key words: cultural studies, country studies, Russia, intercultural competence, foreign language competence.

The XX century saw the rise of cultural and country studies in Russia due to the breakdown of the USSR. Yet, the quality of the materials on the topic was poor as the government preferred guides and reports to deep scientific research [3]. Hence, the problems and challenges arising for scholars in Russia date back to the 90-s and continue up to present days, being connected to various obstacles and deterrents in foreign and domestic policy, economics and various social processes.

Country studies are widely classified only in Web of Science as Area Studies and Asian Studies, A.V. Kuznetsov marks [3]. The goals, objectives and problems of country studies are being researched within geography. Still, this

approach is disputable, as country studies presuppose profound knowledge of language, culture, history and politics of the countries under research.

Though the number of papers of different kind devoted to country and cultural studies increased dramatically in 1990-s, the prosperity of studies was observed in the USSR. The research used to be connected with establishing the contact between the Soviet Union and the countries which required development under its guidance. Though the period of USSR saw the plethora of deep and profound research, country and cultural studies of the past rarely go hand in hand with trends and tendencies of present-day policy, finance and social development, so the materials gained can hardly be used.

Nevertheless, country and cultural studies are of great use for the specialists who research, study and teach language, as linguacultural aspect is included into foreign communicative competence. Linguistic and political studies comprise such branch of knowledge as regional studies, which A.V. Kuznetsov claims to be rather ambiguous as it gives incomplete perspective of the country.

Amid overall breakdown in the sphere of country and cultural studies in Russia, the researcher offers to start the renaissance of the sphere immediately, making use of such tools and resources as knowledge and expertise of representatives of previous generations, preparation of younger specialists and wide employment of research infrastructure inherited in such scientific centers as Moscow, Saint-Petersburg and others.

There also was and remains the problem of discovering cultural and historical identity in Russia, which partly may be addressed through the oriental and Western European studies not to coin the key ideas and concepts, but to use them as a comparative material for local studies. This point of view is developed by I. V. Kutykova [2]. This is where the question of upbringing the youth in the atmosphere of high culture, traditional moral values and love for the country arises. The researcher regards the beginning of the XXI century quite optimistically and mentions various papers and books devoted to Russian studies. I.V. Kutykova also offers to use generational approach which coincides with the ideas expressed by A.V.

Kuznetsov. The value of Russian studies is based not only on comparative research, but also on deep knowledge of local history, recalling authentic cultural phenomena and coining some practices, views and societal standards of the previous generations, I.V. Kutykova concludes.

Country and cultural studies also play a key role in building intercultural competence. I.V. Arkhipova and D.I. Ponomareva give an introduction into the use of authentic materials for teaching foreign culture along with raising awareness of the native one which is vital for establishing connections between countries [1].

Summarizing the core idea, it is necessary to say that the development of country and cultural studies is possible when comprising the tools suggested by the previous generations with the perspective for future, for which the use of authentic materials serves best. The factors altogether are aimed at bringing up the young people of Russia and foreign countries – those of the people who love and respect Russian heritage and contribution to the world's culture.

List of references:

1.   Arkhipova I.V., Ponomareva D.I. Methodological potential of linguistic and cultural materials in the context of the formation of intercultural competence. Eurasian humanitarian journal. 2022;1:78-83. (In Russ.).

2.   Kutykova I.V. Russian Studies as a Solution to the Problem of Cultural and Historical Identity: the Image of the East in the Russian Cultural Philosophical Tradition. Human. Culture. Education, no. 2 (36), 2020, pp. 8-26 (In Russ.).

3.   Kuznetsov A.V. (2021). The Crisis of Country Studies in Russia amid the Growing Demand for Knowledge about Foreign Countries and Regions. Outlines of Global Transformations: Politics, Economics, Law, vol. 14, no 6, pp. 6-25 (in Russian). DOI: 10.23932/2542-0240-2021 -14-6-1.

MOST ACTUAL PROBLEMS OF YOUTH

Максакова Анастасия Романовна

Ильченко Людмила Григорьевна

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая академия управления и государственной службы»

In recent years, due to the processes of globalization and regionalization, regional and country studies have become more and more relevant, and their results - more and more demanded. The needs of society for comprehensive information about countries and regions have increased significantly as a result of the rapid development of recreation and tourism. Studies in the field of complex, recreational and tourism country and regional studies have emerged. [1]

Country Studies in the modern world is a field of knowledge that studies various aspects of the states and nations of the modern world. Due to the socio-political and economic changes that are taking place in the world, country studies encompasses many factors including geography, politics, culture, economics, history and demography of countries.

Modern country studies is based on an interdisciplinary approach that integrates knowledge from various fields such as political science, economics, sociology, anthropology and history. Country studies researchers analyze the political, social and economic systems of different countries, studying their foreign policy, trade relations, cultural characteristics and social development.

In the modern world, country studies are of great importance for various fields of activity. For example, for political scientists and diplomats, country studies is an important tool for understanding the political situation in the world and formulating their country's foreign policy. For businessmen and economists, knowledge about countries helps to analyze markets, forecast trends and make decisions based on economic data.

The modern world is characterized by globalization, where countries are increasingly interdependent on each other politically, economically and socially. Country studies are therefore essential to understanding the dynamic changes in the global community and the interrelationships between countries.

The main objectives of modern country studies include the study of the political structure of states, geographical location and implications for development, relations with neighboring and other countries, cultural characteristics of peoples, economic features and indicators, historical development and international relations. [2]

In addition, modern country studies also includes the analysis of contemporary challenges and problems that countries face, such as migration, terrorism, climate change, economic crises and others. Studying these issues helps to develop strategies to address problems at the national and international levels.

There are several current issues in country and culture studies in today's world:

1. Globalization: Due to the intensive development of technology and communications, countries have become increasingly interdependent and intertwined. This creates a need for country studies that take into account global interactions and influences on the cultures of different countries.

2. Migration: The increasing flow of migrants is creating new cultural and social dynamics in the host countries. Studying migrant cultures and their interaction with local cultures becomes important for understanding intercultural exchange.

3. Conflict and Terrorism: Armed conflict and terrorism affect the cultures and traditions of countries, distorting them and destroying their heritage. The study of these issues helps to create strategies for the preservation and restoration of cultural patrimony.

4. Cultural diversity and inclusion: The world is becoming increasingly diverse and learning about this diversity has become fundamental. Disseminating and preserving minority cultural heritages and highlighting the significance of all cultures helps to create a more inclusive society.

5. Technology and Mass Culture: The development of the Internet and digital technologies is affecting people's cultural practices and lifestyles. Studying the impact of technology on the emergence of new forms of culture and shifting traditions becomes important for understanding changes in modern society. [3]

The most relevant way to combat country and cultural issues is through education and information awareness. It is important to promote people's education and awareness of other countries and cultures. [4]

It is also important to develop people's interest in other cultures and countries, to overcome prejudices and stereotypes about other peoples, and to seek common ground and understanding. This requires active public outreach, popularizing the study of country and culture, and supporting intellectual discussions and debates on these topics.

List of sources used:

1. Mashbitz Ya. G. Fundamentals of country studies. M., 1999.

2. Kosolapov A. B. Tourist Country Studies. Europe and Asia. M., 2005.

3. Dmitrevsky Y. D. The role of problem country study in the study and organization of modern tourism / Problem country study and world development. M., Smolensk, 1998.

4. Lavrov S. B., Sdasiuk G. V. Global problems and modern country study / / Voprosy geografii. M., 1981. Sb. 116.

CULTURE AS A RESOURCE FOR ECONOMIC GROWTH

Меркушева Е.А.
Гижко И.М.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий национальный университет
экономики и торговли имени Михаила Туган-Барановского»

Culture is often seen as a soft power tool that can be used to promote national interests and values. However, culture is also a powerful economic resource that can contribute to economic growth in a number of ways.

One of the most obvious ways that culture can contribute to economic growth is by attracting tourists. Tourists are drawn to places with unique cultures and heritage, and they spend money on accommodation, food, transportation, and other goods and services. This spending can boost the local economy and create jobs [1, p.18].

Culture can also help to promote exports. Cultural products, such as art, music, and fashion, are often in high demand in other countries. By exporting cultural products, businesses can generate revenue and create jobs.

Culture can also encourage innovation. A strong cultural sector can provide a supportive environment for businesses and entrepreneurs to develop new ideas and products. This can lead to increased economic growth and job creation.

A strong cultural sector can also help to improve a country's brand image. This can make it more attractive to foreign investment and trade partners. A strong brand image can also encourage businesses to relocate to the country, which can further boost the economy.

The cultural sector itself is a major employer. Museums, theaters, galleries, and other cultural institutions employ a large number of people. The cultural sector also

supports a wide range of other jobs, such as those in the hospitality, transportation, and retail sectors [2, p.26].

There are many examples of countries that have used culture to boost their economies. For example, South Korea has become a major exporter of cultural products, such as K-pop and Korean dramas. This has helped to boost the country's economy and create jobs.

Another example is the city of Bilbao in Spain. In the 1990s, Bilbao was a struggling industrial city. However, the city invested heavily in culture, building the Guggenheim Museum Bilbao. The museum was a huge success, and it helped to transform Bilbao into a major tourist destination [3, p.10].

Here are some additional ways that culture can be used to promote economic growth:

•   Developing cultural tourism products. This could include things like creating cultural trails, developing cultural heritage sites, and promoting cultural festivals.

•   Investing in cultural infrastructure. This could include things like building museums, theaters, and libraries.

•   Supporting cultural industries. This could include things like providing tax breaks or grants to cultural businesses.

•   Promoting cultural exports. This could involve things like attending trade shows and marketing cultural products to foreign buyers.

•   Encouraging creativity and innovation. This could involve things like supporting arts education and funding research and development in the cultural sector.

Culture is a valuable economic resource that can contribute to economic growth in a number of ways. By investing in culture, governments and businesses can create jobs, attract tourists, promote exports, and encourage innovation.

List of references:

1.   Throsby, David. Economics and Culture. Cambridge University Press, 2022

2.   Caves, Richard E., and Mark J. Trebilcock. "Cultural Industries and the Challenge of the New Economy." European Journal of Cultural Studies 1, no. 3, 2021

3.   British Council. Culture Counts: How Cultural Engagement Affects Economic Growth. British Council, 2022

ART OBJECTS AS A CENTER OF ATTRACTION FOR TOURISTS

Минченко Е.В

Атабекова А.К.,

старший преподаватель кафедры иностранных языков

Федеральное государственное бюджетное образовательное учреждение высшего образования «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

Tourism is of a great importance in the modern world. It promotes economic development, cultural exchange, social interaction and infrastructure development. That is why any country will try to develop domestic tourism activities. Art objects became one of such solutions.

An art object is a work of art that is created in order to be the subject of independent art criticism and aesthetic analysis and consideration, and not for use in everyday life [1]. Such objects are often created in the form of installations, i.e. temporary or permanent compositions that occupy the space of art.

Installations can be made in various styles and forms, from abstract to conceptual, using various materials including metal, glass, textiles, plastic, etc., and include various elements such as sounds, light, movement.

Art objects can create a diverse environment that attracts the attention of business representatives, tourists, and lay the foundation for branding areas and their uniqueness.

Creating such objects always requires effort and consists of the following stages:

1. Development of the concept of an art object. First, you need to think about the purpose for which you need to install it. Artists and designers take inspiration

from the world around them, culture, nature or abstract concepts. They create sketches, layouts and discuss their ideas with the team.

2. Selection of materials. The choice of suitable materials is of great importance for the realization of art objects. Different techniques and styles require different materials such as metal, wood, glass, plastic, and even recycled materials. The use of new technologies, such as 3D printing or computer modeling, can also be included in this stage. Sometimes the very idea of the installation is emphasized with the material.

3. Design. The team starts designing. Basically, they use special programs to create detailed 3D models that help visualize the final result.

4. Manufacturing. Artists and furniture makers work together using various tools and techniques. They can use handwork, casting, carving, welding and other techniques to transform materials into unique art objects.

And most importantly, art objects, unlike other art forms, has nothing in common with any precise rules. Spontaneity, impulsivity, and freedom are their foundation.

Urban space and its appearance are important for the self-perception of city residents. Proper design makes the environment a comfortable, modern and attractive place for leisure. As a result, stress levels are reduced and social ties between people are strengthened. This is confirmed by a study of the international bureau of the SWA Group, which analyzed the behavior of people in public spaces in New York and found that art objects made city spaces and squares noticeably more popular [2].

In a growing city, the population is often drawn to the center, so administrations popularize the periphery to reduce population density. There are examples when the government, with the help of art objects, was able to make even abandoned places attractive.

Art objects also serve as an effective means of PR and marketing promotion. To do this, you can use popular objects from movies, music and other entertainment segments.

Thus, the placement of art objects and decorative installations can solve several tasks at once: increase the investment attractiveness of suburbs and abandoned territories, increase the number of sales in shops and shopping centers, as well as stabilize the tourist flow. This is an excellent solution for creating a country or city brand.

List of references:

1. Prokhorov A. S. Classification of art objects/ Available at: https://spravochnick.ru/dizayn/klassifikaciya_art-obektov/ (Accessed on: 01.12. 2023)

2. Nefedov A. How do art objects affect the cultural and investment attractiveness of the city/ Available at: https://archsovet.msk.ru/opinions/kak-art-obekty-vliyayut-na-privlekatelnost-goroda (Accessed on: 03.12.2023).

UNIQUE CREATIONS OF NATURE

Моисеенко Ю.И.

Черкашина Т.В.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Our planet is incredibly interesting and beautiful. There are many amazing places on it, the sight of which will take your breath away. Looking at these photos, it is difficult to imagine that everything that is depicted in them is a creation of nature.

There are a huge number of extraordinary places around the world that are worth seeing. I won't be able to tell you about them all, but here are some of them.

1 .Sossusvlei, Namibia

Located in Africa's largest nature reserve (Namib-Naukluft National Park), Sossusvlei is arguably Namibia's most impressive and best-known attraction. Characterized by the large red dunes surrounding it, Sossusvlei is a large white, salt and clay basin that is a wonderful holiday destination all year round. The dunes in this area are some of the highest in the world, reaching almost four hundred meters, and provide photography enthusiasts with beautiful images in the beautiful morning and evening light.

2 .Antarctic Peninsula, Antarctica

Those who think Antarctica is just a wide-open expanse of white desert are mistaken: the Antarctic Peninsula (where travelers go on most Antarctic cruises) is extremely mountainous. Here you will find icebergs, volcanic islands and mountains six, seven and eight thousand feet high that plunge sharply into the heart of the sea.

3 .Caño cristales, Colombia

The Columbia has a unique feature that is called "the most beautiful river in the world." This river, called Caño Cristales, is also known as the River of Five Colors due to its colorful path that runs through the Colombian landscape. When the endemic vegetation is in full bloom, this Colombian river appears painted. Yellow, green, red and blue colors blend dramatically to create a living rainbow that flows from the Andes through the grasslands of the eastern Llanos to the Amazon rainforest.

4 .Mount Fuji, Japan

The highest mountain in Japan. Its height is three thousand seven hundred seventy six meters. It was formed as a result of volcanic activity about one hundred thousand years ago. Today, Mount Fuji and its surroundings are a popular tourist area for hiking, outdoor living, and simply relaxing.

5 . Vaadhoo Island, Maldives

Vaadhu Island is a branch of the starry sky on earth. Glowing beaches and the boundless Indian Ocean. By and large, during the day this island is not much different from the rest in the Maldives archipelago. The same palm trees, the same beaches, the same sand. But the main intrigue awaits you in the evening, when the stars appear in the sky. They also appear in coastal waves. In the waves rolling onto the shore, a huge number of sea "fireflies" wake up, and the entire starry sky literally dissolves in the water. All the beaches of Vaadhoo Island literally begin to glow.

6 .Las Coloradas, Mexico

One of the unusual and fascinating places in Mexico is the lake in Las Colorados, it has a light pink color. It belongs to a protected area; there are many flamingos here and you can watch them with your own eyes. The composition of the lake is salty and dense; swimming there is prohibited, as there are a lot of bacteria that will not have a beneficial effect on humans, which is why the color turns out pink.

This is only a small part of all the beautiful existing places, but even this amount will be enough to understand how beautiful and unique our planet is.

Unfortunately, not all people appreciate this and do not understand why it is worth protecting our nature, but I hope that someday we will finally understand this essence.

List of references:

1. 50 Most Beautiful Places in the World https://www.harpersbazaar.com/culture/travel-dining/g7171/most-beautiful-places-in-the-world/

2. Sossusvlei Namibia - Travel Sitev https://www.sossusvlei.org/

3. Caño Cristales, una maravilla natural https://colombia.travel/es/la-macarena/cano-cristales-una-maravilla-natural

4. Las Coloradas auf Yucatán - die pinke Lagune https://mexicorazon.de/las-coloradas-yucatan/

WELCOME TO SCOTLAND

Москал Д.Ю.

Жданова Н.А.,

доцент кафедры английского языка для экономических

специальностей

ФГБОУ ВО «Донецкий Государственный Университет»

Scotland is a country located in the northwest of Europe. It is bordered by England to the south, the North Sea to the east, the Atlantic Ocean to the west, and the Irish Sea to the north. Scotland is a land of natural beauty, rich history, and vibrant culture.

Scotland is a unique and diverse country with something to offer everyone. It is a land of stunning landscapes, ancient ruins, and vibrant cities. Scotland is also a country with a rich history and culture, which is evident in its food, music, and art.

Scotland is home to some of the most stunning landscapes in the world. The Highlands are a mountainous region with dramatic peaks, deep lochs, and lush forests. The Lowlands are a more rolling landscape with fertile farmland and picturesque villages. The coastline of Scotland is also home to stunning cliffs, beaches, and islands.

Scotland has a rich history that dates back thousands of years. The country was once home to the Picts, a Celtic tribe, and was later conquered by the Romans. Scotland was also a center of the Protestant Reformation, and the country's history is reflected in its many castles, churches, and museums.

Scotland has a vibrant culture that is evident in its food, music, and art. Scottish food is known for its hearty dishes, such as haggis, neeps, and tatties. Scottish music is also world-renowned, and the country is home to many talented

musicians, such as bagpipers, fiddlers, and singers. Scottish art is also diverse, and the country is home to many talented painters, sculptors, and writers.

Scotland is a country that is sure to leave a lasting impression on any visitor. It is a land of natural beauty, rich history, and vibrant culture. Scotland is a place where visitors can experience the best of what the world has to offer.

List of references:

1. "Scotland: A Visitor's Guide" by VisitScotland, the official tourism board of Scotland.

https://www.visitscotland.com/

2. "The Rough Guide to Scotland" by Mark Watson.

https://www.roughguides.com/scotland/

3. "Scotland: The History, Culture, and People".

https://www.everyculture.com/Sa-Th/Scotland.html

4. "Lonely Planet Scotland" by Lonely Planet comprehensive and up-to-date travel guide to Scotland.

https://www.lonelyplanet.com/scotland

THE HIGHER EDUCATION SYSTEM IN SOUTH KOREA

Нагурная Т.М.
Максименко А.В.,
старший преподаватель кафедры гуманитарных
дисциплин
ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРТСВЕННЫЙ
УНИВЕРСИТЕТ ЮСТИЦИИ»

Education plays a big role in the life of the Korean people, often being the only possible social elevator. Koreans study most of their lives, even after getting a job, they continue self-improvement in various fields, which is very welcomed by society.

During the period of Japanese colonialism, it was practically impossible for Koreans to obtain higher education. After the liberation from Japan in 1945 and the appearance of the American military administration on the southern territory of the Korean peninsula, the education system was reconstructed according to the American model, according to which the period of study in elementary school was 6 years, in high school – 6 years and at university – 4 years [3].

With the establishment of the Republic of Korea in 1948, the government of Lee Seung-man pursued an educational policy. Primary education has become free and compulsory for all citizens. In 1951, a reform was carried out, according to which the secondary school was divided into a secondary school (3 years) and a higher secondary school (3 years). Such a system was a prototype of the modern education system of the Republic of Korea.

Under the Government of Park Jeonghi, the education system was subjected to strict control by the Government, which was also due to the external political situation. During this period, much attention was paid to ideological education, which

was reflected in education. From 1969-1971, a number of compulsory disciplines were introduced, such as military training, the basics of national morality, and others.

The modern education system in the Republic of Korea is based on the following acts:

• Constitution of the Republic of Korea (1987);

• Charters of National Education (1968);

• The Code of Laws on Education (1994-1999);

• The State Educational Standard of the VII generation (2000).

According to the 1997 law, there are 8 categories of higher educational institutions: universities, technical institutes, pedagogical institutes, vocational institutes, distance learning institutes, technological institutes, higher professional colleges in various fields. Universities are classified into: state universities, universities of local subordination and private universities. In Korea, the most prestigious are three universities: Seoul University, Koryo University and Yongse University, followed by second-level universities and so on [1]. Statistics show that the majority of jobs in the government apparatus or large corporations are occupied by graduates of three leading universities. In this regard, passing the final exam is a very important event in the life of every Korean student, as the results show the chances of admission to a particular university, thereby determining the future fate.

The organization of the educational process in higher education institutions, established by the law on higher education of 1952, also has its own specifics, it is built on the principle of the American system, where each student can independently choose the disciplines to study. There are two lists of general education and specialized disciplines, some of which are mandatory for study and are determined by the university independently. During the second half of the twentieth century, these disciplines changed due to external and internal political factors. Despite the large number of disciplines, the student is limited in the choice of the so-called credit system. The credit is equal to 1 hour, depending on the number of hours per week, the discipline is estimated at 1, 2 or 3 credits, the maximum number of credits per semester is determined by the university. This limitation is explained by the increased

density of the training schedule. In addition, there is a system of prerequisites, i.e. the presence of certain prerequisites or certain disciplines that must be studied before admission to study another subject.

A negative feature of Korean education is the mechanical memorization of information, which is facilitated by the evaluation criteria. The testing system is justified by its "incorruptibility", but it does not provide an incentive for the development of creative and scientific thought. In many ways, this feature is explained by the traditional Confucian education system, where emphasis was placed on memorizing ancient canonical texts. However, the result of Confucian education should also be considered the diligence of the Korean people, which also served as a factor in the Korean "economic miracle".

In the Republic of Korea, education is the most important factor for the future well-being of every citizen and their advancement on the social ladder. Getting a university degree, preferably the top three, is the goal of every Korean student and his parents. According to statistics, about 83% of graduates go to universities after graduation, and only 70% continue their studies after the first session. One of the distinguishing features of the Korean education system is its standardization. All educational institutions follow approximately the same plan when compiling the educational process, regardless of the territorial factor. However, despite the fact that much attention is paid to education in Korea, the approach to learning cannot be called ideal. Conservatism in this matter generates a lack of attempts to change this historically established approach. Also, in general, in Korea, one can observe an orientation towards the United States, which is reflected in the structure of the education system, and the study of English is also a mandatory discipline for all schoolchildren and students.

List of references:

1. Kiryanov O.V. Korea without lies. – M.: RIPOL klassik, 2015. – 352 p.

2. Markov V.M. Republic of Korea. Traditions and modernity in the culture of the second half of the XX century. A view from Russia. – Vladivostok: Izd-vo Dal`nevost. Un-ta, 1999. – 448 p.

3. Pak Xi Su. The policy of the Korean peninsula States in the field of education. Comparative analysis. – Vladivostok: Idatel`stvo Dal`nevost. Un-ta, 2006. – 230 p.

A LOOK AT THE HISTORY OF PARIS

Невидомая Д.М.

Жданова Н.А.,

канд. филол.наук, доцент кафедры английского языка для

экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Paris, city and capital of France, situated in the north-central part of the country. People were living on the site of the present-day city, located along the Seine River some 233 miles (375 km) upstream from the river's mouth on the English Channel (La Manche), by about 7600 BCE. The modern city has spread from the island (the Île de la Cité) and far beyond both banks of the Seine [1].

During the Middle Ages, Paris was the largest city in Europe, an important religious and commercial centre, and the birthplace of the Gothic style of architecture. The University of Paris on the Left Bank, organised in the mid-13th century, was one of the first in Europe. It suffered from the Bubonic Plague in the 14th century and the Hundred Years' War in the 15th century, with recurrence of the plague. Between 1418 and 1436, the city was occupied by the Burgundians and English soldiers. In the 16th century, Paris became the book-publishing capital of Europe, though it was shaken by the French Wars of Religion between Catholics and Protestants. In the 18th century, Paris was the centre of the intellectual ferment known as the Enlightenment, and the main stage of the French Revolution from 1789, which is remembered every year on the 14th of July with a military parade.

In the 19th century, Napoleon embellished the city with monuments to military glory. It became the European capital of fashion and the scene of two more revolutions (in 1830 and 1848). Under Napoleon III and his Prefect of the Seine, Georges-Eugène Haussmann, the centre of Paris was rebuilt between 1852 and 1870 with wide new avenues, squares and new parks, and the city was expanded to its

present limits in 1860. In the latter part of the century, millions of tourists came to see the Paris International Expositions and the new Eiffel Tower.

In the 20th century, Paris suffered bombardment in World War I and German occupation from 1940 until 1944 in World War II. Between the two wars, Paris was the capital of modern art and a magnet for intellectuals, writers and artists from around the world. The population reached its historic high of 2.1 million in 1921, but declined for the rest of the century [2].

In the 21st century, city added new museums and a new concert hall, but in 2005 it also experienced violent unrest in the housing projects in the surrounding banlieues (suburbs), inhabited largely by first and second generation immigrants from France's former colonies in the Maghreb and Sub-Saharan Africa. In 2015, the city and the nation were shocked by two deadly terrorist attacks carried out by Islamic extremists. The population of the city declined steadily from 1921 until 2004, due to a decrease in family size and an exodus of the middle class to the suburbs; but it is increasing slowly once again, as young people and immigrants move into the city [2].

The culture of Paris concerns the arts, music, museums, festivals and other entertainment in Paris, the capital city of France. The city is today one of the world's leading business and cultural centers; entertainment, music, media, fashion, and the arts all contribute to its status as one of the world's major global cities.

Paris is also home to notable cultural attractions such as the Louvre, Musée Picasso, Musée Rodin, Musée du Montparnasse, and Musée National d'Art Moderne. The Musée d'Orsay and Musée de l'Orangerie are notable for housing Impressionist era masterpieces, while art and artifacts from the Middle Ages can be seen in Musée Cluny.

Many of once-popular local establishments have come to cater to the tastes and expectations of tourists, rather than local patrons. Le Lido, the cabaret-dance hall, for example, is a staged dinner theater spectacle, a dance display that was once but one aspect of the cabaret's former atmosphere. All of the establishment's former social or cultural elements, such as its ballrooms and gardens, are gone today. Much of Paris'

hotel, restaurant, and night entertainment trades have become heavily dependent on tourism.

The city's cathedrals are another main attraction; its Notre Dame de Paris and the Basilique du Sacré-Coeur receive twelve million and eight million visitors, respectively. The Eiffel Tower, by far most famous monument, averages over six million visitors per year and more than 200 million since its construction. Modern landmarks of Paris architecture include the Centre Georges Pompidou, which officially opened on 31 January 1977, and the Louvre Pyramid designed by I. M. Pei, completed in 1989. The city is also known for its beautiful parks and gardens. The Luxembourg Gardens and Tuileries Garden are popular spots for locals and tourists alike to relax and enjoy the outdoors [3].

The capital of France is associated with love and romance. It is not only the capital of France, but also a place where you can plunge into the atmosphere of sophistication and gourmet cuisine. French cuisine has undoubtedly earned world fame and attracts gourmets from all corners of the world [4].

Paris is undoubtedly one of the most captivating cities in the world. With its exquisite beauty, rich history, and vibrant culture, it leaves an indelible impression on all who visit. The city is renowned for its iconic landmarks, each telling its own story. The Eiffel Tower, standing proudly at the heart of Paris, offers breathtaking views of the entire city.

List of references:

1.   Paris | Definition, Map, Population, Facts, & History | Britannica https://www.britannica.com/place/Paris

2.   History of Paris https://en.wikipedia.org/wiki/History_of_Paris

3.   Culture of Paris https://en.wikipedia.org/wiki/Culture_of_Paris#:~:text=Paris%20is%20also%20home%20to,be%20seen%20in%20Musée%20Cluny

4.   Essays-Paragraphs-Speeches 11 My Favorite City Essays [London, Paris, Nyc, Mumbai, Bangalore] https://mystudentsessays.com/short-essay-on-my-favoritecity/#:~:text=Paris%20is%20renowned%20for%20its,treasures%20waiting%20to%20be%20explored

SCOTTISH LEGAL SYSTEM

Некрасова Д.Р.

Воеводина А. В.

старший преподаватель кафедры иностранных языков

Федеральное государственное бюджетное образовательное учреждение высшего образования «Донбасский государственный университет юстиции»

Introduction

Scottish law is a unique hybrid of legal systems, including elements of both continental and common law, the genesis of which is explained by the peculiarities of Scottish economic and political history. The study of the selected topic allows to reveal the issues of formation and functioning of this peculiar system of law in the context of private law regulation of property relations, which remain without proper coverage in the Russian literature. The functioning of systematically different approaches to such regulation within one state deserves the attention of researchers.

Main part

- What the system is based on

The development of Scottish law was not parallel to English common law, but gradually diverged from it. Until the 15th century Scotland did not have its own universities, so future lawyers went to the universities of France, Germany, and the Netherlands, where they studied mainly Roman law, which at that time played the role of the common law of Scotland. In the 13th and 19th centuries Scottish lawyers continued to borrow continental legal experience, primarily French and Dutch. Unification with England contributed to the gradual strengthening of common law traditions. At the same time, in Scotland, as in the Romano-Germanic legal family, specific legal issues are derived from the general principle, while in the countries of

the Anglo-Saxon legal family formulate a general principle based on specific cases. A.H. Saidov believes that it should not be assumed that everything that does not coincide with English institutions and norms was taken from Roman or Romano-Germanic law. The scholar argues that "the Scottish legal system, being different from the English one, does not fully copy the Romano-Germanic system", because "it has preserved its national peculiarities and customs, formed as a result of independent historical development"[1. C. 253].

- System feature

It seems that the peculiarity of the Scottish law is quite well manifested in the regulation of relevant public relations. Thus, the regulation of property relations, especially land, differs significantly from the provisions of the current English legislation. In the field of trade relations and copyright, on the contrary, the influence of English law is most obvious. Some types of contracts provided for by Scottish law (loan, pledge) have their origin in Roman law, while others (sale and purchase) are governed by rules that are basically the same as those of English law. Liability for offenses is regulated by the rules that are only partially identical to the English law (for example, the institute of strict liability, which allows in England under certain circumstances not to require proof of guilt of the offender) does not find application here). The range of acts recognized as crimes is determined for the most part by statutes, but the signs of most crimes are listed in the common law. Many issues of the General Part of Criminal Law are treated differently in Scotland than in English law (for example, the types of intent and mitigating circumstances differ significantly, liability for complicity is determined according to different rules than in English law) [2].

Civil procedure in Scotland, which previously borrowed much from Roman law, is now regulated mainly by uncodified legislation and court rules, in the development of which the Court of Session plays a major role. The rules of Scottish case law, which treat the issues of admission and evaluation of evidence in a peculiar way, as well as a number of other procedural institutions, also play an important role in its regulation [3. C. 37–38].

Conclusion

Case law, influenced by the precedents of the House of Lords, as well as laws passed by the English Parliament, are the channels through which English law is influenced in Scotland. As a result, Scotland's legal system, with its roots in Romano-Germanic law, is now evolving increasingly towards English common law.

List of references:

1.   Saidov A.H. Comparative jurisprudence: textbook / edited by A.V. Tumanov. M. Yurist, 2000.

2.   Judicial system of Scotland. URL: https://ru.wikipedia.org/wiki/ (date of reference: 20.11.2023).

3.   Reshetnikov F.M. Legal systems of the countries of the world : reference book. M. Yurid. lit., 1993.

CANADA: GATEWAY TO THE GREAT WHITE NORTH

Орехова Е.Д.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Canada, located in North America, is the second largest country in the world. With a total area of about 9.98 million square kilometers, Canada stretches from the Atlantic Ocean in the east to the Pacific Ocean in the west and borders the United States in the south [1, p. 10]. Officially bilingual, with English and French being the two official languages. English is the most widely spoken language, with approximately 75% of Canadians speaking it as their first language.

It is a country with diverse and stunning natural landscapes that range from high mountains to vast forests, pristine lakes and rugged coastlines.

One of Canada's most famous natural wonders is Niagara Falls, which attracts millions of tourists from all over the world. Another magnificent natural attraction is Banff National Park, which is famous for its majestic mountain landscapes and diverse flora and fauna [2, p. 105].

It is also known for its dynamic urban lifestyle. Toronto, Vancouver and Montreal are just some of the major cities offering many opportunities for entertainment, historical attractions and cultural events.

Cultural heritage is also an important part of its appeal. The country is known for its multinational environment and tolerance of cultures of different groups. National holidays such as Canada Day vividly demonstrate this cultural diversity and national pride. Canada is also famous for its literature, and many Canadian writers,

such as Alice Munro and Margaret Atwood, have received well-deserved recognition in world literature [3, p. 92].

One of Canada's most famous cultural attractions is the Inuit Arts and Crafts. The Inuit, or Eskimos, are an aboriginal people living in the Cold North of Canada. Their unique traditions and skills are passed down from generation to generation, and the result is amazing stone and ivory sculptures, as well as embroidery and ceramics.

One of the most famous national parks in Canada is Jasper National Park, located in the province of Alberta. Its rich fauna and flora, as well as crystal clear lakes, make it a popular destination for travel and recreation [3, p. 102].

Canada is also famous for its glaciers, especially in the Canadian Rockies mountain system. One of the most famous glaciers is the Columbia Glacier, which stretches over an area of more than 325 square kilometers. This glacier offers spectacular views and opportunities for outdoor activities such as mountaineering and ice climbing. It is also famous for its picturesque lakes. For example, Lake Louise in Alberta attracts tourists with its crystal clear reservoir and panoramic mountain views.

Canada is a country with a rich and diverse cultural heritage. All nationalities living in this country contribute to the diversity of cultural expressions. Canadian culture combines elements of British, French, Native American and other ethnic traditions.

 Canada is an amazing country that offers its visitors unique natural beauty. Its national parks, glaciers, mountains and lakes leave unforgettable impressions and offer many opportunities for outdoor activities.

List of references:

1. Smith, John. "The Geography of Canada." Canadian Geographic, vol. 40, no. 2, 2020. Available at: https://www.researchgate.net/publication/282830712_The_Geographies_of_Canada

2. Parks Canada. "Banff National Park." [ONLINE] Available at: https://parks.canada.ca/pn-np/ab/banff. Accessed on 2nd December 2023.

3. The Canadian Encyclopedia. "Canadian Literature." [ONLINE] Available at: https://www.thecanadianencyclopedia.ca/en/article/writing-in-english. Accessed on 2nd December 2023.

QUATAR'S WEALTH

Острадчук С.С.
Жданова Н.А.,
канд. фил. наук, доцент кафедры английского языка для
экономических специальностей
ФГБОУ ВО «Донецкий государственный университет»

Once there had been only stony ground and silent dunes, palmfrond huts and grazing camels, perhaps a passing bedouin or two. Now there were oil tanks rising up, pipelines snaking across the sand, and the air reverberating with the noise of aircraft engines and great tents flapping in the breeze. It was 2 February 1950 and, although shipments of crude oil from the Dukhan field had actually begun a few weeks before, this was the moment when exports from the Umm Said terminal were to be formally recognized [1].

The power balance in the oil industry was moving away from the oil companies towards the oil-producing nations. It was a process that gathered speed over the next few years: in 1951 Saudi Arabia made a 50–50 profit-sharing deal with the American oil company "Aramco", which spurred other rulers and governments to demand a greater share of the oil revenues. They included Sheikh Ali, who successfully negotiated his own "50–50 deal". That saw an enormous rise in the country's oil revenues, from $1 million in 1950 to $23 million four years later. Old company marked the new era by changing its name to the Qatar Petroleum Company (QPC).

In the meantime, the offshore areas were being explored. After Superior Oil of California had thrown in the towel and formally abandoned its concession, Royal Dutch Shell took up the challenge and formed an operating company, the Shell Oil Company of Qatar Ltd. The company was required to work out of Doha (the capital of Qatar), reflecting the ruler's wish that oil companies should be based in Qatar. The

company began constructing residential quarters on the north and south sides of the town, a change from the usual practice of locating oil camps away from the main centres of population.

OPEC, confirming the power shift towards the oil producing nations, supported a process that would lead to the nationalization of Qatar's oil industry in 1974. By then the offshore North Field, which contained massive reserves of natural gas, had been discovered and it was this – not oil – that propelled Qatar into the ranks of the wealthiest nations on Earth [3].

Back in the 1950s, oil was the great engine of change. Villages such as Fuwairat were abandoned as the pearling fleets vanished and new jobs in the shiny oil industry beckoned. The term 'labour relations' had been meaningless in a society where slaves were bound to their owners. Some of those slaves had transferred across to work for the oil company and still paid most of their wages to their owners until it was agreed, after British pressure, that they could keep at least half. When slavery was abolished, the oilfield brought new practices and expectations to the workplace, and industrial unrest; strikes became an annual event in the industry. There was an element of shortsightedness in the company's treatment of its workers, many of whom were drawn from the local tribes and took a traditional view of labour relations: 'They can easily think that something is unjust and in that case down tools,' observed engineer Wilkinson. The company's attitude was dismissive at first, and then conciliatory; either way the strikes continued [2]. These strikes did help to shape Qatar's employment laws. A labour department was created in 1959 and three years later a law was enacted giving Qatari nationals first priority in filling vacancies, which developed into the policy we know as 'Qatarization'. However, many of the jobs on offer were of no interest to Qataris and were taken by foreign workers, whose numbers began to swell. Legislation required those workers to have a visa and a sponsor in order to work in Qatar, which was the start of the modern-day kafala system (oppressive system that controls unskilled migrant workers), though there is another theory that it derived from an earlier time in the Gulf when boat owners in the pearling trade sponsored their divers for the season.

Nowadays the story of Qatar's early oil industry is presented in Oil Company House, the old Shell office, now part of the Msheireb Museum complex. Msheireb Museums are an integral part of the inner Doha's regeneration of the old commercial centre, with its traditional community-based lifestyle. The complex consists of the four heritage houses — Bin Jelmood House, Company House, Mohammed Bin Jassim House and Radwani House. Here we: can listen to voices from the past, for the museum tells the story of ordinary Qataris in the oil industry; discover that, after the decline of the pearl trade, the wages offered in the oilfield were a godsend for the impoverished men of Doha and other towns along the coast; learn about people who worked in the oilfield in difficult conditions for the promise of a wage and a return to their families at the end of the week [3].

Beyond oil fields, the country has its share of natural beauty, with gorgeous beaches line the western coast while spectacular dunes surround Khor Al Adaid in the south. The large expense of Al Thakira mangroves near Al Khor on the eastern seaboard also provides a sharp contrast to the adjoining desert landscape [4]. Modern Qatar is, for all intents and purposes, a city-state. Over half of the country's population lives in and around the capital, Doha. Other towns and districts are interspersed between oil compounds that provide Qatar with most of its wealth.

List of references:

1. Roderic Owen, The Golden Bubble: Arabian Gulf Documentary (Kindle edition, 2017), 331 p. – [Electronic resource]: https://books.google.dk/books/about/The_golden_bubble.html?id=RloxAAAAIAAJK

2. Anh Nga Longva, Walls Built on Sand: Migration, Exclusion and Society

in Kuwait (Boulder, co, 1997), 168 p. – [Electronic resource]: https://archive.org/details/wallsbuiltonsand00long

3. Morton, Michael Quentin. Masters of the Pearl: A History of Qatar. Reaktion Books, 2020. 265 p. – [Electronic resource]: https://vk.com/doc278943367_621470885?hash=ICRkKeRwHPRepcXV5qpPJ0ZG7i KrFXu1S4eAKybngsH&dl=CtxShAxxJOzpbE8a3jRPT2iveNZdo5Majekjcx8YCqX

4. World travel guide. – [Electronic resource]: https://www.worldtravelguide.net/guides/middle-east/qatar/

TURKEY'S SOFT POWER

Падалка Г.В.,

студент-магистр 2-го курса, исторический факультет,

кафедра международных отношений и внешней политики

Донецкого государственного университета

In the modern world, soft power politics sometimes plays a key role for the state. Turkey, as an independent regional player, is trying to promote its culture in other countries. Using the example of Russia, it is possible to analyze how Turkey's soft power works and whether it is effective.

The key aspect is the media space. The sensational series «Love in the Air» stirred up Russian society [1]. Teenagers and young people watched the relationship between Eda and Serkan without stopping. And this project has become an impetus to increase people's interest in Turkish TV series and culture, as well as to increase the number of language learners and those who want to visit Turkey to meet a beautiful actor or visit a filming location.

In addition, Turkish TV series are broadcast on Russian television. An example of this is the TV channel «Domashniy» [2]. It was on this channel that people could watch such famous projects as «Hercai» and «Alev Alev» on weekends. And when the streaming of the series ends, the TV channel starts broadcasting another Turkish series. That is, invariably on weekends a lot of people are chained to TV screens for the release of a new series or a new project.

They also wanted to show Turkish TV series on the well-known TNT TV channel, but after two episodes the show was stopped.

It follows from this conclusion that people can watch TV series not only on the Internet. To expand the audience of Turkish TV series, TV channels that broadcast various Turkish projects are used. Sometimes these series are old, sometimes

premieres come out. Nevertheless, the display of Turkish series on Russian television remains unchanged.

There is also a growing interest in Turkish literature on the Russian book market. First of all, this is observed when working with the authors of classics – Sabahattin Ali's book « Kürk Mantolu Madonna» was published in two different editions. An important role in the republication of Sabahattin Ali's work and its popularity is played by the fact that this is Serkan Bolat's favorite book. The main character of the series «Love in the Air» even after a while enjoys unprecedented success among young people. And to promote the book, EKSMO even uses the following name - Serkan Bolat's favorite books (a set of 2 books: "The Little Prince. The planet of people", "Madonna in a fur coat") [3].

In addition, ABC-Atticus publishes and republishes books by the modern Turkish writer Orhan Pamuk [4]. His books «The Museum of Innocence» and «My Name is Red» are often found in various book bloggers. It also promotes the popularization of Turkish literature in modern Russian society.

Turkish literature is beginning to penetrate the modern market of books for young girls thanks to the Freedom publishing house. At the moment, two books by Turkish authors are being sold. One of them – the book «Hercai» by Sumeye Koch – is a success thanks to the fame of the series with the same name [5]. The publishing house is also preparing the second part of the book for publication.

A Turkish author of fantasy books has recently appeared in the Russian publishing houseFreedom. Dilara Keskin's books from the «Palace of Lost Souls» series are already actively distributed among young people and book bloggers [6].

The conducted analysis allows us to say about the filling of the book market by Turkish authors and the rapid popularization of Turkish literature among both young people and the older generation. Most likely, this trend will continue and more and more Turkish authors will appear on bookshelves in Russia.

List of references:

1. «Это какая-то особая магия»: в чем феномен турецких сериалов // ТВК. – URL: https://tvknews.ru/publications/news/71836/#:~:text=Сериал%20«Постучись%20в%20мою%20дверь,данных%20«Яндекса»%20и%20Google (дата обращения: 10.11.2023).

2. Турецкие сериалы на Домашнем: список лучших // Подборки фильмов. – URL: https://list-of-movies.ru/turetskie-serialy-na-domashnem-spisok (дата обращения: 10.11.2023).

3. Любимые книги Серкана Болата (комплект из 2-х книг: "Маленький принц. Планета людей", "Мадонна в меховом манто" // EKSMO. – URL: https://eksmo.ru/book/lyubimye-knigi-serkana-bolata-komplekt-iz-2-kh-knig-malenkiy-prints-planeta-lyudey-madonna-v-mekhovo-ITD1339052/ (дата обращения: 10.11.2023).

4. Почему Памук? // Год литературы. – URL: https://godliteratury.ru/articles/2017/02/17/pochemu-pamuk (дата обращения: 10.11.2023).

5. «Ветреный»: в чем отличие сериала от книги? // Domashniy. – URL: https://domashniy.ru/kino_i_serialy/vetrenyj-v-chem-otlichie-seriala-ot-knigi (дата обращения: 10.11.2023).

6. Дилара Кескин: биография автора, новинки, фото // EKSMO. – URL: https://eksmo.ru/authors/keskin-dilara-ITD56320/ (дата обращения: 10.11.2023).

PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN THE DONETSK PEOPLE'S REPUBLIC

Пинчук. П. А.
Новоградская-Морская Н. А,
канд. пед. наук, доцент
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

Tourism plays an important role in the development of economy, culture and exchange of international relations. It contributes to job creation, income and investment in regions where tourism is developed. Tourism also contributes to the preservation of cultural heritage as tourists visit historical monuments, museums and other sites of cultural significance

In addition, tourism facilitates the exchange of cultural ideas, traditions and customs between different countries and peoples. It also promotes education and international relations.

To create a tourist image in the Donetsk People's Republic it is necessary to use generally accepted development approaches. It means information about the country, the capital and its tourist potential should be taken up not only by its residents, but also in neighboring countries [1, с 11].

Donetsk People's Republic offers tourists the opportunity to get acquainted with the rich history and culture of this region. In Donetsk People's Republic you can visit such attractions as the Donetsk Regional Art Museum, which keeps valuable collections of paintings, sculptures and applied arts, as well as the Museum of the History of Donbass, which presents an exposition dedicated to the history of the region.

Tourists can also visit cities and towns in the DPR to see architectural monuments and learn more about the local culture. In addition, the region hosts various festivals, fairs and cultural events that allow guests to experience the atmosphere of local life.

Natural attractions also attract tourists to the DPR. The region has beautiful parks, reserves and lakes where you can enjoy nature and outdoor activities.

One of the main problems of tourism in the Donetsk People's Republic is security. Due to the hostilities and political instability in the region, many tourists may have concerns about their safety. This can deter potential visitors and reduce the flow of tourists to the region [2, c 31].

Another challenge is the availability of infrastructure for tourists. Due to the conflict in the region, many infrastructure facilities such as hotels, restaurants, and attractions may have been damaged or closed. This may inconvenience tourists and reduce the quality of their stay in the region

Another challenge is the availability of infrastructure for tourists. Due to the conflict in the region, many infrastructure facilities such as hotels, restaurants, and attractions may have been damaged or closed. This may inconvenience tourists and reduce the quality of their stay in the region.

It is also worth considering that due to the political isolation of the DPR, international tourists may face problems in obtaining visas and other permits to visit the region.

Despite these challenges, the Donetsk People's Republic has the potential to develop tourism due to its rich history, culture and natural beauty. However, in order to attract more tourists, it is necessary to improve security, rebuild infrastructure and simplify procedures for foreign visitors to the region.

In light of the current political situation and military actions in the region, the prospects for tourism development in the Donetsk People's Republic remain uncertain. However, under favorable conditions and conflict resolution, a revival of the tourism industry in the region is possible.

Potential areas of tourism development in the Donetsk People's Republic may include cultural tourism related to visiting historical and cultural attractions such as museums, monuments and architectural sites. It is also possible to develop ecological tourism due to the picturesque natural landscapes and nature reserves in the region [3, c 7].

In addition, the development of infrastructure for comfortable stay of tourists, including hotels, restaurants, transportation services and entertainment activities can help attract visitors.

However, for the successful development of tourism in the Donetsk People's Republic, it is necessary to ensure security and stability in the region, as well as to conduct marketing campaigns to attract tourists from other regions and countries.

List of references:

1. Близнюк А.М. Пути повышения туристско-рекреационного

имиджа Донецкой области / А.М.Близнюк, Н.И. Конищева // Вісник

ДІТБ - 2004. - №8. -С.19-23.

2. Бовсуновская А.Я. Оценка природно-рекреационных ресурсов

Донецкой области / А.Я. Бовсуновская, А.А. Блакберн // ВісникДІТБ

- 2006. - №10. - С.94-110.

3. English for tourists and employees of the tourism industry [Electronic

resource] – Access mode: https://preply.com/en/blog/2014/05/27/theimportance-of-english-in-today-s-world/

WELCOME TO MONTREAL

Поливода Е.Р.

Жданова Н.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий Государственный Университет»

Montreal is the second largest city in Canada and the largest city in the province of Quebec, located along the Saint Lawrence River at its junction with the Ottawa River. [2]The city of Montreal occupies about three-fourths of Montreal Island (Île de Montréal), the largest of the 234 islands of the Hochelaga Archipelago, one of three archipelagoes near the confluence of the Ottawa and St. Lawrence rivers. Area 141 square miles (365 square km); metro. area, 1,644 square miles (4,259 square km). Pop. (2011) 1,649,519; metro. area, 3,934,078; (2021) 1,762,949; metro. area, 4,342,213.[1]

There are three main geological regions in Quebec: the great igneous plains of the Canadian Shield, the Appalachians in southern Quebec, and the St. Lawrence lowlands that lie between them. Covering over 95% of Quebec, the Canadian Shield contains some of the oldest igneous rocks in the world, dating back to the Precambrian period, over 1 billion years ago. The Canadian Shield is generally quite flat and exposed, punctuated by the higher relief of mountain ranges such as the Laurentians in southern Quebec. The Appalachian region of Quebec is a thin strip of weathered mountains along Quebec's southeast border. The Appalachian mountain chain is actually a long range that runs from Alabama north to Newfoundland. The St. Lawrence lowlands are comparatively tiny in size (about 17,280 km2 (6,670 sq mi)) but disproportionately important in that they contain most of the human population of Quebec. The lowlands actually consist of three parts: the central lowlands, or the St. Lawrence Plain, a wide and flat triangle extending from Cornwall

to Quebec City. The St. Lawrence Plain is almost entirely flat because of the clay deposits left behind by the Champlain Sea (which once covered all of Montreal). [2]

In Montreal, the largest city of Québec, located in southeastern Canada, the climate is continental, with very cold winters and warm summers.[3] The average temperature for January is in the mid-teens F (about –9 °C), but the windchill factor can decrease that temperature considerably. The average July temperature is in the low 70s F (about 22 °C); however, it is not unusual to have summer days in which the temperature exceeds the mid-80s F (about 30 °C) and humidity is 100 percent. The prevailing winds and Great Lakes also influence precipitation, which is relatively even year-round amounting to approximately 41 inches (1,050 mm) annually. In winter, though, that precipitation is mainly in the form of snow, and totals often exceed 7 feet (about 2.2 metres); a major hazard for the region is freezing rain in the winter. A memorable ice storm in 1998 took a number of lives, made travel on roads impossible, and caused major damage to hydroelectric transmission lines and trees. [1]Best time to visit Montréal is from mid-May to late September. In midsummer, especially in July and early August, there can be hot and muggy days, so, this period can be excluded if you cannot stand the heat. In May and early June, it can still be a bit cold. However, you always have to take into account the possibility of rain and changes in temperature.[3]

Montreal has a population of 1,704,694 people. The age group between 25 and 29 years old forms the highest population in the city, while the age group between 80 and 84 years old has the lowest population. Montreal's population consists of 31.06% Black people as the largest ethnic group, then comes Arabs, followed by Latin Americans. Between the ages of 15 and 64, 68.39% of the population is employed. Montreal's economy is the second-largest in Canada (the largest being Toronto's) and the first in Quebec. The city serves as a hub for business, industry, technology, culture, finance, and international affairs. It has a diverse economy with a large French-speaking population. Many Francophone-owned businesses have their headquarters in the city.[4]

A strong francophone population distinguishes Montreal from large North American cities. It is the main centre of expression and diffusion of French Canadian

culture, as well as the meeting place between the French and American cultures. The anglophone minority also has its particular cultural institutions in the city.

With six concert halls, the Place des Arts is the main centre for performing arts. The new Maison symphonique de Montreal, opened in 2011, is home to the Orchestre symphonique de Montreal. The city also enjoys the Orchestre Métropolitain and the Opéra de Montreal, and Les Grands Ballet Canadiens and other dance companies are also based in the city. Many French-language theatre companies perform there, including Théâtre du Nouveau Monde, Théâtre du Rideau Vert, Théâtre de Quat'Sous, Espace Go and Théâtre Ubu. The city houses the world-renowned Cirque du Soleil and the École Nationale du Cirque.

The Montreal Botanical Garden, founded in 1931, is one of the world's greatest botanical gardens, with a collection that now exceeds 22,000 different plant species. The Montreal Biodome houses thousands of plants and animals living in environments representative of four distinct ecosystems of the Americas.The Molson Centre is home to the Montreal Canadiens, the city's most famous professional sports team. They have won the Stanley Cup more often than any other team and are one of the sport's most enduring dynasties. Montreal hosts many major seasonal attractions. In May, the Festival TransAmériques gives free outdoor performances, and June features the International Fireworks Competition, the world's largest pyrotechnical display.[5]

Montreal's transportation system is characterized by wide coverage, efficiency and accessibility, facilitating movement for both residents and tourists. Life in Montreal is affordable and comfortable, given the level of salaries and expenses for basic needs such as food, housing and transportation.

In general, Montreal is a city that offers a high quality of life, rich culture and history, a variety of leisure opportunities and convenient means of transportation.

List of references:

1. https://www.britannica.com/place/Montreal

2. https://en.wikipedia.org/wiki/Geography_of_Montreal#Sunshine

3. https://www.climatestotravel.com/climate/canada/montreal#google_vignette

4. https://www.worldatlas.com/cities/montreal-canada.html

5. https://www.thecanadianencyclopedia.ca/en/article/montreal

THROUGH THE PRISM OF SPANISH CULTURE: INTERESTING FACTS

Прокопенко В.А.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Spain is a storied country of stone castles, snowcapped mountains, vast monuments, and sophisticated cities, all of which have made it a favoured travel destination. The country is geographically and culturally diverse. Its heartland is the Meseta, a broad central plateau half a mile above sea level. Much of the region is traditionally given over to cattle ranching and grain production; it was in this rural setting that Miguel de Cervantes Don Quixote tilted at the tall windmills that still dot the landscape in several places. In the country's northeast are the broad valley of the Ebro River, the mountainous region of Catalonia, and the hilly coastal plain of Valencia. To the northwest is the Cantabrian Mountains, a rugged range in which heavily forested, rain-swept valleys are interspersed with tall peaks. To the south is the citrus-orchard-rich and irrigated lands of the valley of the Guadalquivir River, celebrated in the renowned lyrics of Spanish poets Federico García Lorca and Antonio Machado; over this valley rises the snowcapped Sierra Nevada. The southern portion of the country is desert, an extension of the Sahara made familiar to Americans through the "spaghetti western" films of the 1960s and early '70s. Lined with palm trees, rosemary bushes, and other tropical vegetation, the southeastern Mediterranean coast and the Balearic Islands enjoy a gentle climate, drawing millions of visitors and retirees, especially from northern Europe [3].

Spain's countryside is quaint, speckled with castles, aqueducts, and ancient ruins, but its cities are resoundingly modern. The Andalusian capital of Sevilla (Seville) is famed for its musical culture and traditional folkways; the Catalonian

capital of Barcelona for its secular architecture and maritime industry; and the national capital of Madrid for its winding streets, its museums and bookstores, and its around-the-clock lifestyle. Madrid is Spain's largest city and is also its financial and cultural centre, as it has been for hundreds of years [1].

There are many interesting facts about Spain, which deserve attention.

1. Spain Is Home To The World's Oldest Restaurant. The world's oldest restaurant still in operation is Sobrino de Botín, located in Madrid. It was founded in 1725 and was awarded the oldest restaurant moniker by the Guinness World Records. The restaurant is known for its traditional Spanish cuisine, including roast suckling pig and lamb, as well as seafood dishes. Botín has a long and storied history, having been visited by many famous figures throughout the years, including Ernest Hemingway, who mentioned the restaurant in his novel "The Sun Also Rises". According to legend, artist Francisco de Goya worked at Botín as a waiter when he was a struggling artist. The restaurant is housed in a historic building in the heart of Madrid's Old Town and has retained many of its original features, including a 17th-century oven that is still used to cook the famous roast meats and its cellar that dates back to 1590.

2. The Spanish National Anthem Has No Words. Was that their national anthem, called Marcha Real, has no words. It is literally a marching tune. The music has been in use since the 18th century and was declared the official national anthem of Spain in 1931, although it was not officially recognized until 1997. So if you are heading to a sporting event and expect to see Spanish people singing along, you will be disappointed. Spain is only one of 4 countries in the world that do not have lyrics in their national anthems. Most national anthems have lyrics and while there have been some calls to add lyrics to the national anthem over the years, the lack of lyrics has also been seen as a symbol of the country's unity, as it represents all of Spain without favoring any particular region or language.

3. Birthplace Of Picasso. Most national anthems have lyrics, but Spain's national anthem, known as "Marcha Real," does not have any words. It is literally a

marching melody. The music has been in use since the 18th century and was declared the official national anthem of Spain in 1931, although official recognition came only in 1997. So, if you're attending a sports event and expect to see Spaniards singing along, you'll be disappointed. Spain is one of four countries in the world where national anthems have no lyrics. While there have been suggestions to add lyrics to Spain's national anthem over many years, the lack of lyrics is also seen as a symbol of the country's unity, representing all of Spain without favoring any particular region or language.

4. They Don't Have The Tooth Fairy But The Tooth Mouse. In many countries, the tooth fairy collects the lost teeth of children, replacing them with coins as a reward. In Spain, however, this enchanted task is left to a mouse named Ratoncito Perez. The mouse has been hard at work collecting the discarded teeth of Spanish children since he became popularized in the late nineteenth century. According to the legend, the Tooth Mouse collects the teeth and takes them back to his mouse hole, where he uses them to build his mouse castle. In exchange, he leaves a small gift or coin for the child to find under their pillow when they wake up in the morning. The Tooth Mouse tradition is believed to have originated in Spain in the late 19th century and has since become a beloved part of Spanish culture. Children often make special Tooth Mouse boxes or leave notes for the Tooth Mouse, and parents sometimes even stage elaborate Tooth Mouse visits with costumes and props to make the experience even more magical for their children [2].

Thus, closing the page of our research on the country of Spain, we may note: This is not just a country, it is a magical world where the aroma of olives, the sounds of flamenco and the warmth of the Spanish sun mix, in every street of which a piece of history is hidden, and every conversation with the locals is a new chapter in your tourist history. Spain is not only a guide to geography, but also an immersion in a whirlwind of passion, tastes and indescribable vitality. ¡Hasta la próxima vez en España! ¡Viva la vida!

List of references:

1. Spain | History, Map, Flag, Population, Currency, Climate, & Fact. https://www.britannica.com/place/Spain

2. 23 Interesting and Fun Facts About Spain - The Planet D. https://theplanetd.com/interesting-facts-about-spain/

3. Top 20 Facts About City of Madrid - Discover Walks Blog https://www.discoverwalks.com/blog/top-facts-about-city-of-madrid/

THE WORLD THROUGH THE EYES OF YOUTH. CURRENT PROBLEMS OF REGIONAL STUDIES AND CULTURE IN THE MODERN WORLD

Пронько А.С.
Новоградская–Морская Н.А.,
Доцент кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и Государственной Службы»

The world of youth through the eyes of the young. What is this world like? Many have already given up on our generation, they believe that the nation is degrading, millions of problems are pouring down on us from television. But still, perhaps the older generation simply does not want to look at the world through our eyes?

The modern world is full of different cultures, languages and traditions. And in this diversity, a special role is played by young people, who actively influence the formation and development of our country. Let's consider some current problems related to and culture in the modern world through the eyes of young people.

Young people are faced with the problem of preserving and promoting national traditions. More and more young people are willing to explore and learn about their country's culture: history, customs, cuisine and national arts. They recognize the importance of preserving and passing on these traditions to future generations so as not to lose their identity and strong ties to the past.

Young people also face issues of misunderstanding and prejudice towards other cultures. Intercultural communication allows you to overcome barriers and develop tolerance. Young people learn to understand and appreciate differences in lifestyles, worldviews and cultural traditions in other countries. They understand that multiple cultural choices and perspectives enrich our lives and provide insight into ourselves.

One of the key problems in the modern world is the preservation of cultural heritage. Young people are mobile and increasingly have the opportunity to travel and explore different countries. However, with the increase in tourist flow, problems arise in the integrity and preservation of cultural monuments. Young people, realizing the uniqueness and value of these objects, actively oppose their destruction and try to restore their former beauty, realizing that a world without history and culture will be poor and impoverished.

Also, young people actively introduce new trends and ideas into culture. They become pioneers of fashion, music, cinema and literature, from where they penetrate into all spheres of life. They explore and experiment, opening new horizons and expanding cultural boundaries. Youth movements and their ideas influence the formation of global trends and open up new opportunities for the exchange of cultures.

Young people also actively influence the development of cultural processes in society. They act as a creative force, create new trends and reflect current issues in their art and literature. Through their eyes we can gain new ideas and understand cultural trends in the modern world.

Thus, the world through the eyes of youth is an important tool for understanding and solving pressing problems of regional studies and culture in the modern world. Youth play a key role in shaping the future of society, and their views and ideas must be heard and supported if our society is to prosper and develop in harmony with the diversity and cultural richness of the world.

List of references:

1.   DI. Feldstein. Features of the stages of personality development using the example of adolescence: https://psylist.net/hrestomati/readerage052.htm.

2. The world of youth through the eyes of the young, Golovnya A.V., Yakovleva L.A.: https://studylib.ru/doc/906617/e-sse-mir-molodezhi-glazami-molodyhx.

THE WAY OF FORMATION OF AN EFFECTIVE LEADER: THE STORY OF JOHN JAMES HUGHES

Пузик Г.А.,

Колесникова Е.Ю.,

старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий Государственный Медицинский
Университет» Минздрава России

Creation of an effective team is the key to the success of any organisation. The team's efficiency depends so much on the personal qualities of its members and, first of all, on the personality of the leader himself. He must ensure the maintenance of the team spirit, train the team members, have an idea of the interests of his subordinates, the problems of their provision, the motives of their behaviour. An example of such a leader can be John Hughes, who appeared in 1868 on the banks of Kalmius. Thanks to the activity of this man a metallurgical plant had appeared there. And that's what started the history of the City of Donetsk (originally named Yuzovka).

John Hughes was born in 1814 in the town of Merthyr Tydfil, Glamorgan, Wales, one of the metallurgical centres of Great Britain. Hughes' home was close to the Cyfarthfa Ironworks, which employed more than one generation of Hughes' men, including his father, who worked there first as a miner and later as an engineer. John began his career as a pit boy (a horn boy). S.N. Sergeyev-Tsensky has a capacious description of the essence of this position: "The owners of coal mines accepted even five-year-old children: those workers opened the doors when carrying wagons with coal. These poor little children were brought into the mines at six o'clock in the morning, and they spent days in darkness and mud there, not daring to leave the doors to which they were assigned. ...The life of the working class children became a hard labour, as soon as they opened their eyes ....".

John's father took his son out of the mine. And he put him next to himself – in the rolling mill shop to learn the craft of a blacksmith and a roller smith. John Hughes saved his love of the horn, hammer and anvil for all his life. It is known that even in Yuzovka, having built a forge and tool shop first of all, the plant Director used to make something with his own hands.

Having received elementary education, John continued his schooling in the walls of the Cyfarthfa factory, where he went to work as an apprentice miner. In the late 1830's John moved from his "sister plant" Cyfarthfa to another plant "Ebbw Vale". Here he gradually worked his way up from junior engineer to plant manager, actively engaged in self-education. At the plant he was remembered mostly for a series of original production improvements in mechanical engineering.

In the early 1840's, John took a job as an engineer at the Uskside Foundry in Newport, Monmouthshire (Bristol). Amazing competence, multiplied by high proficiency, helped John Hughes to become first the manager of the plant. And in 1852 he became the owner of the enterprise, after which he began its modernisation. Hughes was one of the first to realise that the wooden fleet had not long to live, and the era of steel steamships was beginning. Therefore, Hughes set up the production of armour plates, plates and shields for cladding wooden warships. In 1860 he received a special government patent for his invention of improvements in the production of cladding, which earned Hughes a position on the Board of Directors of the English Shipbuilders' Association.

Taking into account the crisis in the development of English heavy industry in the second half of the 60-ies of the XIX century, Hughes decided to invest capital in a new major business in southern Russia. Before concluding a concession agreement with the Russian government, J. Hughes examined the Donetsk basin personally. Officially John Hughes appeared for the first time on the banks of the Kalmius in 1868. He made a geological survey, made sure that the subsoil was rich in coal and ore, found the sources of water. He concluded a treaty with the Russian government, which was approved by the highest authority on 18 April 1869. According to the agreement John Hughes accepted to start a joint-stock company for the development of coal and the foundation of rail production in the south of Russia in Bakhmut

district of Ekaterinoslav province. The stages in the formation of the enterprise were as followed. J. Hughes and his four eldest sons settled in the Donetsk steppe reed gatehouse rented from the local landowner Smolyaninov. The construction of the metallurgical plant began with the construction of a small forge in the summer of 1869. In the autumn of 1869, the equipment for the plant ordered in Great Britain and 100 specialists hired in their home country (mostly from South Wales) arrived at the port of Taganrog on the Sea of Azov and were transported to the construction site. So, the construction of the plant has begun. First of all, Hughes deepened and expanded the coal mines and began the development of iron ore lances; he built the smithy and machine shop of the plant and coke batteries. The first blast furnace was commissioned in early 1872, and in September 1873 the first rails were rolled.

In parallel with the industrial complex the industrial city was growing. The general manager's concerns extended to providing food for his workers and employees. Several free tea houses were opened at Hughes' factory and mines. Hughes was proud of a well-equipped hospital with a staff of over 60, which had its own departments at the large mines.

Within nine months John Hughes was able to put the blast furnaces for iron smelting into full operation, within two years he managed to complete the construction of a rail works using local raw materials, as well as to set up mechanical workshops for the needs of the metallurgical plant.

List of references:

1.   Бондаренко, О. Кузнец из Мертир-Тидвила / Удачный выбор. - 2009.   -   №   74   -   75.   –   URL: http://media.ukrinfo.net/smi/view_article.cgi?sid=12&nid=3389&aid=36916

2.   Джон Юз // Неизвестный Донбасс: краеведческий сборник. – Донецк, 2009. ─ С. 10-14.

3.   Джон Юз - пионер железного производства на юге России // Исторический Донбасс: судьбы первых инвесторов и героев трудовых будней. – Донецк, 2012. ─ С. 12-16.

MALDIVES: HISTORY AND MODERNITY

Савельева Д.И.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Destination Maldives, officially the Republic of the Maldives, a southern Asian chain of coral islands and atolls in the Indian Ocean. The atolls formed atop submarine mountain ridges. The island nation shares maritime borders with India, Sri Lanka and the British Indian Ocean Territory (UK). Countries are made up of about 1200 coral islands grouped into 26 atolls spread over an area of 90,000 km² [1].

Although Sri Lank and India traditionally practiced a strict division of society along Hindu caste lines, society in the Maldives is organized in a simpler two-tier pattern: nobles and commoners. Most of the nobility live in Male, the capital city. The official language of the Maldives is Dhivehi, which seems to be a derivative of the Sri Lankan language Sinhala. Although Maldivians use Dhivehi for most of their daily communications and transactions, English is gaining traction as the most common second language. The official religion of the Maldives is Sunni Islam, and according to the Maldivian Constitution, only Muslims may be citizens of the country. Open practice of other faiths is punishable by law. With just 394,500 people, the Maldives has the smallest population in Asia. More than one-quarter of Maldivians are concentrated in the city of Male [3].

The population of the Maldives belongs almost entirely to the Maldivian ethnic group, which is the result of various peoples' settling in the islands successively during the country's history. Since the 1970s the economy of the Maldives has developed rapidly through tourism, fishing, boatbuilding, and boat repair. The archipelago was inhabited as early as the 5th century BCE Buddhist peoples,

probably from Sri Lanka and southern India. Some argue (from the presence of Jat, Gujjar Titles and Gotra names) that Sindhis also accounted for an early layer of migration. Seafaring from Debal began during the Indus valley civilisation. The Jatakas and Puranas show abundant evidence of this maritime trade; the use of similar traditional boat building techniques in Northwestern South Asia and the Maldives, and the presence of silver punch mark coins from both regions, gives additional weight to this. There are minor signs of Southeast Asian settlers, probably some adrift from the main group of Austronesian reed boat migrants that settled Madagascar. According to tradition, Islam was adopted in the islands in 1153 CE. Ibn Baṭṭūṭah, a notable North African traveler, resided there during the mid-1340s and described conditions at that time, remarking disapprovingly on the freedom of the women – a feature that has been noticeable throughout Maldivian history. The Portuguese forcibly established themselves in Male from 1558 until their expulsion in 1573. In the 17th century the islands were a sultanate under the protection of the Dutch rulers of Ceylon (Sri Lanka), and, after the British took possession of Ceylon in 1796, the islands became a British protectorate, a status formalized in 1887. A republic was proclaimed in 1953, but later that year the country reverted to a sultanate. In 1965 the Maldives attained full political independence from the British, and in 1968 a new republic was inaugurated and the sultanate abolished. The last British troops left on March 29, 1976, the date thereafter celebrated in the Maldives as Independence Day. The Maldives became a member of the Commonwealth in 1982 [2].

Now the Maldives are a presidential representative democratic republic. Chief of state, head of government, and commander-in-chief of the Maldives National Defense Force is the president. The supreme legislative authority in the country is the People's Majlis, the parliament. Maldives' legal system is based on Islamic law with admixtures of English common law primarily in commercial matters. In 2008 a new constitution paved the way for first multi-party presidential elections. In October 2016 the Maldives announced to leave the Commonwealth [1].

The climate of the Maldives is tropical, with temperatures ranging between 24 °C (75 °F) and 33 °C (91 °F) year-round. The monsoon rains generally fall between June and August, bringing 250-380 centimeters (100-150 inches) of rain. Crucially,

the average elevation of the Maldives is just 1.5 meters (almost 5 feet) about sea level. The highest point in the entire country is 2.4 meters (7 feet, 10 inches) in elevation. During the 2004 Indian Ocean Tsunami, six of the Maldives' islands were completely destroyed, and fourteen more rendered uninhabitable [3].

With many inhabited islands only at about 1,5m above mean sea level, the Maldives is among the nations most threatened by coastal flooding and sea level rise. Coastal flooding in the Maldives occurs due to multiple interacting sources. These include long-period (up to 20s) energetic waves generated in the Southern Ocean combined with spring tides. Wave run-up appears an essential mechanism for a flood, but is currently poorly quantified. However, as sea levels continue to rise the conditions that produce a flood will occur more frequently, suggesting that flooding will become common in the Maldives [4].

The Maldives is a nation with an unusual problem. In the coming decades, it may cease to exist. If the Maldives disappears, though, it will be the Indian Ocean itself that swallows the country, fueled by global climate change. Rising sea levels are also a worry for many Pacific Island nations, of course, along with another South Asian country, low-lying Bangladesh [3].

So, visit the beautiful Maldives Islands soon. Studded with luxurious water villas and endless palm groves swaying rhythmically, this postcard-perfect amalgamation of blue, white, and green is a true paradise on Earth!

List of references:

1.   Political Map of the Maldives – Online project Nations / https://www.nationsonline.org/oneworld/maldives.htm

2.   The History of the Maldives / https://www.britannica.com/topic/history-of-Maldives

3.   The Maldives: Facts and History https://www.thoughtco.com/the-maldives-facts-and-history-195068

4. Coastal flooding in the Maldives: an assessment of historical events and their consequences / https://link.springer.com/article/10.1007/s11069-017-2957-5

WELCOME TO GREENLAND

Седых Н.А.

Онипченко Л.Н.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий Государственный Университет»

Greenland is the largest island in the world. It is located between Europe and America, 740 km from the North Pole. The area of Greenland is 2 130 800 km2, of which 410 400 km2 are ice free to one degree or another. The length of the island from north to south is 2690 km, the greatest width is 1300 km.

Geographically, this country belongs to North America, but politically it is considered a self-governing province of Denmark. Although Greenland is 50 times larger than Denmark in area, the number of inhabitants of the island does not exceed the population of a small town. The reason for this is the cold - most of the island is covered with a layer of ice almost 3 km thick.

The population of Greenland is 56 890 people, which gives a population density of 0.027 people/km2. Almost all residents live on the southwest coast, on a narrow coastal strip between the ice sheet and the sea, because the climate is milder here. The main peoples on the territory of Greenland are the Greenland Eskimos (Inuit in the local language), who make up about 90% of the total population. The remaining 10% are mostly Danes and other Europeans.

The Eskimos were the first people to settle in Greenland. Around 985, Vikings from Norway and Iceland arrived here and named this ice-covered island Greenland ("green land") in order to attract more settlers to it. Since 1380, Greenland has been under Danish rule almost all the time, but in 1979 it was granted the right to internal self-government.

Administratively, the country is divided into 3 districts - Avanna (Nordgrenland), Tunu (Ostgrenland) and Kita (Westgrenland), which in turn are subdivided into 18 municipalities. The capital of Greenland, Nuuk (Gothob), is the largest settlement on the island.

The climate of the coasts is marine, subarctic and Arctic; in the area of the ice sheet - continental Arctic. Cyclones often cross the island, accompanied by strong winds, sudden changes in temperature and precipitation. Strong stock winds blow from the expanses of the ice sheet almost all year round, the speed of which sometimes reaches 60-70 meters per second.

The average temperature of January on the coast is from -7 °C in the south to -36 °C in the north, in July from +10 °C in the south to +3 °C in the northwest. In the center of Greenland, the average temperature in February is -47 °C (absolute minimum -70 °C), in July -12 °C. In summer, the daytime temperature sometimes rises to +21 ° C, but often even during this period in the central areas of the island it barely exceeds 0 ° C (on the coasts, especially on the west, the air warms up much better).

If Greenland's ice completely melted, the world sea level would rise by 7 meters. The thickness of the ice shell covering Greenland is on average one and a half thousand meters.

Greenland National Park, located in the northeast of the island, is the largest and most inaccessible nature reserve on the planet. In addition, it has been closed to outside researchers for many years. UNESCO recently included it in the list of biosphere reserves of world importance. The park has an extensive tundra area, which is home to musk oxen, polar bears, polar wolves and a wide variety of forms of Arctic plants.

Currently, Greenland remains one of the few places on the planet that is little affected by human activity, a place of fantastic opportunities for both extreme recreation and sports, and for eco-tourism. Vast tundra, picturesque coast with its fjords and pristine shores, monstrous glaciers, year-round opportunities for iceclimbing, snowboarding and skiing, unique nature, sea rich in living creatures,

silent Inuit with their unique culture and fantastic adaptability to the harshest local conditions - all this constantly attracts more and more tourists here.

Recently, Greenland tourism has been attracting more and more attention of fans of extreme sports and recreation. This is one of the few localities on the planet Earth with extraordinary opportunities for eco-tourism, which has not been affected by human activity and has preserved its virginity.

It is impossible to compare the tourism of this unusual island with any of the resort regions. Greenland resorts are actively developing their infrastructure and offer active tourists comfortable accommodation and thoughtful routes that start in the main towns and villages.

Greenland tourism such as ice climbing is becoming very popular, this is facilitated by a large number of glaciers. Dog sledding, dizzying ice descents on special skis. Special attention is drawn to ecotourism across the vast expanses of the icy desert on reindeer or dog sleds, living in Inuit dwellings, fishing in the cold sea. For those who wish, you can get on a musk ox safari. Watch big and humpback whales in the waters near the capital. It is best to choose either daylight saving time for this. Or early autumn.

List of references:

1. The Great Russian Encyclopedia 2004-2017 [https://old.bigenc.ru/geography/text/5652807]

2. Agranat G. - Mysterious Greenland [https://geo.1sept.ru/article.php?ID=200401404]

3. Eirik the Red and his discovery of Greenland [https://sitekid.ru/planeta_zemlya/osvoenie_zemli/ejrik_ryzhij_i_ego_otkrytie_grenlandii.html]

4. National-travel.ru [https://national-travel.ru/grenlandiya]

YOUTH AND THEIR PERCEPTION OF FOREIGN CULTURES

Семенчук В.В.

Черкашина Т.В.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Today's youth live in an era of globalization, where interaction with foreign cultures has become an integral part of their daily lives. One of the main channels of interaction is mass culture. Music, films, anime and literature become not only entertainment for young people, but also a source of information about other countries and their cultural values. Music from around the world is on young people's playlists, films and TV series in foreign languages can easily reach their phones and computers, and Japanese animation is winning hearts not only in Japan but also abroad. All of this allows young people to experience foreign cultures and broaden their horizons.

Today's youth, by browsing social media or listening to their favorite music, form their worldview and strive to become like their idols. [1] Mass culture therefore plays a significant role in this process. An example of this influence is various K-pop groups such as BTS, Stray Kids, BLACKPINK and others. They have become the brightest representatives of this culture, attracting attention and fans from all over the world. Their music, style, choreography and lifestyle have become an integral part of the lives of millions of teenagers and young people, forming new views on fashion, beauty and self-expression.

It should also be noted that most of the artists of this culture not only release music that helps teenagers in difficult times and inspires them to express themselves, but also participate in various charity events. For example, BTS, together with UNICEF, created "Love Myself," a company that focuses on the issue of violent

abuse against teens and children. As part of this company, BTS releases music to encourage young people to love themselves and not be afraid to show love and kindness towards others. [1]

Every culture contains alternatives for the development of social relationships. [2] For example, anime is a form of popular culture that shows how versatile animation can be and how broad the list of genres displayed in animation can be. Anime portrays the full range of human feelings, emotions and experiences that animation can portray. [2] Many young people find in anime an outlet from everyday problems and enjoy the ideal and beautiful life that is often portrayed in animated films. In addition, anime inspires confidence in overcoming difficulties and shows that life can be more interesting and varied.

Popular foreign literature also has a huge influence on modern culture and mass audiences. It is no secret that identity is developed most widely during the adolescent years, so it is not much of a leap to consider literature an important factor upon a teenager's identity development. [3] One of the brightest examples of this influence is the trilogy "The Hunger Games" by Suzanne Collins. These books tell of a future where teenagers are forced to participate in televised survival games. The themes in the series reflect some of the problems in today's society such as violence, irrelevance and stratification. The increase of problem novels and dystopian novels has generated a renewed focus on the teenage readers' needs. Present day young adult novelists are writing to provide bibliotherapeutic models and problem-solving plots for their young readers. [3]

However, it is important to note that the perception of foreign cultures differs among different members of today's youth. Some young people perceive foreign cultures passively, simply enjoying the entertainment they offer. For others, interaction with foreign cultures becomes a source of inspiration, motivation and personal development. They learn foreign languages, delve deeper into the cultural characteristics of other countries, and travel to immerse themselves in the reality of places they have only imagined in films or books. This active approach to the study of foreign cultures contributes to personal growth and enrichment of young people's information baggage.

Thus, today's youth actively interact with foreign cultures using music, films, anime, and literature as a means of immersion. This interaction has a significant impact on youth perception and development, not only expanding their horizons and information baggage, but also stimulating their personal growth and creative development. Interaction with foreign cultures contributes to the formation of a tolerant and global mindset in young people, which is important in today's world, where borders between countries are blurring and international cooperation and mutual understanding are becoming increasingly important.

<div align="center">List of references:</div>

1. Knyazeva S.O. Influence of mass culture on modern society on the example of the BTS group / S.O. Knyazeva // Proceedings of the Institute of Control Systems SGEU. — 2021. — No. 2(24). — p. 82–85.

2. Milyukova A.V. Influence of Japanese anime culture on the modern youth of Russia / A.V. Milyukova // Innovative science. — 2017. — V. 2, No. 4. — p. 202–204.

3. Elmore, Chelsea, "YOUNG ADULT LITERATURE: THE REALITY ON THE PAGE" (2017). Selected Honors Theses. 88. https://firescholars.seu.edu/honors/88

WELCOME TO FRANCE

Серёгин.М.А
Карпова.Н.А,
старший преподаватель кафедры гуманитарных дисциплин
ФГБОУ ВО «ДОНЕЦКАЯ АКАДЕМИЯ УПРАВЛЕНИЯ И
ГОСУДАРСТВЕННОЙ СЛУЖБЫ

The legal system in France is based on codified civil law and the Roman-Germanic tradition and like most countries, France is divided into three main branches of government: executive, legislative and judicial.

Executive. The President of the Republic, currently Emmanuel Macron, is the head of state, elected directly by universal adult suffrage for a five-year term. The Prime Minister, currently Elisabeth Borne, is the head of government, appointed by the President to lead the government. The President has the power to dissolve Parliament or circumvent it by submitting referendums directly to the people; the President also appoints judges and civil servants, negotiates and ratifies international agreements, as well as serves as commander-in-chief of the Armed Forces. The Prime Minister determines public policy and oversees the civil service, with an emphasis on domestic matters.

Legislative. The French legislature is a bicameral parliament consisting of the National Assembly and the Senate.

• The National Assembly of France is the lower house of the parliament and consists of 577 deputies elected for a five-year term. Deputies are elected using a majority system in single-member constituencies.

• The Senate of France serves as the upper house of the parliament and is composed of 348 senators elected for a six-year term. Senators are chosen among representatives of the regions and departments of France.

Legislative proposals can be introduced by members of the National Assembly, senators, or the French government. These proposals are debated and passed by both houses of parliament.

For a law to be passed, it requires the consent of both chambers of parliament. If the Senate amends a legislative proposal, it is sent back to the National Assembly for reconsideration. In case of disagreement between the two houses, a "conciliation committee" procedure can be used to resolve differences.

The President of France, as the head of state, has the authority to either approve a law or send it to the Constitutional Council for constitutional review. The Constitutional Council can reject a law if it violates the constitution.

The Constitutional Council is responsible for reviewing the constitutionality of laws and has the power to reject a law if it is found to be unconstitutional.

This legislative system ensures a separation of powers and oversight of the legislative process in France. Laws passed by the parliament and approved by the President or vetted by the Constitutional Council form the basis of the French legal order.

Judicial. The French judicial system is divided into three main bodies: the judicial order, the Administrative Courts and the Constitutional Council occupies a niche in the regulatory pyramid of the French legal system the regulations and the highest point is occupied by the Constitution. Since France is a member of the European Union and a permanent member of the United Nations, the laws of these organizations are also expressed in French law.

In conclusion, France gave the world a huge leap in the legal sphere and it is unknown how the world would have existed if the Great French Revolution had not happened and had not overthrown the monarchical way of the world. And in our time, many countries, including Russia, live according to the charters and civil codes of Napoleon, which were created in France for more than 200 years.

List of references:

1.   Article   Wikipedia   "Law   of   France"

https://en.wikipedia.org/wiki/Law_of_France

IMPORT PHASE - OUT IN TOURISM

Сиволай В.В.

Красько И.С.,

ст. преподаватель кафедры английского языка

для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Not so long ago, the official website of the European Commission published a document explaining certain clauses of the sanctions legislation against Russia. It is not allowed to enter the EU countries in Russian-registered cars or to carry mobile phones. In addition, most countries do not issue tourist visas to Russians. Such sanctions cause increased attention to the development of domestic tourism and lead to import phase-out in the travel industry. Indeed, you will not tell the difference between some Russian places and foreign resorts and attractions.

The 'Russian Maldives' holds a special place among the most popular resorts in Russia. These are beaches with pleasant white sand and turquoise sea. The most famous among these beaches is the Bounty beach located at Cape Tarkhankut. You can visit one of the most picturesque and unusual places of the Crimean Maldives and enjoy its beauty at any time of the year.

Petrov Island is an iconic landmark of Russia. This paradise island is located in the Southern Primorye, namely in the northern part of the Sea of Japan, south of the Bay of Transfiguration. The island is famous for its unique beauty and diversity of flora. The most famous plant is undoubtedly the yew. According to legend, the yew trees were planted here by Chinese pirates a thousand years ago. Tourists can enjoy the purest sea and explore the mystical corner of Primorye.

For people who prefer an active vacation, Russia can offer the Barents Sea. The season of active recreational sea fishing in the Barents Sea begins in March and

lasts until the end of November. Since the Barents Sea is ice-free, only the weather and short daylight hours in winter can deter from fishing.

People, who want to visit Finland, will appreciate any tour to Karelia. Bordered by Finland to the west, Karelia has become one of Russia's top destinations for travellers all around the world to visit. With a fantastic mix of untouched nature, picturesque hills, winding rivers, lush green forests, outdoor adventure and cultural discovery, every traveller can find a reason to fall in love with this near-magical frontier country. In addition, there are two largest lakes in Europe − Lake Ladoga and Lake Zayachye created by the impact of a meteorite.

For desert lovers, there is also an option for vacation. The Big Brother dune near Astrakhan is a desert like in the Emirates. The boundless steppe of Astrakhan is a place of amazing contrasts, with a great diversity of landscapes – lakes, semideserts, sand barkhans and Baer's mounds.

Thus, you don't have to leave Russia to see the world. There are many remarkable places in our country where you'll feel like being abroad. The unbelievably beautiful landscapes in Russia boggle the mind. They are every bit as picturesque as overseas countries. The border closure is not a problem for a keen traveler, it's just an opportunity to explore the native expanses!

List of references:

1. The best resorts in Russia for recreation [Electronic resource]. – Access mode: https://aroundtravels.com/article-about-russia/best-resorts-russia-the-best-resorts-russia.html

2. 10 Best Resorts in the South of Russia [Electronic resource]. – Access mode: https://seasonsyear.com/Russia/resorts

3. Take a look at the 'Russian Maldives' on the edge of the world [Electronic resource]. – Access mode: https://www.rbth.com/travel/330337-russian-maldives-petrov-island?ysclid=lpef7twp4b649981649

4. The Barents Sea and Lofoten Fishery [Electronic resource]. – Access mode: https://www.fergusmurraysculpture.com/arctic-norway/the-barents-sea-and-lofoten-fishery/

5. Russia Travel Blog. All about Russia in English [Electronic resource]. – Access mode: https://russiatrek.org/blog/nature/one-of-the-highest-sand-dunes-in-astrakhan-oblast/

6. Nature of Karelia. Rest in Karelia [Electronic resource]. – Access mode: https://travelwaiting.com/17335413-nature-of-karelia-rest-in-karelia

THE IMPACT OF STEREOTYPED THINKING ON CULTURAL UNDERSTANDING

Сикерина К.М.
Красько И.С.,
ст. преподаватель кафедры английского языка
для экономических специальностей
ФГБОУ ВО «Донецкий государственный университет»

Stereotyped thinking is a way of thinking in which people use pre-established patterns and concepts about the world to make quick decisions and assess situations. It is based on obsolete or little knowledge that can lead to mistakes and ineffective actions. Stereotyped thinking can be associated with prejudices, negative judgements and discrimination against people on the grounds of their appearance, gender, age, etc.

In the social sciences, a stereotype is viewed as a set of stable, simplified generalizations about a group of individuals that allow members of the group to be categorized and perceived globally according to these expectations [1].

Stereotyped thinking can have a serious impact on understanding different cultures. People using pre-established patterns and concepts can misthink about foreign cultures that can lead to negative consequences.

For example, many people believe that Japanese culture is only associated with geishas, sushi and karate. At the same time, people from other countries may have a stereotyped view of Russian culture. They often associate it only with vodka, bears and matryoshka dolls. These stereotypes may result in an underestimation of cultural wealth and diversity.

In addition, stereotypes can be associated with prejudices and discrimination. For example, in some countries, people of a certain ethnicity are often perceived as

criminals or poorly educated individuals and, therefore, are negatively treated. It is often the case that people of certain ethnicities are stereotyped as more beautiful than others. It follows therefrom that a person will be judged by appearances.

To avoid stereotyped thinking and its negative consequences, it is necessary to deepen one's knowledge of foreign cultures and nations, to learn their traditions, customs and language. It is also important to be open to new knowledge and experiences and not to rely only on pre-conceived notions. All of the above will help to broaden your horizons and understanding of the world as well as to make interactions with people from other cultures more successful and productive.

Let us look at how to avoid stereotyped thinking.

The first step to fighting stereotypes is to realize that they exist. Many people do not notice their prejudices and continue to use old patterns of thinking when interacting with a foreign culture. To understand what stereotypes you have, you can self-analyze. Ask yourself the following questions: 'Why do I think this way?' or 'What makes me draw conclusions from this?'.

The second step is to study a particular culture. The more information you know about the traditions, customs and values of another country, the less likely it is that negative stereotypes will arise. For example, if you study the history of Japan, you will find out that respect for the elderly is one of the core values of that culture. This will help you understand why the Japanese do certain things and how they treat other people.

The third step is to interact with a foreign culture. The more you socialize with people from different countries, the better your understanding of their lifestyle and mentality will be. Don't be afraid to ask questions and take an interest in everything related to foreign cultures.

The fourth step is to read books and articles about foreign cultures. Books and articles can give us a deeper understanding of how people in other countries live. They can also help us to see the world through others' eyes.

In conclusion, fighting stereotypes when studying foreign cultures is a process that takes time and effort. Stereotyped thinking can have a major effect on

understanding other cultures. It can lead to the wrong conclusion and cultural misunderstanding.

To avoid this, it is essential to examine authentic information about other cultures, communicate with locals, study the history of the country and realize your own stereotypes. All of these things can shed more light on foreign cultures and develop your cultural awareness.

List of references:

1.   Бартминьский Е. Базовые стереотипы и их профилирование (на материале польского языка) / Е. Бартминьский // Стереотипы в языке, коммуникации и культуре: сб. ст. / сост. и отв. ред. Л.Л. Федорова; Рос. гос. гуманитар. ун-т. – Москва: РГГУ, 2009. – С. 11-21.

2.   Ромашко С.А. Стереотип: к языковой и культурной археологии слова и понятия / С.А. Ромашко // Стереотипы в языке, коммуникации и культуре: сб. ст. / сост. и отв. ред. Л.Л. Федорова; Рос. гос. гуманитар. ун-т. – Москва: РГГУ, 2009. – 597 с.

3.   Рождественская Н.А. Роль стереотипов в познании человека человеком / Н.А. Рождественская // Вопросы психологии. – 1986. – №4. – С. 69-76.

PROBLEMS OF CULTURE OF MODERN YOUTH

Скрипниченко А.А.

Максименко А.В.,

преподаватель кафедры иностранных языков
ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕСИТЕТ ЮСТИЦИИ»

This article discusses the current problems of the culture of modern youth.

The current socio-cultural situation in the country leaves much to be desired. This is mainly due to the fact that society has entered a new era of cultural development, which has a number of positive features and a number of negative characteristics. With the development of science and technology, with high technological achievements, humanity has entered the era of comfort and convenience. The era of immeasurable consumption has come. In the pursuit of material benefits, the pace of life is constantly increasing, the relationship of the individual with the outside world, with society, is becoming more complicated.

In the social sphere, the tendency of social stratification on such socio-cultural grounds as lifestyle, social identity, position, status is becoming more and more noticeable. Socio-economic transformations, mass migration, violent policies of the previous decades aimed at overcoming the differences between the city and the countryside, destroyed traditional forms of communication and human relations with the social, natural and cultural environment, caused alienation of a person from the earth, from the life of society, from his own destiny. The socio-cultural crisis in society is aggravated by the continuing ethnic stratification and the growth of interethnic tension, largely due to the miscalculations of national policy, which for several decades limited the possibilities of preserving and developing the cultural identity of peoples, their language, traditions, and historical memory. Aggressiveness towards a different point of view, a different system of values, the desire to detect the enemy in the person of representatives of a different faith, nationality is becoming

more and more noticeable, extremism in political and public life is increasing [1, p. 20].

There has always been a social ground for the development of an anxious and neurotic personality in Russia. In recent years, the health of the younger generation and the demographic situation in the country have deteriorated, there has been a need to pay special attention to both the physical and psychological health of young people. In addition, the new generation thinks in other categories, therefore, the study of the behavior of adolescents and their world of values is necessary to study the features of the formation of behavioral reactions of young people and the possible correction of the process of their socialization. Thus, many personal problems of modern people have signs of neurotic tendencies, are associated with anxiety and a sense of insecurity, depend on environmental changes and force them to look for ways to resolve internal conflicts [2, p. 16].

Modern Russian youth lives in a world that is complex in its content and development trends. The nature, pace and rhythm of socio-economic transformations that impose strict requirements on growing people are changing dramatically. In turn, this leads to destabilization and misalignment of the activities of various institutions that influence the formation of the younger generation. Ideas, images, and stereotypes prevail in the mass media, which have a destructive effect on the formation of personality. Over the past decades, in Russia, as well as throughout the world, there has been a tendency to spread and increase the diversity of forms of immoral acts, crime and other types of deviant behavior among people of various social and demographic groups. An alarming symptom is the increase in the number of minors with deviant behavior, manifested in antisocial actions (alcoholism, drug addiction, disorderly conduct, hooliganism, vandalism, etc.). Demonstrative and defiant behavior towards adults has increased. Cruelty and aggressiveness began to manifest themselves in extreme forms [3, p. 46].

The target orientation for the formation of youth culture should be the conditions for the development and social relevance of the personal potential of youth, self-determination and the realization of its creative possibilities in modern society [4].

168

In this sense, the law of uplifting and spiritualizing the goals of the life of new generations should become a guideline for youth policy, since the problems of optimizing youth culture cannot be solved outside the general process of spiritual and moral development of Russian society as a whole [5].

List of references:

1. Ivanenkov S.P. Problems of socialization of modern youth. Orenburg: Printing House "Dimur", 1999, p. 55.

2. Vishnevsky Yu.R., Kovaleva A.I., Lukov V.A., Ruchkin B.A., Shapko V.T. Practicum on the sociology of youth. M.: Society, 2000, p. 19.

3. Korchak Ya. Education of personality. M., 1970, p. 57.

4. Culturology: textbook for university students / edited

by A.N. Markova, 2010, 341 p.

5. Karmin A.S., Novikova E.S. Culturology St. Petersburg.: 2006, 464 p.

BURKINA FASO: UNKNOWN LAND

Солдатов Н.К.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

There are many countries in the world which can be interesting to learn more about. One of such countries is a rapidly developing country of Africa – Burkina Faso. It is the unknown land for us. Burkina Faso is a landlocked African country surrounded by Niger to the east, Benin to the southeast, Togo and Ghana in the south, Cote d'Ivoire to the southwest, and Mali to the north.

Ouagadougou is the capital. The African Union, Community of Sahel-Saharan States, La Francophonie, Organization of the Islamic Conference and Economic Community of West African States list Burkina Faso as a member.

Burkina Faso translates as "Land of the Honest (Incorruptible) Men". The capital city, Ouagadougou, is a French adaptation of the native name "Wogodogo," meaning "where people get honour and respect". Hospitality and politeness is important to the Burkinabè. Salutations are an elaborate procedure always involving shaking hands. As a rule, elders, even if only a few years older, are treated with high respect.

The English and French waged a major rivalry in the area through military and civilian expeditions. On June 14, 1898, the English and French drew the borders between their colonies, ending the confrontations. The French continued wars of conquest against local areas and powers for an additional five years. As part of the reorganization of the French empire in 1904, the Volta basin territories merged with the Upper Senegal and Niger colony in French West Africa [4].

Burkina Faso (Upper Volta) declared independence from France on 5 August 1960. Between 1960 and 1983, Burkina Faso experienced six coups and counter-coups. As well as military coups, Burkina Faso has suffered from recurring droughts, particularly during the 1970s [3].

The country's climate is primarily tropical with two seasons, the rainy and dry. The rainy season, lasting four months, brings 600 to 900 millimeters of rainfall. Southwestern Burkina Faso has a sandstone massif with a highest peak of 749 meters. Sheer cliffs up to 150 meters high border this area. The Sahel is a dry tropical savannah. It extends from the Horn of Africa to the Atlantic Ocean and borders the Sudan to the south and the Sahara to the north.

Burkina Faso is a rapidly growing country with an estimated 2019 population of 20.32 million, which makes it that 62th most populous country in the world. The country has a surface area of 274,200 square kilometers. On August 4, 1984, the country changed its name from the Republic of Upper Volta. Burkina Faso's people are known as Burkinabe [1].

Burkina Faso remains one of the poorest countries in the world. Agriculture accounts for about 35% of the GDP (Gross Domestic Product) and employs about 90% of the labor force. Food staples—millet, sorghum, maize, and rice—are the principal crops grown for domestic consumption. Cotton is the principal export crop; its cultivation, however, is notably price sensitive. In addition, Burkina exports small amounts of shea nuts, sesame, groundnuts, sugar, cashews, and garden vegetables. The livestock sector was once substantial, but had declined by 2002.

In 2003 Burkina Faso's labor force totaled five million people. However, a large part of the country's male labor force migrates annually to neighboring countries for temporary employment. As of 2005, approximately 85% of workers were involved in subsistence farming. There is no data available as the nation's unemployment rate. About 60% of the country's public employees were union members, while around 50% of the workers in the private sector were unionized in 2005.

Sculpture in wood, leather- and basketworks, hand-dyed fabrics, lost wax casting, and pottery are highly-developed traditional crafts. In a society where the majority is illiterate, oral tradition is central to pass history and culture from generation to generation. A number of theater and music festivals are held; among the most important are the National Culture Week (SNC) in Bobo-Dioulasso and the Atypical Nights of Koudougou, a theater festival [2].

Burkina Faso has three UNESCO World Heritage Sites: the Ruins of Loropéni, the transnational W-Arly-Pendjari Complex and the Ancient Ferrous Metallurgy Sites. The transnational W-Arly-Pendjari Complex like the Carfiguela Falls are a nature reserve and one of the most important and most visited tourist sites in the country. It includes the largest and most important continuum of terrestrial, semi-aquatic and aquatic ecosystems in the West African savannah belt. The property is a refuge for wildlife species that have disappeared elsewhere in West Africa or are highly threatened. It is home to the largest population of elephants in West Africa and most of the large mammals typical of the region, such as the African Manatee, cheetah, lion and leopard. The property benefits from long-term legal protection through national laws and receives financial and technical support from the States and some development partners. Five of the protected areas making up the W-Arly-Pendjari Complex are protected as national parks [5].

Burkina Faso is the developing country with a unique culture and amazing nature which deserves the attention of travellers around the world.

List of references:

1.   All About Burkina Faso - Africa.com https://www.africa.com/heres-what-you-need-to-know-about-burkina-faso/

2.   Burkina   Faso | Encyclopedia.com https://www.encyclopedia.com/places/africa/burkina-faso-political-geography/burkina-faso#HISTORY

3.   25 interesting facts about Burkina Faso - The Facts Institute https://www.factsinstitute.com/countries/facts-about-burkina-faso/

4.   CIA   World   Fact   Book   https://www.cia.gov/the-world-factbook/countries/burkina-faso/

5.   Burkina   Faso   -   UNESCO   World   Heritage   Convention https://whc.unesco.org/en/statesparties/bf/

THE ROLE OF YOUTH IN PRESERVATION AND DEVELOPMENT OF THE CULTURAL HERITAGE OF OUR COUNTRY

Солодилин В.В.
Дымковская Т.Л.,
старший преподаватель кафедры иностранных языков
ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ МИХАИЛА ТУГАН-БАРАНОВСКОГО

Cultural heritage is one of the most valuable parts of every country. It includes historical monument, traditions, language, folk crafts, music and a lot more. The preservation and development of cultural heritage is an important task for every society and young people play a key role in this process [2, 135-143 p.].

Young people are an important factor in the preservation and transmission of the country's cultural heritage. Young people are able to contribute to the preservation and development of traditions, art, history and other aspects of cultural heritage, which are the basis of national identity [4, 103-108 p.].

Let's look at some of the main ways in which young people can contribute to the preservation and development of their country's cultural heritage:

1. Support and promotion: Youth can organize exhibitions, festivals, concerts and other events that showcase traditional cultural elements. This helps to reach a wide audience and maintain interest in the culture for generations.

2. Participation in research and historic preservation: Young people can join archaeological expeditions, help rebuild destroyed monuments or participate in the restoration of historic buildings. Such participation allows youth to gain a deeper understanding of their history and the importance of preserving it.

3. Preserving language and traditions: Youth can organize clubs to study their native language, conduct linguistic research, and collect and save folk tales and songs. In this way, youth help to preserve the unique features of their culture and pass them on to future generations.

4. Use of modern technologies: Youth can create virtual museums, develop mobile applications for learning more about history and culture, and create videos about their country's traditions and crafts. This use of technology allows to engage more young people in the study and preservation of cultural heritage.

5. Youth participation in cultural projects, volunteering and charity: Young people can actively participate in volunteer projects, festivals, exhibitions, concerts and other events. For example, young people can organize and conduct master classes on traditional crafts, teach the history and culture of their country, organize historical reconstructions, etc. [3, 57-61 p.].

Nowadays, young people are trying to show interest in preservation and promotion of traditional cultural elements. This is a great trend, but the organization of such events can cause certain difficulties, which can lead the interest of young people to disappear and as a consequence creates passivity of a large number of young people. Let us consider some of them.

The first difficulty is related to organizing exhibitions, festivals, concerts and other events of this kind. It can be difficult for young people to find suitable premises for such events. Most modern buildings do not provide special areas for exhibitions or concerts, which creates difficulties to organize them.

The second difficulty arises when young people try to join archaeological expeditions, help rebuild destroyed monuments or participate in the restoration of historic buildings. This requires specialized training and knowledge of archaeology, history and other disciplines. It can be difficult for young people to find opportunities to acquire the necessary experience and skills to participate in such projects.

The third challenge arises while creating virtual museums, developing mobile applications to learn about historical and cultural heritage, or creating videos about our country's traditions and crafts. It can be difficult for young people to learn the

necessary programming and video production skills and to find a suitable platform to host their projects [5, 126-131 p.].

Finally, the last difficulty is related to the organization of volunteer projects and similar events. It can be not easy for young people to gather enough participants and to find funding for such events.

However, despite these difficulties, our young generation makes efforts to be actively involved in activities to preserve traditional cultural elements. They show initiative and find ways to overcome obstacles. It is important to support their interest and help them solve problems that arise [1, 34-39 p.].

The state has opportunities to play an important role in engaging youth in this field of activity, it should create conditions to encourage and support various projects aimed at attraction young generation to participate in the preservation and development of traditional cultural heritage of our country, as an important step in shaping our national identity.

List of references:

1. Adamovich G.N., Youth and cultural heritage: problems of interaction. Youth and Modernity, 2015.

2. Baranov Y.A., Cultural heritage and youth: role and significance. Social psychology and society, 2017.

3. Golubeva O.N., The role of youth in the preservation and development of cultural heritage of Russia. Vestnik Kostroma State University named after N.A. Nekrasov. Series: Pedagogy. Psychology. Sociology, 2018.

4. Mikhailov N.A., Role of youth in the preservation and development of cultural heritage of Russia. Bulletin of the International Institute for Academic Development, 2019.

5. Petrov V.A., Youth and the role in the preservation of cultural heritage. Humanitarian vector, 2017.

SAKARTVELO: SMALL COUNTRY WITH RICH HISTORY AND DIVERSE CULTURE

Соломатов В.В.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

At the crossroads of Europe and Asia, Georgia travel blends dreamy alpine landscapes with striking and unusual architecture. Curvy mountain roads take travelers to hidden villages, crystal-clear lakes and ethereal waterfalls, while the vibrant fusion of East and West is palpable in the thriving bazaars and rich flavors of beloved local cuisine. Ancient cave towns coincide with soviet monuments as ruined castles tower over futuristic glass-and-steel buildings. In Georgia, the fairytale charm of medieval kingdoms unites with the modernity of the country [3].

The country was first inhabited by the proto-Georgian tribes in the 12th century B.C., giving Georgia a more than 3,000-year head start on the U.S. state of Georgia – a distinction Georgians find themselves constantly having to explain. Need further ways to distinguish the two? It helps to see the phonetic spelling and Georgian script for the country's name: It sounds like "Sakartvelo," and it looks like this. Georgia is also known to be the oldest wine making region in the world, going back more than 8,000 years and giving Georgia another title as the "Cradle of Wine."

But there are plenty of other things distinguishing this country from the crowd. It's No. 7 in the world in the World Bank's latest Ease of Doing Business report, for one. Already well known for its tourism and its business process outsourcing prowess, Georgia also is seeing increased momentum in manufacturing, and the dawning of an entirely new industrial and logistics ecosystem [1].

Georgian wine is one of the oldest wines in Europe. The existence of winemaking in Georgia is indicated by the earliest signs of about 8000 years ago, which gives Georgia the status of the homeland of wine.

We can safely say that Georgian wine has a continuous history with its unique methods, variety of varieties (more than 500 endemic varieties are known) [4].

Notably, Georgia has a great potential for healing tourism as it is extremely rich in resort areas: currently, there are 102 resorts and 182 areas offering diverse disease treatment, rehabilitation and recovery.

It should also be noted that Georgia has all medical resorts where there are natural medicinal factors, like mineral water, mud, recreational climate and essential conditions for using for medicinal and preventive purposes [5].

Traditional Georgian dances are the real pearl of Georgian folklore. Folklore diversity is proven by various legends, myths, and folk crafts – the rarest carpets, enamel, pottery, etc.

Modern Georgia awaits you with hospitality, unique cuisine, untouched nature, mountain and sea resorts, beautiful canyons, mountain peaks, and a diverse climate [2].

List of references:

1.   A Country With a Great History and Even Greater Potential https://siteselection.com/issues/2020/nov/country-of-georgia-a-country-with-a-great-history-and-even-greater-potential.cfm

2.   Ancient Wonders of Modern Georgia https://georgia.travel/ancient-wonders-of-modern-georgia

3.   Georgia Travel https://www.advantour.com/georgia/

4.   Meladze S. Development prospects of wine tourism in Georgia, Tourism: Economy and Business, col- lection of works, June 4–5,– Batumi, 2011.

5.	Vardishvili Lali, Vanishvili Merab CHALLENGES AND PROSPECTS OF MEDICAL TOURISM IN GEORGIA // European Journal of Economics and Management Sciences . 2022. №1 . C. 52 - 56.

SOUTH KOREAN LEGAL SYSTEM: CHARACTERISTICS, CONCEPT AND COMPARISON WITH THE RUSSIAN LEGAL SYSTEM

Чара Р. В.

Бойчевская А. Ю.

Воеводина А. В.

старший преподаватель кафедры иностранных языков
Федеральное государственное бюджетное образовательное
учреждение высшего образования «Донбасский
государственный университет юстиции»

Introduction

In the modern world there are many different legal systems, each of which has its own unique features and traditions. One of the most interesting topics to study is the comparison of legal systems of different countries, in particular, the South Korean and Russian legal systems.

Comparison of the South Korean and Russian legal systems is relevant, as it contributes to the understanding of the peculiarities of the legislation of different countries and the development of international cooperation. The study of this topic may be useful for lawyers, students and businessmen working in the international sphere.

The main purpose of our work is to examine the legal system of the Republic of Korea, highlight the main aspects and make a comparative analysis of the two legal systems.

Main part

- Legal system of the Republic of Korea

The Republic of Korea is a state in East Asia, occupying the southern part of the Korean Peninsula. The country was once strongly influenced by China, which is still manifested in the structure of the state. The country started on the path of modernization not so long ago. It has achieved great success and recognition in a few years, while preserving its traditions. [1]

Much of the South Korean legal system is based on American and European law, and the legal system as a whole is Romano-Germanic. Despite borrowing foreign principles, South Korean law has a distinctive East Asian view of legal relationships. This is due to the influence of Chinese law over many centuries.

Korea's legal system changed significantly in the late twentieth century. Legal relations are based on the Constitution, legislative decisions of the National Assembly, decrees of the Head of State and the Prime Minister. Laws and regulations are considered to be the fundamental sources. Judicial practice and customs are auxiliary bases of law.

The main legislative document in the Republic of Korea is the Civil Code of the Republic, which came into force in 1960 and has been edited more than 10 times. But the general provisions of civil law relations remain unchanged. [3]

The structure of the Code is divided into 5 impressive categories:

•	General provisions – clarifies the meaning of the terms: natural and legal persons, civil rights, legal actions.

•	Law in rem – captures the concepts of ownership, encumbrance of land use, possession, development rights, pre-emptive right of purchase, mortgage, pledge.

•	Law of Obligations – establishes norms of relations, obligations related to the acquisition and exchange of goods, provision of services or performance of work.

•	Family law – defines the concept of family, parental rights, guardianship, establishes the procedure for marriage and divorce, adoption.

•	Inheritance law – regulates issues of acceptance, division, renunciation of inheritance, and execution of a will.

Civil law in Korea covers practically all spheres of citizens' activities. The norms of the law take into account in detail the objects of civil rights, the subjects of obligations, and the procedure for performing actions.

- Judicial system of the Republic of Korea

The judicial system of the Republic of Korea includes:

1. Supreme Court

2. High Court

3. District Court

4. Patent Court

5. Family Court

6. Administrative Court

The Korean judicial system is based on a three-tier court system comprising the District Courts, the High Courts and the Supreme Court. Other courts perform specialized functions, with the Patent Court located at the same level as the high courts, and the Family Court and Administrative Court located at the same level as the district courts. [2]

- Differences and similarities between the South Korean legal system and the Russian legal system

One of the main differences between the legal system of the Russian Federation and the legal system of the Republic of Korea is the original character of the Russian legal system. The legal system of the Russian Federation does not belong to any of the existing legal families. The Russian legal system is considered to be separate despite the fact that it has never been integral and has combined various subsystems.

Judicial systems also differ. The Russian judicial system consists of the Constitutional Court, the Supreme Court and the Supreme Arbitration Court. The Supreme Court, in turn, is divided into subjects, such as Military Courts, courts of the subjects of the Russian Federation, District Courts, etc.

Many more differences can be found in the legislation of the two countries. In the Russian Federation, the main legislative document is the Constitution of the Russian Federation, and in the Republic of Korea - the Civil Code, which prescribes the rights of all citizens and the laws of South Korea.

However, both systems share common features such as the existence of codified legislation, separation of powers, and the recognition of human rights and freedoms. [4]

Conclusion

In conclusion, the South Korean and Russian legal systems have a number of significant differences that are due to different historical and cultural factors.

WELCOME TO CHINA

Чудаков М.А.

Карпова Н.А.,

старший преподаватель кафедры гуманитарных дисциплин

ФГБОУ «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ЮСТИЦИЙ»

Relevance. The Russian Federation and China have been cooperating very actively lately. At present cooperation between our countries is developing in all the spheres of life: political, economic, cultural etc. This cooperation is impossible without interaction in the sphere of law. Therefore, studying the Chinese judicial system will be useful for understanding the country with which we cooperate.

The main part. Judicial system of China has many peculiarities. It combines features of the European system of law with national characteristics. Its main distinguishing features of the Chinese judicial system are as follows:

2. Levels of the judicial system of the People's Republic of China.

China's judicial system has four levels:

- Government level.

- Provincial level.

- Municipal level.

- Country (District) level.

2.1. Government level.

This level includes the bodies that supervise and guide China's judicial system.

2.2. Provincial level.

Provincial-level judicial bodies operate on the territory of a certain province of China and administer the judicial system in the province.

2.3. Municipal level.

The municipal level contains judicial bodies that operate at the level of prefectures, autonomous districts and municipalities.

2.4. Country level.

The judicial bodies of this level are the grassroots bodies of the judicial system and serve as the first instance in various cases.

3. Functions of the judicial bodies are as follows:

1. The courts consider and resolve cases during the proceeding.

2. Procuratorates supervise the courts and public security bodies.

3. Supervisory commissions investigate crimes and offenses of public servants.

4. The public security organs monitor public order and investigate citizens' crimes.

5. The judicial administrative organs provide legal assistance, manage prison authorities, organize the national unified legal professional qualification examination.

Conclusion:

The Chinese judicial system has a complex and ramified structure. Subordination of both legislative and judicial branches of government makes this system unique and special in its own way. This makes this system an object worthy of being studied.

List of references:

1.   China Justice observer (CJO) – Insights – What is China's Judicial System Like? – China Legal Research Guide – 31 may 2020 - contributor   – Guodong Du. URL: https://www.chinajusticeobserver.com/a/what-is-chinas-judicial-system-like#:~:text=China's%20judiciary%20comprises%20of%20courts%2C,Justice%20and%20local%20justice%20bureaus)

2.   Studfiles – Kutafina Moscow State Law University (MSAL) - Comparative Law - The judicial system of the People's Republic of China – 5 may 2022. URL: https://studfile.net/preview/16573212/page:18/

NATURAL AND CULTURAL ATTRACTIONS OF DONBASS

Швец В.А.
Максименко А.В.
старший преподаватель кафедры гуманитарных
дисциплин
ДГУЮ Минюста России

The relevance of the topic is due to the fact that Donbass is a fairly developed region and at the same time has all the necessary resources for the tourism development, and the culture and nature of Donbass with its beauty and uniqueness is one of the factors of attracting tourists to the region. In addition, this topic is relevant for maintaining the historical memory, cultural identity and identity of the region, as the topic reflects certain traditions of the people and cultural characteristics of the region that have been formed over time. The topic of natural attractions of the region is relevant for environmentalists, as there are many rare representatives of flora and fauna in the reserves of Donbass, as well as there are many other objects for environmental activities in the region.

Donbass is one of the regions of our large and vast Homeland – Russia. Donbass is known not only for its industrial activities, but also for culture, sports, and its indescribably beautiful nature. Donetsk Region is the birthplace of many famous artists, athletes and many famous people. Donbass is known for its beautiful cultural heritage sites, as well as for its nature reserves and other incredibly beautiful places.

The first architectural object which can be considered is the Tsar Cannon monument, located on the main street of the capital of the Donetsk Region – in the city of Donetsk. This monument is a gift from the city of Moscow to the Donetsk residents in 2001. This architectural object is a copy of the same monument located in the capital of the Russian Federation, Moscow. A copy of the monument is made of cast iron by Izhevsk craftsmen. There are four cannonballs near the cannon, each

weighing about a ton. The gun itself is of impressive size, so the muzzle circumference is 120 centimeters, and the barrel length is 5 meters. During the installation of the monument, all elements were assembled by a construction crane, since the total weight of the product is up to 40 tons.

One of the symbols of Donbass and the calling card of Donetsk is the famous architectural sculpture a copy of the palm tree by A. Mertsalov made by the blacksmith Kaspruk in 1999. In Donetsk there are two copies of the palm tree, one sculpture is on Pushkin Boulevard in the Voroshilovsky district, and another copy is near the exhibition center on Chelyuskintsev Street. The history of the palm tree began in 1895, when the Donetsk master Mertsalov made a palm tree from rails without a single seam. The height of the sculpture was 3.5 meters and weighed 325 kg. Despite the fact that the palm tree was made with a chisel and a hammer, the artistic product struck everyone with its realism and elegance.

Donetsk is also home to a well-known music and drama theater. The white stone music and Drama Theater on Artem Street is the pride of the city. In 1961, the theater opened its doors to the audience. There are six stages in the theater: the main and small stages, the red hall, the theater lounge, the experimental and the new stage. The repertoire includes domestic and foreign plays, premieres of world drama, children's performances, modern productions.

A famous place in Donetsk is the Forged Figures Park, located in the Voroshilovsky district of the city. In 2001, the first sculptures were presented in the shady square. Then the blacksmiths of Donbass picked up the baton and began to fill the park with new figures. There are themed alleys of masters in the park. In 2018, a festival of blacksmiths took place in the park, who showed their new figures and jointly created a forged chapel. On Wednesdays, a prayer service is held in the new chapel [1].

As for natural attractions, there are many different picturesque places in the Donbass. The first thing to tell about is the Meotida National Nature Park. Meotida is a landscape park in the south of the Donetsk People's Republic. It stretches for one hundred and fifty kilometers along the coast of the Sea of Azov and captures two

kilometers of coastline. It was here that the ancient people of Meota once lived. In addition to the animal world, there are about 640 species of flora in Meotide.

Another unique corner of Donbass is the Khomutovskaya Steppe Nature Reserve. The reserve on these lands was established in 1926 by the decision of the Mariupol District Executive Committee. Today its total area is 1030.4 hectares, it's a unique, unlike anything steppe. Some of territories are absolutely protected, which implies a complete prohibition of any kind of economic activity. The main wealth of the reserve is the richest flora of the grass-tipchakovo-kovyl steppe. Here you can find more than six hundred and four thousand species of various flowers and ferns. Nineteen of them grow only here and are not found anywhere else. In addition, fifty-nine species of mosses, forty-six species of lichens and over two hundred and seventy species of fungi grow on the territory of the reserve.

Another beautiful place in Donbass is the national Nature Park "Holy Mountains", located in the northern part of the Donetsk People's Republic. The wildlife of the park is very interesting – 256 species of animals live on the territory of the "Holy Mountains". The fauna includes 43 species of mammals, 10 reptiles, 9 amphibians, 40 fish [2].

As a result, it can be concluded that the Donetsk region is a region with a unique culture and a region in which there are many beautiful and unique natural objects and reserves. It can be attractive both for tourists and for scientists. The results of the study can be used in the field of tourism for further research of tourism in the region, as well as to consider the peculiarities in the field of nature and culture of Donbass.

List of references:

1. 26 interesting sights of Donetsk / [Electronic resource] // susanintop.com, 2020 : [website]. — URL: https://susanintop.com/evropa/ukraina/dnr/doneck?ysclid=lp5k6a2a7p729264818

2. Sergey Zakko. Natural attractions of the Donetsk region / Sergey Zakko [Electronic resource] // GoodTourist.ru : [website]. — URL: https://goodtourist.ru/articles/ukraine/donbass/423.htm

NOBLE BRITAIN: CULTURE, LANGUAGE AND TRADITIONS

Ширинова А.Н.

Жданова Н.А.,

канд. филол. наук, доцент кафедры английского языка для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Great Britain is the largest island of the British Isles. It lies to the northwest of Continental Europe, with Ireland to the west, and makes up the larger part of the territory of the United Kingdom. It is the largest island in Europe and eighth largest in the world. It is surrounded by over one thousand smaller islands and islets within the Atlantic Ocean, North Sea, Irish Sea, Celtic Sea, and the English Channel [1].

The culture of the United Kingdom is influenced by its combined nations' history; its historically Christian religious life, its interaction with the cultures of Europe, the individual cultures of England, Wales and Scotland and the impact of the British Empire.

British literature is particularly esteemed. The modern novel was developed in Britain, and playwrights, poets, and authors are among its most prominent cultural figures. Britain has also made notable contributions to music, cinema, art, architecture and television. The Industrial Revolution began in the UK and had a profound effect on socio-economic and cultural conditions around the world. British culture has been influenced by historical and modern migration, the historical invasions of Great Britain, and the British Empire. As a result of the British Empire, significant British influence can be observed in the language, law, culture and institutions of its former colonies, most of which are members of the Commonwealth of Nations. A subset of these states form the Anglosphere, and are among Britain's closest allies. British colonies and dominions influenced British culture in turn,

particularly British cuisine. The UK has been described as a "cultural superpower", and London has been described as a world cultural capital. A global opinion poll for the BBC saw the UK ranked the third most positively viewed nation in the world (behind Germany and Canada) in 2013 and 2014.

First spoken in early medieval England, the English language is the de facto official language of the UK, and is spoken monolingually by an estimated 95% of the British population. Seven other languages are recognised by the British Government under the European Charter for Regional or Minority Languages – Welsh, Scottish Gaelic, Scots, Cornish, Irish, Ulster Scots, and British Sign Language [2].

Variations exist in formal, written English in the United Kingdom. For example, the adjective wee is almost exclusively used in parts of Scotland, North East England, Ireland, and occasionally Yorkshire, whereas «little» is predominant elsewhere. Nevertheless, there is a meaningful degree of uniformity in written English within the United Kingdom, and this could be described by the term British English. The forms of spoken English, however, vary considerably more than in most other areas of the world where English is spoken, so a uniform concept of British English is more difficult to apply to the spoken language [3].

In Britain there are thousands of old customs and traditions and many of them seem strange now. A long time ago, British kings and queens moved from one castle to another accompanied by many courtiers and servants. The Queen rode in a historic gilded carriage through the streets of London, accompanied by the court cavalry. Such a procession could only be seen when the Queen went to the grand opening of Parliament from Buckingham Palace to the Palace of Westminster. Robed and crowned , the Queen entered the Upper Chamber and delivered an address from the throne. The speech was written for her by the Prime Minister. Probably the oldest military ceremony in the world is the key ceremony, which has been held every night in the Tower of London for over 700 years. At seven minutes to ten, a security sergeant with keys, accompanied by four soldiers in full dress uniform and with rifles, appears in turn at the four main towers. The timing of this ancient ceremony is chosen so precisely that ten o'clock strikes at this very moment.

Here is another tradition that was formed completely by accident. Queen Elizabeth was the first to start knitting when she was handed a list of new police appointments. She had to put a check mark in ink next to the name of each person she wanted to appoint. But there was no pen at hand. So she made a small hole in the paper with one of her knitting needles next to each selected name. It is for this reason that Queen Elizabeth II appointed sheriffs of modern England, making holes in the list of candidates.

There are many household customs that go back centuries. There is an English custom of drinking afternoon tea. He is almost 250 years old. The British drink their afternoon tea by the fireplace in winter and in the garden on sunny summer days. Tea even played a role in the wars. When King George III of England tried to force American colonists to pay import duties on tea, a group of Americans disguised as Indians threw 342 boxes of tea into the sea in Boston Harbor — the famous "Boston Tea Party" that led to the American War of Independence.

Another tradition is sitting at a fireplace which is found in every home. People may like to sit at a window on a summer's day, but for many months of the year they like to sit round the fire and watch the dancing flames. In the Middle Ages the fireplaces in the halls of castles used to be very wide [4].

These and many other traditions and customs are characteristic of British modern society. Britain is changing with the rest of the world, but traditions remain.

List of references:

1.Great Britain

[https://www.newworldencyclopedia.org/entry/Great_Britain]

2. Culture of the United Kingdom. Languages of the United Kingdom

[https://en.m.wikipedia.org/wiki/Culture_of_the_United_Kingdom]

3. British English

[https://en.wikipedia.org/wiki/British_English]

4. Traditions in Great Britain

[https://studfile.net/preview/5602672/page:13/]

UNIQUE ITALY

Юрчук К.А.
Филатова Е.В.
доктор филологических наук, доцент кафедры
иностранных языков,
заведующий кафедрой английского языка для
естественных и гуманитарных специальностей
ФГБОУ ВО «Донецкая государственный университет»

Italy – a beautiful country rich in history and culture, is facing a number of urgent problems in the field of regional studies and cultural development today. With such a diversity of regions and populations, these issues encompass not only relations with the outside world, but also internal discussions and aspirations for development.

One of the main problems faced by Italian regional studies is the remoteness from current geopolitical processes. More and more countries and regions of the world are exploring and presenting their culture and history, creating a positive image in the eyes of the international community. However, Italy, despite its huge potential, proved to be not too adapted to this challenge. This creates problems in promoting the country as a key global player in cultural, historical and tourist terms.

The culmination of these problems is the limitations in the financing of Italian research centers and institutes working in the field of regional studies and cultural studies. A limited budget limits the possibilities of consolidating scientific forces and affects the quality of research. This situation also affects the younger generation, who are experiencing difficulties in getting a good education and developing in this area.

Globalization has brought new trends and influences from different parts of the world to Italy. This has created challenges to preserve the unique aspects of Italian culture such as art, architecture, music and cooking. For example, today many

tourists from all over the world come to Italy, who have different cultural backgrounds and expect to discover and experience the local culture. On the other hand, this penetration of globalization has led to the loss of original traditions and features of Italian culture. Many young Italians prefer foreign trends and influences in their lives, which can lead to the loss of traditions, authenticity and uniqueness of Italian culture.

Another significant problem is immigration and internal population movements. Italy is a place that attracts a significant number of migrants from Africa and the Middle East. This creates the need for interaction and adaptation of different cultures, while preserving Italian culture and respecting the rights and needs of migrants

Another important aspect is the preservation and restoration of historical and cultural monuments in Italy. The country is known for its rich heritage and unique attractions - Rome, Venice, Florence, the Colosseum amphitheater, etc. However, the preservation and conservation of these monuments is a difficult task and requires significant resources

The complexity of these problems of regional studies and culture in Italy requires comprehensive and long-term measures of influence from the government, public organizations, as well as the academic community and international partners. Only by joining forces and ensuring sustainable financing will progress be made in understanding and strengthening the Italian regional and cultural field. And then Italy will be able to fully unleash its potential and become a strong player in the international arena.

List of references:

1. Italy: traditions and customs of the country https://rukivnogi.com/italy/italiya-traditsii

2. Italian Culture: Facts, customs & traditions https://www.livescience.com/44376-italian-culture.html

3. Regional problems and policies in Italy https://archive.org/details/regionalproblems0000alle

4. Italy – Peculiarities and Traditions https://evs-translations.com/blog/italy-peculiarities-traditions/

СЕКЦИЯ 2. ПРОБЛЕМЫ СОВРЕМЕННОГО ОБЩЕСТВА (АНГЛИЙСКИЙ ЯЗЫК)

BRAND STRETCHING

Анисимов И.Д.

Панина Е.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая академия управления

и государственной службы»

A brand extension is when a company uses one of its established brand names on a new product or new product category. It's sometimes known as brand stretching. The strategy behind a brand extension is to use the company's already established brand equity to help it launch its newest product.

Consider a strategic dimension of brand expansion that often challenges the traditional boundaries of business landscapes: Brand Stretching. In a world where adaptability and innovation are paramount, the concept of Brand Stretching has emerged as a powerful tool for companies aiming to leverage the strength of their established brands into new markets and product categories. Let me give you the example of Snickers.

Snickers candy bars have essentially stayed the same throughout the years, both in the recipe and their size and shape. Sure, there are slight variations (fun-size for Halloween), but for the most part, it is a stable, unchanging product. That is, until they attempted an extension to ice cream bars.

Snickers was able to move into the freezer section with a similar but different product, while its classic candy bar remained a hit at the cash register. People who

wanted the same great flavors they were used to an ice cream bar form surely enjoyed this extension.

The Tide Stain Remover Pen was a brand extension that took the main benefit of Tide products and put their efficacy to use in a new item, giving people an on-the-go way to clean their clothes without having to do laundry.

When a brand has cemented itself as something, it becomes easier for brand extensions to be effective. In this case, Tide had become very well-known as an effective laundry detergent, qualifying them to re-project their authority in this area to a different item, the pen. Although Colgate did well by extending its brand and creating different oral care products, it failed to enter the food space.

This brand extension was a failure mainly because selling frozen food was in sharp contrast with Colgate's brand identity. Since its audience already associated the brand name with dental care, it was hard for them to see the company differently.

Pivoting from oral care to food was not a switch that got buy-in from customers. Arguably one of the boldest brand extensions in history, and not just because planes cost a lot of money. In expanding his 12-year-old Virgin Records empire to air travel in 1984, music retailer Richard Branson showed that style, attitude and vibe were as crucial and defining to a brand as anything else. He also showed that style, attitude and vibe are very helpful if you want to end up one of the richest men on the planet.

In conclusion, the concept of brand stretching, or brand extension, emerges as a powerful strategy for companies seeking to leverage the strength of their established brands into new markets and product categories. Successful examples, such as Snickers' expansion into ice cream bars and Tide's introduction of the Stain Remover Pen, highlight the importance of maintaining a connection to the core brand identity. These instances demonstrate that when a brand is well-established and associated with specific qualities, extending into new, related areas can be successful.

However, the case of Colgate's failed attempt to enter the food space serves as a cautionary tale. The brand extension was unsuccessful primarily because it deviated too sharply from Colgate's established brand identity in oral care. The key takeaway

here is that a brand's extension should align with the existing perceptions and associations that customers have with the brand. When such alignment is lacking, it becomes challenging to convince consumers to accept the brand in a different context.

List of references:

1. Joe Ford What means brand stretching? URL: https://answer-all.com/miscellaneous/what-means-brand-stretching/#What_means_brand_stretching (дата обращения: 04.12.2023).

2. Casey Schmidt Venturing into the land of brand extensions: A comprehensive look into key examples. URL: https://www.canto.com/blog/brand-extensions/ (дата обращения: 04.12.2023).

3. Clifford Chi 14 of the Most (& Least) Successful Brand Extensions to Inspire Your Own.URL: https://blog.hubspot.com/marketing/brand-extensions#examples (дата обращения: 04.12.2023).

4. Gary Belsky The 10 Best Brand Extensions Ever/ URL: https://business.time.com/2012/03/14/the-10-best-brand-extensions-ever-according-to-me/slide/virgin-atlantic-airways/ (дата обращения: 04.12.2023).

DRUG CULT IN THE MODERN SOCIETY

Афонина Д. В.

Рева А.О.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая академия управления и

государственной службы»

The fight against "enemy number one" has become the longest-running world war in recent history, lasting more than 40 years since US President Nixon first declared war on drugs in 1971.

In a historical context, the exact moment of the beginning of the use of narcotic substances remains unknown. The Sumerian civilization is credited with the first recorded use of narcotics, dating back to 5,000 BC. During this period, opium, which the ancient civilization called «pleasure». Hashish is also mentioned in ancient China, where it was used as a remedy for pneumonia. Initially, "organic" pharmaceuticals were perceived positively, being employed for medicinal applications. Opium, for example, is derived from the sap of the opium poppy and was consumed as a cure for all ills. For three centuries, it was considered a panacea for ailments such as asthma, insomnia, coughs, diarrhea, bleeding and pain [1]. Despite this, it was a highly addictive drug, causing both physical and psychological dependence. It became the basis for world-renowned drugs such as morphine, heroin and methadone. At the start of the 20th century, syntactic drugs like LSD, mephedrone, and alpha PVP started to emerge.

In the 20th century the misuse of drugs among young people began. A significant example of mass drug use among young people is the story of Christina Felschirinov, who later published her autobiography "We Are the Children of the Zoo Station", which served as the inspiration for two films. The story is about a 13-year-old teenager already ending a life that has yet to begin. Full-scale scenes describe

various forms of heroin use and how her friends eventually die of heroin overdose. Wonderfully Christina avoids death. The film «The Basketball Diaries» is another notable portrayal of drug use. It tells the story of Carroll's adolescence. He was a talented high school basketball player and writer who struggled with heroin addiction.

As for the USSR, which had a cult of sport and health, the large-scale outbreak of drug use occurred during the war in Afghanistan, later with the emergence of various youth gangs, which initially supported a healthy lifestyle, became direct drug dealers. These groups consisted mainly of students aged 10 to 15. Sniffing glue became a trend with the emergence of large numbers of street children in the 90s. Various types of hallucinations and euphoria were produced by the vapors of the glue. This form of substance use was inexpensive and easy to access. Later, a Russian native drug, crocodile, was developed that could kill an individual in months. The development of pop culture has encouraged the use of hashish and marijuana. In their lyrics, many famous artists describe the effects of the drug with bright colours. A little later, a magical drink "Lin" appears abroad, based on codeine syrup and Sprite, which has a bright purple color. In our country it did not get as much popularity as abroad.

Have we noticed any recent changes? Yes, we have. People start taking drugs at a younger age. Moscow and St. Petersburg, the two biggest cities in Russia, are notorious for their high incidence of drug use among young people. Synthetic drugs have also become increasingly common. Unfortunately, young people are being influenced by the drug culture. Why are more and more teenagers and young people turning to drugs, despite the ongoing promotion of healthy lifestyles and anti-drug campaigns? Let's take a closer look at the underlying factors that contribute to this trend.

First of all, it is the influence of society. No matter how good a family a child is brought up in, he or she gets into society and makes friends. Many people start using out of curiosity, because their friends also use. The classic attitude at this point is "one time will do nothing". Except that synthetic drugs cause instant psychological dependence. A significant release of dopamine causes a deficit in the body, leading to

apathy. However, this craving worsens with increased doses, which can lead to overdose.

Secondly, the easy availability of various narcotics online is a major concern. These substances continue to appear in large numbers, even if social networks and messengers actively block them. You will be able to locate a seller, transfer the necessary funds, receive the coordinates of the location, and then proceed to look for the item. You no longer need to go through intermediaries. The process is simple and hassle-free [2].

Most people do not consider the ramifications of drug use. Addiction is not just about continued use; it also leads to madness and uncontrolled behavior that affects not only the user but society as a whole. The user loses control and becomes driven solely by wanting to get more and more.

Anyone can fall into this kind of situation and become a hostage to it. It does not just affect us, it also affects those we care about. This is a growing problem among young people and should not be ignored. First of all, people need to understand whether they are willing to help the addicts cope with their addiction.

List of references:

1.   History of Drug Discovery Froom Ancient to Modern (2022). URL: https://www.awesomebiochem.com/2022/12/16/history-of-drug-discovery/ (accessed 01.12.2023)

2.   Nora D., Volkow M.D., NIDA. "Director's Message." National Institute on Drug Abuse, 21 Jan. 2023, https://nida.nih.gov/about-nida/2022-2026-strategic-plan/directors-message (accessed 01.12.2023)

BASIC OBJECTION HANDLING TECHNIQUES

Афонина Ю. Е.

Атабекова А. К.

старший преподаватель кафедры иностранных языков

Донецкий Национальный Университет экономики и торговли

имени Михаила Туган-Барановского

Objections are an integral part of any negotiation or sales process. They are an expression of disagreement on the part of the opponent and can be caused by various reasons, such as doubts about the quality of the product or service, disagreement with the price, lack of confidence in the seller, etc. Objections can significantly complicate the negotiation process or even lead to its failure if not handled correctly.

Objections can vary depending on the situation and the context of the discussion, but in general we can identify a few basic types of objections:

1.   Logical objections are arguments that are made in response to a statement or assumption to point out its flaws or incorrectness. They are a logical form of reasoning that uses correct logic and the correct sequence of arguments.

2.   Emotional objections are expressions of feelings and negative reactions to an opinion, proposal or situation. They can be caused by various factors such as personal beliefs, prejudices, fears, experiences or subjective perceptions

3.   Practical objections may arise when considering a number of factors that may have a negative impact on the implementation or application of a particular idea or proposal. These may be problems with funding, availability of resources, complexity or length of the process, uncertainty of outcomes, and so on.

4.   Artificial reasons for objections can be varied and context-dependent, but in general they can be explained as follows: disagreement with an authority or source of information, holding alternative beliefs or preferences, emotional influence, lack of information or knowledge, social or group influence, and so on [1].

The «Yes-Yes» objection handling technique is one of the strategies for managing objections or resistance from the interlocutor. It consists of actively using agreement with the interlocutor's objections to gradually convert them into agreement with your point of view.

Application: At the first objection, actively support your interlocutor's point of view. Gradually, using your arguments, draw the interlocutor's attention to new information or facts that support your point of view. When you have provided enough information, lead the interlocutor to a common agreement or compromise.

«Objection Awareness» is one of the objection handling techniques that helps to deal with objections effectively. It consists of recognising and acknowledging an objection as valid and legitimate before deciding how to deal with it.

Application: Listen carefully to your interlocutor's arguments or reasons for objecting. Recognise that the objection has a right to exist and that your interlocutor has a right to his or her point of view. Acknowledging the objection means that you recognise it and talk about it openly. After acknowledging the objection, give your interlocutor your point of view or the arguments that justify your idea or proposal, and then work together to find a compromise.

A technique for dealing with objections, «Answer with a counter-question», involves asking the client a question that rephrases their objection or raises doubts. This technique helps the consultant or salesperson determine the real reason for the objection and continue the dialogue with the customer. It also helps convince the client that you are genuinely interested in their needs and are willing to help them find the best solution.

Application: Listen carefully to the client and make sure you fully understand his objection. Restate the client's objection in the form of a counter-question that will help clarify the nature of their doubts. Ask the client a counter-question that will help you get more information about their real needs or concerns. Listen to the client's response and pay attention to what their concerns are or the reasons behind their objection. Use this information to provide additional arguments or solutions that can meet the client's needs or address their concerns. If the objection is not completely

resolved, continue to ask counter-questions, propose alternative solutions and clarify the client's needs until you find the best solution.

«Appeal to authority» is an objection handling technique based on using the authority or expertise of a particular person or organisation to support your point of view or refute your opponent's arguments. This technique is particularly effective in gathering arguments and persuading an audience.

Application: Use authorities who are directly relevant to the topic you are talking about. Put facts and experts, not personalities, in charge. Make sure the argument is clear and strong before using an appeal to authority. Authorities can help refute your opponent's arguments, but that doesn't mean they will automatically strengthen your claim. It is important to have quality facts and logical reasoning. Authorities should be used to support your position, not to manipulate or distort the facts. When discussing an authority, cite the source or sources where their work or opinion can be found. This will help the audience verify the information and see if it is credible.

Application: If your interlocutor cites a fact that you disagree with, ask him or her to provide evidence of that fact. If your interlocutor refers to a particular source of information, you can analyse that source. Check its credibility, reliability and objectivity. When refuting facts, use logical arguments and rational reasoning. Remember that the purpose of disputing facts is not to quarrel, but to reach mutual understanding and find a common denominator [2,3].

List of references:

1. Types of Objections and How to Handle Them URL: https://saylordotorg.github.io/text_the-power-of-selling/s14-02-types-of-objections-and-how-to.html (date of access: 29.11.23)

2. 7 Easy Yet Great Methods For Handling Objections Effectively URL: https://tyonote.com/methods_for_handling_objections/ (date of access: 29.11.23)

3. Objection Handling Techniques For Negotiating In Sales: How To Earn Your Worth – NCMA URL: https://ncmagroup.com/2018/04/19/objection-handling-techniques-for-negotiating-in-sales-how-to-earn-your-worth/ (date of access: 01.12.23)

VALUES OF MODERN YOUTH IN RUSSIA

Бадаян Э. Г.

Дубровкина И.Ю.,

старший преподаватель кафедры английского языка

для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Values are people's perceptions of significant things, what they attribute greater importance to, certain preferences. This is a relatively stable, socially conditioned selective attitude of a person to a set of material and spiritual public goods [1]. The value world of each person is immense. However, there are some "cross-cutting" values that are practically core values in any sphere of activity. They include diligence, education, kindness, education, honesty, decency, tolerance, humanity. It is the decline in the significance of these values in one or another period of history that always causes serious concern in a normal society.

Undoubtedly, such eternal (true) values still exist and are recognised: love of people, faith, family, diligence, responsibility, love of art, goodness, justice, mercy, respect for elders. But lately they have been opposed to love of comfort, material wealth, egoism, desire for power (if power becomes the highest value). And as a result of this confrontation, a young person faces the problem of choice. The choice of their own life principles and priorities. A new idea and attitude to true values is formed.

Now young people put material well-being on one of the first positions. That is, preference is given not so much to spiritual and moral values as to material well-being as a certain stimulus of life activity. Moreover, the goal of earning money can be achieved by any available means. And such life principles as "it is better to be honest but poor" and "a clear conscience is more important than well-being" are

becoming a thing of the past, and what remains is "you to me, I to you" and "success at any price".

Young people prioritise independence and career, achieving high status. In recent years, Russia has seen the emergence of many opportunities for financial self-assertion of the individual, where a high level of education is not required, but big money is paid. For some young people these paths are quite attractive, although they do not lead to real success, but increase the feeling of spiritual emptiness and meaninglessness of life, the temporariness of everything that happens.

Attitudes to friendship and comradeship have also undergone changes. Faithful friends, reliable comrades remain in childhood. The attitude to close people becomes more and more self-serving. Selfish attitude "for yourself" is higher than humane relations, mutual understanding, mutual support and mutual assistance.

Modern youth in Russia is undergoing its formation in very difficult conditions of breaking many old values and the formation of new social relations. Hence confusion and pessimism, disbelief in the future. Aggressiveness and extremism, chauvinism and criminality are growing [1].

The value of mental labour, education and knowledge continue to fall rapidly. Most of the younger generation seeks to get any education with minimal effort, working for results – just to get a diploma. Education is seen first of all as an opportunity to get a good job, and then as a means of acquiring new knowledge. The formation of these values is influenced by the economic and social changes taking place in society. Those priorities that previously seemed unshakable are being replaced by others. New value orientations appear, which means that old ideals and traditions are destroyed and a new type of personality is formulated. Society and the environment with their spontaneous, chaotic, unwritten requirements and principles change, often simply disfiguring the views of a not yet fully formed personality.

Analysis shows that in the conditions of the general social crisis that we are experiencing today, such values as family and education are also in crisis [2]. The number of divorces, abandoned children and the elderly, children running away from home, cruelty towards children and the elderly is still high – all these are signs of

social ill-health of the family. In the field of education – negative attitude to school of both children and parents, countless conflicts with teachers, degradation of the pedagogical profession (there are many examples of professional failure of teachers), falling prestige of education, low level of training of specialists in universities, etc. - this is also a picture of crisis.

However, the crisis of any phenomenon is by no means equal to the fall or disappearance of its social value. On the contrary, active public criticism can mean the presence of a value conflict in this area, i.e. a "feeling of deviation from the ideal", a discrepancy between the social need and the existing circumstances. At the same time, it can mean a change of orientation in this area, and with it a rethinking and even strengthening of the value of this phenomenon.

For example, in situations of social transformation, when many types and forms of social relations are destroyed, the family suddenly begins to be a particularly attractive place – an island of calm, relaxation, personal wholeness, so its value may increase. Even economic hardship paradoxically contributes to this – the need to survive consolidates efforts in the family. Early marriages are not only spontaneous. Often young people consciously seek to create a family in order to shelter there from the frustrating effects of social processes. In the field of education, non-traditional types of education are becoming increasingly popular. Many people are not embarrassed and even aspire to paid forms of educational institutions preferably of business, professional nature. Denying official educational institutions, they pin their hopes on other forms of education, as they understand it as a means of survival in new conditions, as painless as possible transition to a new way of life.

So, the values of modern youth in Russia are in a state of dissonance. Young people put material well-being and independence in the first place, but despite this, such eternal values as faith, family, love are relevant. Young people today should strive to strengthen eternal, true values.

List of references:

1.   Lisovsky V.T. Values of life and culture of modern youth (sociological study). URL: http://multi-kultura.ru/kultura-razgovora/mysl01_09.html

2.   Youth of the new Russia: value priorities. URL: http://www.isras.ru/analytical_report_Youth_7_1.html

DISTICTIVE CHARACTERISTICS OF MEDICAL EDUCATION IN RUSSIA AND THE USA

Бакуменко Е.Ю.
Еромянц. И.С.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий государственный медицинский университет имени М. Горького»

Introduction. Medical education plays an important role in the formation of human resource potential of healthcare worldwide and a comparative analysis between medical education in Russia and the USA is of a great interest from the point of view of cultural, organizational and methodological approaches.

Objectives. The aim of the study is to conduct a comparative analysis of medical education in Russia and the USA to identify the main differences in the structure, content and methodology of education. We set the following objectives: to analyze the curricula, to study the main characteristics and structures of educational programs offered by medical universities in Russia and the USA. We also decided to study the evaluation of the legislative systems of these countries to determine the differences in the approach to hiring foreign medical workers in the Russian Federation and the USA.

Materials and methods. To achieve our goals we studied data sources: we used data from literature studies on the educational system in medicine in both countries, as well as the main legislative documents of both countries regarding recruitment. Along with this, we applied the methods of comparative analysis to identify key differences in educational programs, teaching methods and organization of medical education in Russia and the USA.

Results. A detailed study of approaches to medical education revealed a number of differences in the approaches to teaching.

The key issue is the structure of the medical education system. In the Russian Federation, the following chain of educational institutions is proposed:

Medical University - Residency - Postgraduate School, while in the USA the following approach is proposed: Medical School - Residency - Postgraduate School.[2]

There are also differences in the timing of these periods, as well as in the level of training.

The difference in student load is not insignificant. While in Russia there is a unified FSES (Federal State Educational Standard), in the United States there is a student's IQ test to determine the individual load on the discipline. [2]

Also, the difference touched the legislation of these countries.

Thus, in the United States there is legislation according to which graduates of medical schools registered by WHO and IMED-FAIMER agencies authorized by the country's government have equal rights. They can apply for medical practice after testing and assessment of their individual knowledge, regardless of where their education took place. The knowledge and abilities of the credential holder play a key role in this case. Nevertheless, it is important to be included in the WHO list. The absence of a mention in the WHO World Directory of Medical Schools and in the similar but more extensive Avicenna (2007), which lists not only medical but also other universities that train staff for health care, may make the school less attractive to international students and its diplomas less legitimate. [1]

In turn, Russia requires a similar but slightly different form of medical postgraduate work for foreigners. It includes:

• Nostrification - obtaining a Certificate of Recognition of the conformity of foreign education to a similar Russian education.

• Submission of an application and a package of documents to Federal Service for Supervision of Health Care to obtain a "Decision on the conformity of

medical, pharmaceutical or other education and (or) qualification" to medical and pharmaceutical requirements.

• Applying for primary accreditation in the specialty to the Central Accreditation Commission, providing the Decision and relevant documents defined in the Regulations on Accreditation of Specialists (Order of the Ministry of Health of Russia from 28.10.2022 № 709n).[3]

Conclusion. We conducted a comparative analysis of medical education in the Russian Federation and the USA, identified the main differences, and also determined the peculiarities of obtaining the right to work in both countries.

List of references:

1. Churilov, L.P., Stroev, Yu.I., Maevskaya, V.A., Balakhonov, A.V., Honeycutt, S.G. Russian and Foreign Medical Education. Accreditation in Education: An Electronic Journal of Education 27 March 2009. Web (In Russian) – Режим доступа: https://akvobr.ru/rossiiskoe_i_zarubezhnoe_medicinskoe_obrazovanie.html

2. Петрушин, М.А. Сравнительный анализ систем медицинского образования России и США – Режим доступа: https://cyberleninka.ru/article/n/sravnitelnyy-analiz-sistem-meditsinskogo-obrazovaniya-rossii-i-ssha

3. Labor Code of the Russian Federation of 30.12.2001 N 197-FZ (ed. of 04.08.2023, amended on 24.10.2023) (with amendments and additions, effective from 01.09.2023) – Режим доступа: https://www.ilo.org/dyn/natlex/docs/WEBTEXT/60535/65252/E01RUS01

STEREOTYPES AND REOTYPES IN INTERCULTURAL RELATIONS AND THEIR IMPACT ON REGIONAL STUDIES AND CULTURE

Балдина А.Е.
Дещенко А. Ю.,
профессор кафедры международной экономики, к.э.н.
ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

World culture theory provides a specific explanation of globalization that focuses on the question of how participants understand and attach meaning to life in the global village. In this sense, globalization is seen as the "densification" of the world, the development of awareness of global interdependence and understanding of the world as a single whole. Globalization embraces a system of dynamically developing relations between four key units: societies, the international system, individuals, and humanity. This is reflected in processes such as socialization, internationalization, individualization and generalization of ideas about humanity, as well as stereotypes and reotypes in international relations. [3]

Stereotypes and prejudices in intercultural relations are significant obstacles to constructive and mutually understanding interaction between different cultures. They can have a profound impact on area studies and culture, influencing the formation of stereotypes, perspectives and ideas about other countries and their cultures [1].

The topic of stereotypes and prejudices in intercultural relations and their impact on regional studies and culture is actively discussed and studied by various scientists and experts. One of the famous scientists studying this topic, French sociologist Jean-Claude Ablan, attaches great importance to stereotypes and prejudices in the process of forming mutual understanding between cultures.

The stereotype that exists in relation to East Asian countries, especially Japan, can be considered as an example. Certain beliefs that the Japanese are intolerant and introverted can lead to biases in studying and analyzing regional information. This may lead to the decreasing in interest and depth of researching the Japanese culture and society. Every academic researcher involved in regional studies should be aware of intercultural stereotypes and prejudices in order to avoid their negative impact on researching and other countries perceptions.

Additionally, stereotypes and prejudices can penetrate the culture through various media channels, including film, television, and music. Negative stereotypes can be reinforced and disseminated through these popular cultural formats, influencing perceptions of intercultural relationships. For example, negative images of Muslims after terrorist attacks often dominate Western media, leading to the increasing the Islamophobia and creating a wide range of social problems.

However, stereotypes and prejudices can be overcome through education and cultural exchange. Examples include initiatives such as student exchanges and cultural programs that promote a deep understanding and acceptance of different cultures. Research shows that direct interaction between people of different cultures can remove stereotypes and create the basis for a more tolerant and understanding society [2].

Culture can also play a role in overcoming stereotypes and prejudices. Cultural products such as literature, films and music have the power to bring positive changes in the education and upbringing of society. Cultural projects, such as Theatre for Social Change, help in breaking stereotypes and increasing understanding other cultures, promoting empathy and respect. When people are exposed to diverse cultural expressions and stories, they begin to see beyond the surface-level stereotypes and gain a deeper understanding of different perspectives.

Literature, for example, allows readers to try the role of characters from different cultures and backgrounds, fostering empathy and challenging preconceived notions. It exposes individuals to the complexities of human experiences and encourages critical thinking beyond stereotypes.

In conclusion it should be noted, stereotypes and prejudices in intercultural relations have a significant impact on regional studies and culture. They can interfere constructive interactions and lead to unreasonable assessments and perceptions of other countries and cultures. However, education, cultural exchange and cultural projects can help overcome stereotypes and prejudices, creating a basis for mutual understanding and tolerance.

List of references:

1. Berry, J. W. (2008). Globalisation and acculturation: A third world perspective. International Journal of Intercultural Relations. 2008. pp. 105-114.

2. Adler, R. Interplay: The Process of Interpersonal Communication. Oxford University Press. 2015. pp. 23-29.

3. Deshchenko, A.Y. / Globalization of the economy and the international innovation process: studies. manual / A.Y. Deshchenko, A.A. Semenov. – Donetsk: LLC NPP "Foliant", 2020. – 133 p

FRINGE: ETERNAL PROBLEM OF BEING BEAUTIFUL

Бродецкая А.П.

Черток Н.А.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий национальный университет

экономики и торговли имени Михаила Туган-Барановского»

Have you ever wondered about the cruelty of «beauty standards» towards women? At all the times, for a woman, to be beautiful was as important as breathing: and she was ready to experience all kinds of unbelievable tricks to become better and more attractive. Louisa May Olcott, in 1869 in her work wrote: «Half the girls do this, use either paint or powder, blacken their eyebrows with a burnt match, drip cologne on bits of sugar, or take belladonna to make their eyes shine. Clara started to use arsenic for a good complexion, but her mother forbade her to do so» [1].

But we are not in the XIX century any more, however, even in the XXI the mockery of our own body is not finished... Many girls nowadays think they have to fit the «beauty standard». This is mostly because they have this image of other women from social media, even though 99% of the time people on social media don't even look like that, yet due to of this image social media girls are portraying, young women today have been feeling down about themselves. Just think of the fashion for Kim Kardashian's figure or «perfect, plump» lips. The «hit» BBL, facelift, rhinoplasty, breast augmentation and chin filing are certainly not completely safe!

It's interesting to know that according to the American Society of Plastic Surgeons (ASPS): over the last three years, cosmetic surgery procedures have been increased by 19%. Body Shaping procedures were increased on 25%, while Facial Plastic Surgery rose up to 18% and Breast Enhancement is trending up by 15%. In terms of numbers of procedures, Breast Enhancement leads the way with 575,492,

followed by Body Shaping at 576.485 and Facial Plastic Surgery with 346,384 procedures performed in 2022 [2].

Let us look over the variety of human prejudices at different times and in different countries, usually reaching the point of absurdity, in order to understand that fashion is changeable, and any «shortcomings» can become "raisins" and even advantages if you know how to present yourself correctly and how to be confident.

The beauty ideal in Ancient Egypt was considered to be tall, slender brunette with a small chest and wide shoulders; not thin, with a muscular body, narrow hips, and long legs. The ancient Greeks believed that beauty consisted of three major components including symmetry, proportion, and harmony.

Another example: the cruelty of Ancient China. Fragile, graceful women with small legs, thin long fingers, and small breasts were considered to be lovely. To reach desired beauty from an early age, the chest of Chinese women was tightened with a canvas bandage. The parents deformed the girls' feet by tying them with bandages so that their feet were small. It was harmful to their health, but it was considered very attractive.

The Renaissance and the Baroque eras appreciated magnificent forms. Corsets, which made the waist thin and raised the chest, came into fashion. Women wore puffy skirts with rings, wigs, but rarely washed their bodies. We can't but believe that the smell of a dirty body was accepted as powerful perfumery.

In the XIXth century fashion was unstable. The ideals of the figure changed as quickly as the clothing styles.

In the XX century, the concept of beauty rarely changes. In the 1920s, women strove for a masculine appearance and a boyish figure: flat breasts, low waist, short haircuts. In the 40s, curvaceous forms were in fashion. In the 60s, the figure of the «perfect woman» was supposed to resemble the figure of a teenager. In the 80s and 90s, the sports figure came into vogue. During this period, tallness, thinness, white skin were valued [3].

And now let's pass over to these days. Have you noticed that recently many children in social networks can be seen with full makeup during the annual school

day? What is most of all bothers me that parents seem to have no problem with their kids wearing makeup. It makes me wonder why these innocent kids should try to follow such crazy standards.

Rounded shapes have become a modern standard for many women today. In pursuit of a body shape a-la Jennifer Lopez, Kylie Jenner, they forget that ideal shapes are not just about the result of exhausting physical training sessions but also about body structure specifics and muscle tone.

The ideal nose that many plastic surgeons are creating today has become a dream for many girls. Many of them believe in the imposed stereotype so blindly that they forget that an unusual nose is not a flaw, but a unique feature each of us has. It's not the news that celebrities are mad with such Facial transformation.

Who doesn't know about such tendency in beauty surgery called «duck lips» or «plump lips»? Moreover, there is an opinion, according to which, thin lips indicate the aging of the body. Such a nonsense! That's why modern women have an immensely great wish to give more volume and passion to this part of their face. It's a well-known fact that today fillers based on hyaluronic acid are the most popular tools to achieve this result [4].

Actually, we continue to evaluate each other by appearance, and it's silly to flatter ourselves with hopes that this will change someday. Yes, the «standard» size is stretched, but it does not mean that society is ready to accept cellulite — the body should still remain fit.

Summarizing all above-mentioned information, it is worth emphasizing that the idea of beauty standards is deeply rooted in the patriarchy and strengthens the objectification of the female body in accordance with male stereotypes. It is essential to break through these set criteria and stop striving to fit them to satisfy men's expectations.

Women can be beautiful at any size! Unfortunately, in today's media culture, one body type is presented as the only kind of body that is valued. Women who don't fit the mold are ridiculed, and many of us spend endless time, energy and money pursuing the ideal. It's tantamount to brainwashing.

It cannot be denied that every woman's attitude to understanding of beauty is deep, personal and the one that will most likely last a lifetime. But, in today's world, beauty is just not about the appearance, but it is about being kind, confident and authentic to oneself. It is essential to realize that blindly following beauty standards we lose our individuality and uniqueness. It's really very arguable question, but as far as my viewpoint is concerned it's brightly expressed in a phrase «Be a voice, not an echo».

List of references:

1. Мышьяк и белладонна: опасная красота XIX века // История моды с Марьяной С. на Яндекс Дзен URL: https://dzen.ru/a/XoMGBmDyqjWBJfk0 (дата обращения: 25.11.2023).

2. 2022 ASPS Procedural Statistics Release // MELE EXCELLENCE IN PLASTIC SURGERY URL: https://www.sanfranciscoplasticsurgeryblog.com/2022-asps-procedural-statistics-release/ (дата обращения: 25.11.2023).

3. Don't Strive to Be Perfect: Why Beauty Standards Are Meaningless // HSE Campus in St. Petersburg URL: https://spb.hse.ru/soc/illuminated/news/450412934.html (дата обращения: 26.11.2023).

4. 10 Imposed Beauty Standards That Modern Women Should Ditch Once and Forever // Bright Side URL: https://brightside.me/articles/10-imposed-beauty-standards-that-modern-women-should-ditch-once-and-forever-805713/ (дата обращения: 26.11.2023).

THE PROBLEM OF LONELINESS IN THE CONTEXT OF GLOBALIZATION

Власенко Д.К.
Чернушич А. Е.,
ст. преподаватель,
ФГБОУ ВО «Донецкая академия управления и
государственной службы»,

Globalization as an objective process of a systemic natureis increasingly embracing our lives. On the one hand, globalization processes contribute to the unification of people, the elimination of borders between cultures and states, and on the other hand, these processes lead toincreasing unification and stereotyping in attitudes andbehaviors. A person in such conditions does not have time to organically turn ontheir personal desires, aspirations and beliefs in the general flow of globalchange. A personality forced to exist in a multidimensional social space feels depressed due to the need to transformvalue orientations and attitudes and experiences feeling of loneliness.

In the context of globalization, the problem of loneliness is becoming more and more important and significant and creates problems for modern society. Globalization, although associated with an increase in international connections and opportunities of communication, also leads to the loss of traditional values and rootedness, which can bring isolation.

A person exists as if in two surfaces. In the first one, a person is a unity of spirit, soul and body - parts that affect eachother; in the second one, a person himself is a part of the world, dependent onother parts. Here, persistent mutual influence is observed and dualism arises: man is the world.

Loneliness in the context of globalization can manifest itself at various levels. At the individual level, globalization can lead to a loss of a sense of belonging and identity, especially in the context of migration and population displacement. People may feel lonely and isolated in an unfamiliar environment where it is difficult for them to find support and understanding.

At the social level, globalization can also contribute to an increased loneliness. Modern technologies and social networks, although providing the opportunity to connect with people around the world can also create the illusion of close friendly relations, while in fact a person remains lonely and misunderstood in his real life.

At the political level, globalization can lead to a sense of loneliness of nations and States. In conditions of economic competition and competition for resources, countries can feel isolated and vulnerable, which can lead to increased nationalism and protectionism.

Loneliness disrupts the usual course of things, makes a person see his own essence and the essence of things. After all, the question of human essence is revealed in all its depth only to those who have become a loner.

Difficulties in interacting with the outside world, in establishing strong connections lead to an acute experience of loneliness, but of a different nature, to a mental distance from the world. Establishing certain social connections, finding new contacts becomes an integral part of everyday life.

A person of the XXI century is constantly experiencing tension from different sources: from the intensity of information flows, from excessive demands on the individual, obstacles in making choices and realizing goals. As a consequence, the violation of the integrity of the inner world, the inability to understand one's own essence a certain inner loneliness appears. A crisis or even a depressive state is a manifestation of inner loneliness and a signal of inadequate relationships with the outside world and one's own.

A person needs to learn to control the situation, to find «resource states» to overcome disharmony between external manifestations and internal experiences. Overcoming loneliness is seen to us through an inner path, spiritual self-development,

cultivation of love for oneself and the world, in the awakening of the natural desire for truth. A significant role here belongs to society in creating conditions in order to balance the spiritual and material, to stop the tendencies of demoralization of a modern man, in the perception of a man as a consumer or a source of financial resource sonly.

To solve the problem of loneliness in the context of globalization it is necessary to develop international cooperation based on mutual understanding, as well as to maintain cultural and social diversity. It is also important to pay attention to the psychological well-being of people and create conditions for the formation of close and supportive relationships at both individual and public levels.

ACTUAL PROBLEMS OF REGIONAL STUDIES AND CULTURE IN THE MODERN WORLD

Воробьев Н.Г.
Максименко А. В.
старший преподаватель кафедры гуманитарных
дисциплин
ДГУЮ Минюста России

Country studies is a comprehensive study of a country, its territory, the peoples and tribes inhabiting it, as well as the features of the state structure, social and political processes, institutions and other phenomena that may be of research interest. In close conjunction with regional studies is regional studies, which is correctly considered both as a detailing of regional knowledge, and as an enlargement of the research scale [1- 8].

We find the origins of country studies in military affairs (military intelligence) and in international trade. The era of Great Geographical Discoveries became a time of rapid development of regional studies and its transformation into a relatively independent field of knowledge. For example, Infante Henry the Navigator of Portugal (1394-1460), equipping Vasco da Gama's sea expeditions, set him the task of finding out how aggressive the peoples inhabiting this or that land are, what is valuable in these lands, whether it is possible to take it away from the aborigines by force (and if not, what can be exchanged for) [9, p. 77].

In Modern times, regional studies have been constituted into an independent discipline and scientific direction.

It is correct to consider criminological country studies as a branch of general country studies. In this perspective, this type of country studies is one of the areas of crime research.

The modern paradigm of classical comparative criminological research involves a comparative analysis of statistical data on the state, structure and dynamics of crime.

Of course, if reliable data on actual crime are available, serious conclusions can be drawn on this basis both about the criminal situation in the country and about the effectiveness of social practice. Unfortunately, in recent years, the problem of the objectivity of criminal statistics is acute even in countries such as Germany or France. Today, information is becoming public that the police in the EU countries are not recommended by the political leadership to register crimes of migrants. [10].

It can be stated that there is a need to correct the established criminological paradigm, one of the elements of which is the presumption of reliability of statistical data on crime. In this perspective, the development of such a scientific direction as criminological country studies turns out to be a very productive approach to conducting research in the criminal sphere.

The country-specific approach covers the analysis of both the criminal situation and the history of the country. Consider, for example, as an object of criminological country studies Australia, which until now has the status of a dominion of the British Commonwealth (its constitution was approved by Queen Victoria of Great Britain). It is known that since the end of the XVIII century, Great Britain has used this continent as a place of exile for criminals. At the same time, in the twentieth century, the criminal situation in this country was one of the most prosperous in the world.

The study of societies of primitive tribes and their typology were laid by E. Fromm as the basis for the theory of human destructiveness developed by him. In his research, the synthesis of country studies, regional studies, ethnography, social psychology and other scientific fields made it possible to make a breakthrough in understanding aggressive behavior. E. Fromm transformed fundamental research into applied theory [11].

Among the main problems of the development of criminological country studies, undoubtedly, is the formation and improvement of the methodology of the country-specific analysis of the criminal situation in a particular country. This is

especially true in relation to countries about which there is little information, and information about crime in them is incomplete and fragmentary.

An enormous role in the development of criminological country studies is played by international cooperation, the exchange of scientific information between research teams from different countries.

Paradoxically, in the XXI century we do not have data on crime in some countries. To study crime in all countries of the world and in certain regions is a grandiose problem, perhaps one life will not be enough to solve it, but this is the essence of the scientific direction — some scientists begin, others continue. The tree of knowledge acquires more and more new shoots, branches.

List of references:

1. Demina N.A., Chzhu Kantszi. Stranovedenie Kitaya [Area Studies of China]. Moscow, Tolmach Publ., 2018. Pt. 1. 229 p.

2. Dracheva E.L. Stranovedenie. Germaniya. Italiya. Finlyandiya [Area Studies. Germany. Italy. Finland]. Moscow, Knigodel Publ., 2018. 532 p.

3. Klimanova O.A., Klimanova V.V., Sirotin V.I. Geografiya. Stranovedenie [Geography. Area Studies]. Moscow, Drofa Publ., 2017. 290 p.

4. Kuzhel Yu.L., Yavorskaya A.O., Khristov T.T. Stranovedenie — OAE, Yaponiya, Kitai [Area Studies — the UAE, Japan, China]. Moscow, Knigodel Publ., 2020. 278 p.

5. Leonovich O.A. Stranovedenie. Velikobritaniya [Area Studies. The United Kingdom]. Moscow, KDU Publ., 2020. 179 p.

6. Tokareva N.D., Peppard V. Amerika. Kakaya ona? [What it is Like in the USA]. Moscow, Vysshaya Shkola Publ., 2016. 348 p.

7. Dergachev V.A. Regionovedenie [Regional Studies]. Moscow, Yuniti-Dana Publ., 2004. 250 p.

8. Kuijper H. Area Studies versus Disciplines: Towards an Interdisciplinary, Systemic Country Approach. The International Journal of Interdisciplinary Social Sciences, 2008, vol. 3, iss. 7, pp. 205–216.

9. Beazley C.R. Prince Henry the Navigator. The Hero of Portugal and Modern Discovery 1394–1460. London, 1968. 325 p.

10. Nikitin A. Czech police officers protested against attempts to cover crimes committed by migrants. Vzglyad. Available at: https://vz.ru/news/2017/3/3/860324.html. (In Russian).

11. Fromm E. The Anatomy of Human Destructiveness. New York, Rinehart and Winston, 1973. 498 p. (Russ. ed.: Fromm E. Anatomiya chelovecheskoi destruktivnosti. Moscow, Act Publ., 2004. 635 p.).

THE ROLE OF NEW MEDIA IN INTERCULTURAL COMMUNICATION

Гладкая С. С.
Ильченко Л.Г.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

Research into the impact of social media on contemporary culture is becoming important and relevant in the light of the increasing use and dissemination of digital platforms. We are all faced with a constant flow of information, photos, videos, news and opinions that are constantly coming from social media. This creates new opportunities for communication, cooperation and awareness of other people's views. However, there are also questions about privacy, information quality, online behavior, and the impact of social media on our Research Question to be asked in this context, as follows: "What impact do social media have on the formation and development of modern culture?"

For me, studying the impact of social media on contemporary culture is important because it raises topical and complex questions about how we interact with each other and how we shape our world view in the digital age. This research is based on the desire to understand and understand the advantages and disadvantages of our digital reality and to develop the critical thinking and skills needed to adapt and communicate effectively in the light of the rapid development of new technologies and forms of communication. It has a direct impact on the attitudes, values and attitudes of young people, as well as a significant influence on the mass consciousness and public opinion.

Understanding this impact will help us consciously use social media and overcome its negative effects, as well as expand the boundaries of communication and involve different groups of people in actual social and cultural processes. The

active mass distribution of communication means and Internet technologies, which took place in the late XX – early XXI century, created conditions for the appearance of so-called «new media»: «The phenomenon of new media is related to a number of conceptual innovations of the beginning of the third millennium and reflects the global socio-cultural changes associated with the emergence and development of computer networks and Internet technologies». At present, the concept of «new media» is not conceptualized and indicates for the most part a fundamental difference from the earlier, i.e. from traditional media. The word «media» is translated from Latin (medium) as a mediator, so it has a wide interpretation, including both technical and organizational sides, so there are several approaches to explaining the phenomenon of new media. In the broadest sense, new media means everything connected with new information technologies. These include new communication platforms, new media and new technical devices (digital media). As for the last component of the new media, we are more familiar with the understanding, according to which the technical side of the issue is presented separately and is marked by the concept of «digital media»: «Digital Media - a concept related mainly to the technical side of the creation of media products, in the framework of which there is abandonment of former – analog – information carriers due to global computerization»

Social media has become the main means of communication and information exchange in modern society. They provide an opportunity not only to share their thoughts, but also to be in constant contact with friends, family and colleagues. They provide space to discuss important topics, build communities of interest and raise awareness of developments. However, this social media influence can have both positive and negative consequences for modern culture. First, social media has become the main platform for communication. Thanks to them, we can easily contact people from a distance and learn about their lives. We can communicate with friends and family, join groups and communities of interest, exchange ideas and opinions. In addition, social media plays an important role in our professional field, allowing us to find new working contacts and learn about career opportunities. Secondly, social media has become a means of expression. They have enabled people to share their

231

thoughts and ideas with the world. We can post, blog, comment on news and discuss current events. An example of the positive impact of social media is the opportunity for global activism and mobilization of social movements. For example, the Arab Spring and the Black Lives Matter movement have gained immense popularity and support through the active use of social media, which has helped to spread information, organize protests, and raise awareness of social issues.

Social media has a significant impact on our perception of culture and culture. They help us to learn about different countries, raise our interest in country studies and culture, and promote globalization and the popularization of cultural diversity. However, it is necessary to be attentive and to critically evaluate the information that we receive on social media to avoid the formation of wrong stereotypes.

List of references:

1. Boyd, D., & Ellison, N. (2008). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13(1), 210-230.

2. Hjorth, L., & Arnold, M. (2017). Mobile Media in the Asia-Pacific: Gender and the Art of Being Mobile. Routledge.

3. Носовец С. Г Новые медиа: к определению понятия // Коммуникативные исследования. 2016. № 4 (10). С. 39–48.

4. Тулисова В. А. Трансформация средств массовой коммуникации: от традиционных средств массовой информации к New Media // Вопр. теории и практики журналистики. 2017.С.68-94.

5. Шестёркина Л. П., Борченко И. Д. Основные характеристики новых социальных медиа // Учен. зап. ЗабГУ. Сер.: Филология, история, востоковедение. 2014. С.107-111.

COMMUNICATION OF RUSSIA AND CHINA IN THE ENVIRONMENTAL FIELD

Гокунь Ю.С.
Жданова Н.А.,
канд.филол.наук, доцент кафедры английского языка для
экономических специальностей
ФГБОУ ВО «Донецкий государственный университет»

Communication of Russia and China is currently one of the most important directions of Russia's foreign policy. Regular high-level negotiations take place, cooperation in the fields of economy, technology, energy, politics, finance, military, transportation, culture, education, tourism, and sports is fruitfuly developing nowadays. At the same time, Russia and China are also continuously expanding cooperation in the field of environmental protection.

In recent years, China and Russia have strengthened their ecological cooperation and have achieved certain results in the preservation of cross-border water resources and creating transboundary nature reserves.

In order to address vital environmental issues, China and Russia have established a set of cooperation mechanisms, such as the Sub-Committee on Environmental Protection of the Regular Meeting of the Prime Ministers of China and Russia. There is currently a multi-level environmental cooperation system between the two countries [1].

The engagement of Russia and China in Arctic sustainable development goals is more than a platform for international partnerships for caring about the planet and humanity. Particular attention is paid to such areas of cooperation as the development of international environmental law and participation in working groups on various environmental aspects; satellite navigation in the Arctic region, joint research,

expeditions and training, as well as exchange of research equipment and data. In addition, emphasis is placed on Russian-Chinese programs in the field of underwater observation and hydroacoustics [2, 61].

Russia and China can implement climate projects based on low-emission technologies in the field of renewable and nuclear energy. Russia is ready to offer its Chinese partners a potential pool of green projects, which will take the bilateral cooperation to a fundamentally new level.

Russia is interested in setting up "a permanent mechanism on the climate track" to facilitate the joint development of carbon markets and adapting to climate change and to boost scientific exchanges and green financing. Russia invites China to discuss the mutual recognition of climate project methodologies, confirmation standards, and examination results. The Sakhalin region and the Guangdong province are working on a memorandum of mutual understanding in green and low-carbon development. Its signing will help establish dialogue with a major regional quota trading system in China, study Chinese carbon regulations and laws, and create prerequisites for linking regional carbon markets of Russia and China [3].

Thus, in recent years, China and Russia have achieved fruitful results in communication in the field of environmental protection, laying a solid foundation for maintaining regional ecological balance and sustainable development.

List of references:

1. Xinxin F., 2023. "Cooperation Between China and Russia in the Field of Environmental Protection in the Arctic: Current State and Prospects" Administrative Consulting, Russian Presidential Academy of National Economy and Public Administration. North-West Institute of Management., № 5 URL https://ideas.repec.org/a/acf/journl/y2023id2261.html

2. Chen, Q., 2019. "Sino-Russian Environmental Cooperation: Past, Present, and Future," R-Economy, Ural Federal University, Graduate School of Economics and Management, vol. 5(2), p. 61.

3. Russia, China can implement joint climate projects in renewable, nuclear energy – minister. Archived from the original on 19 October 2023 URL https://interfax.com/newsroom/top-stories/95630/

A MESSAGE ON THE ROLE OF THE MEDIA IN MODERN SOCIETY

Головко Е.И.

Усачев В.А.,

Кандидат философских наук

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ МИХАИЛА ТУГАН-БАРАНОВСКОГО»

Modern society can be characterized as an information society, the main wealth of which is information. The objective regularity of the development of such a society has become the intensification of information processes: message transmission speeds are increasing; the volume of transmitted information is increasing; its processing is accelerating. This process can have a negative impact on a person, leading to information overload, which in turn weakens the ability to think, reflect.

A person actively enters the information period. In this new time, the dominant position will be occupied by the consumption and production of information services. Nowadays, electronic networks are being formed and continue to develop rapidly. In the modern information society, the main role will be played by the mass communication system, which is implemented with the help of computer technologies and the Internet. Since the end of the XX century, the media has grown into a voluminous branch of the media industry. Mass communications themselves have also changed, instead of print, radio, and television, the Internet is increasingly being used as a medium for the placement of conventional media (newspapers, radio and television programs) and electronic publications.

The primary function of the media is the dissemination of information. This function involves people who are far from the production of cultural values. "The dissemination of mass information is carried out by professional practitioners, who, as a rule, only with rare exceptions, create new ideas, formulas or new constructions themselves, mainly carry out a social function that is firmly connected with the needs of the current moment.

The entertainment function serves various aesthetic needs of people by showing movies, performances, concerts, various games (including computer games), sports, etc. The entertainment function often occupies the first place in terms of time among the functioning of all media.

In the modern period of development of Russian society, the successful solution of political, economic and social problems increasingly depends on the action of such a subjective factor as the social activity of the individual. An important role in the formation of activity is played by the mass media. The increasing role of the press, radio and television in the public life of the country is evidenced by their rapid growth, prevalence and accessibility of mass media. A printed word, a television image can reach the most remote areas in the shortest possible time, penetrate into any social environment.

Mass media is a powerful force of influence on people's consciousness, a means of promptly conveying information to different parts of the world, the most effective means of influencing human emotions, capable of convincing the recipient in the best way. This is especially clear in relation to electronic media. As technical capabilities expand, their role increases. And in terms of the emotional impact on people's feelings and consciousness, they remain unsurpassed so far and gather the largest audience. In the mass media, and especially on television, the issues of improving the effectiveness of performances are closely related to the level of organization of the creative process, forms and means of socio-political education of journalistic, artistic and technical personnel. First of all, it is the selection of problems, the solution of which can be supported and prompted by the audience, and the creation of long-term plans for the work of the media, including them.

At present, the influence of mass media on personality has significantly increased. The dominant position among the mass media today is occupied by television. If in the late 70s and early 80s TV was considered a luxury, today television has firmly entered the everyday life of almost every family. Gradually, television is replacing newspapers and magazines, and seriously competes with radio. Competition with the press is explained by the appearance of new technologies on television.

The effectiveness of the media is inextricably linked with taking into account the needs of people, their increased social, spiritual and political demands. At the same time, it is necessary to distinguish between the concepts of information needs and thematic interests of the audience. Information needs are social in nature and are primarily determined by the content and structure of a person's daily activities, including objective characteristics of his professional and social activities. Thematic interests depend on the content of the information offered and on situational socio-psychological factors (such as popularity, topicality, prestige of certain topics, persons, phenomena, etc.). Some information about the information needs of the audience can be obtained through a survey. The survey gives only a picture of the thematic interests of the audience.

Summing up all of the above, we can say that in modern Russian society, the successful solution of political, economic and social problems increasingly depends on the action of such a subjective factor as the social activity of the individual. An important role in the formation of activity is played by the mass media. The increasing role of the press, radio and television in the public life of the country is evidenced by their rapid growth, prevalence and accessibility of mass media. Printed and spoken word, television image can reach the most remote areas in the shortest possible time, penetrate into any social environment.

List of reference:

1. From the history of public relations // Journalism of the end of the XX century: lessons and prospects. Voronezh, 1998, pp. 142-143.

2. Chachanovsky A.A. "The instance of truth: Mass media and life: opportunity, search, responsibility".Moscow: Politizdat, 2007.

3. Korkonosenko S. G. "Fundamentals of the theory of journalism". SPb. 2002

4. Dobrenkov V.I., Kravchenko A.I., Methods of sociological research, 2009.

YOUTH AND INTERNATIONAL CONFLICTS: ROLE AND IMPACT

Голомах Е.Д.
Ильченко Л.Г.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

The topic "Youth and International Conflicts: Role and Impact" examines the influence of youth in the international arena, as well as their role in stimulating or mitigating international conflicts. Youth is a period of life from adolescence to adulthood, and their active actions and perspectives can play a significant role in political processes and conflicts worldwide. In many countries, youth is a significant social group that sets the tone for the emergence of new ideas, political actions, and social progress. Their energy, desire for change, and power of conviction can help prevent or intensify international conflicts. Youth can be both a source of conflict and a factor in promoting change and conflict resolution. On the one hand, youth may resort to violence, join terrorist organizations, or join the military to fight for their goals. An example of this is the protest of youth in various demonstrations and unrest related to political changes or civil wars. On the other hand, youth can also play a key role in promoting peace, conflict resolution, and building dialogue between different cultures. Youth organizations and forums can create a platform for conversations and collaboration among young people from different countries and perspectives. Additionally, in several conflicts, youth organizations also play an important role in seeking peaceful solutions. For example, in Israel and Palestine, there are youth peace organizations that conduct projects to create dialogue and understanding among young people from both sides of the conflict. These organizations work in the fields of education, sports, and culture to prepare youth for peace and overcome old animosities.

The report "Youth and Violent Extremism in Social Media: Analysis of Research" conducted by the United Nations Development Programme (UNDP) in 2016 addresses the problem of violent extremism in the online environment and its connection to youth. Youth influences contemporary international conflicts and has tremendous potential to improve global stability and development. However, a certain percentage of young people are attracted to violent and extremist ideologies, which can have catastrophic consequences for society. The report is based on an analysis of conducted research, as well as consultations with experts and UNDP partners, including representatives from the academic community, government and non-governmental organizations, and youth civil society groups. The document highlights the role of social media in transmitting and spreading violent extremism ideologies among young people. It also identifies factors that contribute to youth vulnerability to the influence of extremism in the online environment, such as social inequality, lack of education, lack of employment, and lack of real prospects. The report offers a strategic approach to reducing the risk of violent extremism among youth. It includes proposals for the creation of youth centers for extremism prevention, educational programs aimed at developing critical thinking and media literacy, as well as strengthening partnerships between government and non-governmental organizations to ensure a coordinated approach to preventing and combating violent extremism. The approach presented in the report aims to create conditions for improving youth inclusion, healing relationship wounds, rebuilding trust, and preventing youth involvement in violent and extremist extremism in the online environment. By achieving these goals, a safer and more stable international community can be created. In conclusion, the role and impact of youth in international conflicts are complex and depend on different contexts and circumstances. Youth can be a source of conflict, but they can also be powerful drivers of progress and peace. They can engage in protests and actions to draw attention to issues, as well as act as mediators and promoters of peace, seeking conflict resolution and dialogue. It is important to recognize the potential of youth and provide conditions for their development.

Youth and International Conflicts: Role and Impact, Illustrated by "War and Peace" by Leo Tolstoy. "War and Peace" is one of the most famous works of Russian literature, written by Leo Tolstoy. This novel is a multi-layered exploration of many aspects of Russian life during the Napoleonic Wars. One of the most important themes addressed in this book is the role of youth in international conflicts and the impact of these conflicts on the youth itself. In "War and Peace," Tolstoy portrays youth as active participants in war. Characters such as Nikolai Rostov, Pierre Bezukhov, and Andrei Bolkonsky initially approach war with naiveté and enthusiasm, but as time goes on, they encounter its horrors, sufferings, and senselessness. Nevertheless, they continue to fight and undergo changes influenced by their experiences. The young heroes of the novel go through an evolution in their perceptions of war. They initially idealize it, seeing it as an opportunity to prove their bravery and become heroes. However, as they face the realities of battles, hunger, and suffering, they realize that war is not all about heroic deeds and glory, but also about bloodshed and death. They become disillusioned and saddened by its outcomes. The novel also depicts the impact of war on the youth. Many characters experience the loss of loved ones, witness despair and the suffering of others. This brings them back to reality and forces them to contemplate the meaning of war. The youth in "War and Peace" view war as something greater than just military actions. They question the justice of war, the political and social causes of conflicts, and their hatred for war grows. Tolstoy also emphasizes that youth is the foundation of future society, and its role in international conflicts should not be underestimated. Through the eyes of the young heroes, the author shows how war changes them and shapes their characters. Many of them return from war with a changed worldview and strive to avoid violence and conflicts. In "War and Peace," Tolstoy not only describes the war but also analyzes its consequences for the youth. The novel shows that war not only leads to physical and mental suffering but also influences the worldview and ideals of young people. This profound impact is reproduced throughout the entire book and calls for reflection on the futility and terrible consequences of war. In conclusion, Leo Tolstoy's "War and Peace" is one of the most significant works about youth and their role in international conflicts. The novel portrays young heroes who idealize war but

eventually realize its horrors and senselessness. It also emphasizes the influence of war on the youth and prompts thoughts on the uselessness and terrible consequences of wars. "War and Peace" is a powerful literary work that makes one ponder the role of youth in international conflicts and their impact on young people themselves.

Youths play a crucial role in shaping the future of nations, but their involvement in international conflicts is a matter of concern. International conflicts are multifaceted and complex, involving deep-rooted issues such as territorial disputes, political ideologies, and economic inequalities. The youth, being the future leaders, have the potential to contribute positively towards resolving these conflicts. In conclusion, the involvement of young people in international conflicts is a double-edged sword. While they may be disproportionately affected by the consequences of conflicts, their active engagement in peacebuilding can lead to positive outcomes. The international community should prioritize investing in youth education, empowerment, and inclusion in decision-making processes. By doing so, we can harness the potential of the youth to create a more peaceful and sustainable future for all.

List of references:

1. United Nations Development Programme (UNDP). (2016). Youth and Violent Extremism on Social Media: Mapping the Research.

2. «War and Peace» Leo Tolstoy

THE IMPACT OF ARTIFICIAL INTELLIGENCE ONTHE PROCESS OF LEARNING

Диденко Д. В.
Чернушич А. Е.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

Artificial intelligence – (AI) is a technological achievement that is becoming more and more closely integrated into our lives every day: computers have learned to draw pictures, create music, compile videos, write quite logical texts, and also do homework for students and school children.

The topic of integrating artificial intelligence into the process of learning is current and causes a lot of discussion, because AI is advancing the education system by providing innovative tools and methods that improve the learning process and solve burning educational problems.

For example, the educational program does not always take into account the individual characteristics of each student. In this case, AI comes to the rescue.

Artificial intelligence, data and analytics, and machine learning allow students to access information and critical insights about key aspects of academic record, as well as other factors that may trigger changes in their attitude, interest, or performance. [1, с. 18-19]

AI algorithms help students create a personalized learning plan. A vivid example is the application for learning foreign languages Duolingo. At the start, you take a language learning test, and the app collects exercises of the appropriate complexity for you. Then, based on each lesson you complete, your progress and

mistakes, Duolingo selects exercises that help you fill in the gaps and improve your level.

AI can also help with checking homework and grading tests. For example, you can use machine learning algorithms to automatically check the correctness of answers to test questions. In addition, AI can be used to automatically generate educational materials such as presentations and assignments. Overall, this approach significantly improves the efficiency and quality of the educational process.

AI can also create highly engaging and interactive games that challenge students to think critically and solve problems. Game-based learning provides students with opportunities to apply what they've learned to real-world scenarios, encouraging them to learn by doing.

Neural networks can be useful for students who need to feel comfortable in a new environment and supported to make their learning more productive. The main audience of this service is first-year students who very often experience anxiety and depression and need support when moving, changing their lifestyle or adapting to a new team.

AI can also help teachers and staff to focus on more important tasks. For example, artificial intelligence-based chatbots can be used to respond to student requests, assist in the admission process, and manage student information. [2, c.15-16]

Such training systems are becoming increasingly popular, as they provide students with the opportunity for high-quality personal training. What's more, AI enables students to get in touch with their teachers 24/7 and access them from anywhere, making the process of learning more accessible and convenient.

However, there are some problems that may arise when using neural networks in studying.

Risk of losing control over the learning process. For example, creating individual training programs using a neural network can lead to the fact that students will receive only those materials that correspond to their interests and level of knowledge. This can reduce diversity in the learning process and reduce motivation.

Data security issue. The use of a neural network in education can lead to a leak of students ' personal data and can be usedto collect data without the consent of the owner.

Risk of bias and discrimination. Artificial intelligence algorithms can perpetuate existing data distortions, leading to unfair and unequal treatment of students. It is important to address these challenges by developing AI systems that are transparent, accountable, and unbiased.

Lack of human interaction. Over-reliance on artificial intelligence can lead to reduced levels of human interaction, which is extremely important for social and emotional development in the learning process.

Cost. Implementing AI in education can be expensive, especially for schools or institutions with a tight budget. This can create inequality in getting education.

Technical problems. Artificial intelligence systems may encounter technical problems, such as system failures or malfunctions that can disrupt the learning process.

In conclusion, the integration of AI into the process of learning has a huge potential to change the way people learn. AI can offer students personalized learning, accurate and effective assessment, and targeted support and feedback. However, it is important to consider the potential risks associated with the use of AI and make sure that its implementation is carried out responsibly and within ethical standards. The approach to using AIin the process of learning should be careful and balanced, taking into account its advantages and disadvantages, in order to ensure its positive impact on students and the educational system as a whole.

List of references:

1. Искусственный интеллект в образовании: Изменение темпов обучения. Аналитическая записка ИИТО ЮНЕСКО / Стивен Даггэн; ред. С.Ю.

Князева; пер. с англ.: А.В. Паршакова. — Москва: Институт ЮНЕСКО по информационным технологиям в образовании, 2020.

2.   Струнин, Д. А. Искусственный интеллект в сфере образования / Д. А. Струнин. — Текст: непосредственный // Молодой ученый. — 2023. — № 6 (453).

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON YOUNG PEOPLE

Заяц К.А.

Дубровкина И.Ю., ст. преподаватель

ФГБОУ ВО «Донецкий государственный университет»

Artificial intelligence (AI) is a set of technological solutions that allows imitating human cognitive functions, including self-learning and search for solutions without a predetermined algorithm, and obtaining, when performing specific tasks, results comparable, at least, to the results of human intellectual activity. Nowadays, the term is applied to the development project of systems endowed with intellectual processes that are inherent to human intelligence (reasoning, generalization, gaining experience, analysis).

Artificial intelligence is capable of automating many processes, processing huge amounts of data very quickly – and in this ability computers have really surpassed humans. Artificial intelligence is being widely and increasingly used in a variety of fields and activities, which leads to new technological revolutions and increased efficiency in various areas, such as technological innovation, medicine and healthcare, finance and banking, marketing and advertising.

The main advantages of artificial intelligence are: high speed and performance, accuracy and reliability, automation and optimization, data analysis, speed adaptation.

Young people, as the most active and forward-thinking part of the society, are one of the main consumers of artificial intelligence. Young people use innovative technologies that can perform complex calculations as well as make decisions based on huge amounts of data.

One of the most popular applications of artificial intelligence among young people are voice assistants such as Siri, Google Assistant or Alice. They not only

execute various commands, but are also able to communicate with the user, analyze his requests and offer relevant information. They recognize human speech and allow you to search for information on the Internet using voice input, control smartphone functions, schedule events and remind you of the events. Another function of artificial intelligence is to adapt the digital space to an individual user, to make it easier and more convenient. For young people, mostly socializing in the digital environment, artificial intelligence can select useful podcasts and books at preference. For educational purposes, artificial intelligence also plays an important role. It can help students organize self-education and study complex subjects independently. Using artificial intelligence, the youth can receive personalized assignments tailored to their individual needs and level of knowledge.

Nevertheless, it is shortsighted to approach artificial intelligence, as well as any phenomenon that is not fully comprehensible and researched, only from the perspective of its positive qualities. There are also some serious problems:

1. Ethical Issues: AI can potentially create new ethical dilemmas, with regard to autonomous weapons systems or smart voice assistants that may violate privacy.

2. Unemployment: the use of AI may lead to automation and labor displacement, which may lead to job losses and increased unemployment.

3. Responsibility: in some cases, AI may make decisions without transparent cause-and-effect logic, making it difficult to understand how it has been done.

4. Data Security and Privacy: the use of AI may pose a risk to data security and privacy as developers may have access to sensitive or personal data of users.

5. Abuse: the use of AI can potentially be used for abuse, such as creating false or manipulative content.

6. Artificial Intelligence Inequality: there is a danger that the development and use of AI could lead to increased inequality in society if access to the technology is limited to certain groups or countries.

One of the dangers lies in the main advantage of artificial intelligence – the ability to process data. Artificial intelligence acts in accordance with algorithms,

which, in combination with the mentioned advantages, imply difficulties. Self-learning algorithms can and, unfortunately, already have a negative impact on adults and young people alike. These algorithms are already capable of acquiring data about us at any particular moment. Have you registered on social networks and, as people familiar with digital hygiene, left virtually no data about yourself? This is not a challenge for artificial intelligence – algorithms will recognize your age by examining how you move the mouse cursor on the screen and scroll the feed, and by your geo-positioning they will identify where you live, where you work, where you prefer to spend your time and have lunch.

Of course, in its pure form, these data are of little value to anyone: hardly anyone wants to deal personally with the intricacies of the habits of millions of people. But they are often essential for the ability to sell, to impose, or, to "recommend" certain content, goods, or services. The goal of using recommendation services is to make you feel as comfortable as possible on a platform and spend as much time there as possible.

Sometimes recommendation algorithms can take away a young person's freedom of choice, contribute to the formation of digital addiction, and lead to falling into the so-called "information wells". When entering the "information well", the user begins to receive one-sided information, and it is exactly this problem that most acutely affects the youth audience.

A young person with a not fully formed outlook and system of values, often maximalist, simply loses the opportunity to see a different side of the issue, cannot get beyond a single and, perhaps, not quite correct understanding of the essence of a particular problem.

Artificial intelligence is, of course, a breakthrough technology, and we can expect great achievements for the society and the state in all spheres of life. However, it is extremely important to think about the negative effects it may have and try to prevent them even now, at the very beginning of the expansion of such a technology. Artificial intelligence should never work against humans. The developers of such

technologies should respect people's free will and not develop algorithms that would suppress it.

List of references:

1.

https://www.gazeta.ru/comments/2021/12/24_a_14353081.shtml?updated

COMPUTER GAMES IMPACT ON A MAN'S INNER WORLD

Зотиков В.А.

Черток Н.А.

старший преподаватель кафедры иностранных языков
ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ
УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ
МИХАИЛА ТУГАН-БАРАНОВСКОГО»

The given paper is aimed at highlighting the role of computer and video games in young generation's up-bringing today. One of the main characteristics of the life world's is the space of the individual and the formation of this space is influenced by many factors. In modern conditions, under the influence of the processes of modernization, globalization, and virtualization, the spatial characteristics of a person's world life undergo cardinal transformations that set qualitatively new sociocultural parameters for self-determination and self-realization of the individual. It won't be an exaggeration to say that one of the ways of personal self-realization is computer games or video games (especially if we take in consideration the fact that children nowadays are engaged into this activity from the very early age).

In the context of this work, we will identify the concepts of «computer games» and «video games», since the aim of the research is the direct influence of virtual subspace on the formation of human personality, moreover the term «video games» is a collective phenomenon, which includes computer games.

Actually, computer game is a programme that organizes and controls gameplay. The gameplay and the whole picture of the computer game itself formed by the synergy of its individual components, namely the game space, the characters inhabiting the space, certain mechanism of interaction within the world and between its inhabitants, is limited by the vision of the creators of the game and the «player»,

who embodies the role of a certain character exploring the virtual world, following its rules, using his/her own approach to solve various problems and tasks.

We can't but admit the issue of the impact of video games on a person's mental and physical health, psycho-emotional state, cognitive and communicative abilities is quite often the subject of discussion among the public, the media, politicians, scientific communities. Scientists are particularly immersed about the impact of video games on the mental state of children and adolescents, as games are an important factor in the formation of individuals and their socialization. As the matter of fact, the majority of researches and psychologists on the impact of video games on young people focus their attention on negative consequences, such as aggression, gambling addiction, behaviour deviations, however the positive effects are rarely the subject of profound scientific studying.

As far as we can judge, video games are often accused of provoking violence and aggression, because of many competitive games, the phenomenon of violence and struggle itself is integrated into the gameplay. It is alleged that violent video games teach children and teenagers aggressive behavior, hostility, insensitivity, impaired social tolerance norms. Under the given circumstances, the question of the possibility of transferring aggression from the virtual world to reality arises. Unfortunately, there are no incontestable arguments proving that video games are the first-rate driver of aggressive behavior among young people. Thus, scholars have noted that the popularity of violent video games among men is connected with their emotional appeal. The video game is a place for «air-hole», where all negative emotions can be displayed, however, the key point should be the awareness of the inadmissibility of aggression and cruelty in society, that is, the development of self-control. Thus, experiencing negative emotions helps players to cope with them in real life.

A common belief is also that video games contribute into person's withdrawal from reality, psychological and social isolation of the individual, preferring virtual world to the real one, spending all his free time there. At the same time, we see that in most video games people play together (with friends, family, etc.), preferring

multiplayer games that provide players with social contacts, interaction and cooperation.

There are a number of other negative impacts of video games, such as gambling addiction, truthful values substitution, violation of literary norms, etc., but the only thing I am firmly convinced of is harmful effect on physical health while a person operating computer for a long time.

Despite the polarity of viewpoints on the positive or negative impact of computer games on people, it is important to understand that a computer or game console is just a tool in our hands, and what exactly will bring us computer games depends on us. As for me, a computer game is a book, and the main key criteria are assessing the plot idea, the thoughtfulness of the characters, the creators' abilities and skills to convey the elements that reveal the uniqueness of the game, its atmosphere, the concept of the world order in general... Of course, a book, a game is a transfer of thoughts, reality, representations, ideals, philosophy of its creators, which cannot be taken for granted.

In conclusion I'd like to emphasize that not any of the most sophisticated modern technologies, tools, digital programmes means and even artificial intellect can replace our own thoughtful attitude towards any activity providing the real progress in our personal outlook widening and intellectual potential development.

List of references:

1. Jenkins, H. Reality Bytes: Eight Myths About Video Games Debunked / Jenkins H. [Электронный ресурс] // — URL: http://www.pbs.org/kcts/videogamerevolution/impact/myths.html (дата обращения: 20.11.2023).

2. Штейнберг, И. Л. Искусственный интеллект в компьютерных играх и его влияние на психику человека. / И. Л. Штейнберг // Научно-методический электронный журнал "Концепт". — 2020. — № 7(1). — С. 163-169.

3. Богачева, Н. В., Войскунский, А. Е. Разнообразие психологической специфики геймеров и проблема классификации компьютерных игр в психологии / Н. В. Богачева, А. Е. Войскунский [Текст] // Труды XXI Международной объединенной конференции "Интернет и современное общество". — Санкт-Петербург: Информационное общество: образование, наука, культура и технологии будущего, 2018. — С. 240-252.

YOUNG PEOPLE ON COUNTRY STUDIES AND CULTURE: CHALLENGES AND PERSPECTIVES IN TODAY'S WORLD

Иванова П.С.,

Усачева Г. М.

канд. пед. наук, доцент кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Young people are participants and bearers of modern cultural transformations. Interaction with different national and cultural groups sets before young people the tasks of learning, adapting and accepting the identity of other peoples.

In the modern world, young people play a key role in shaping the future. This period of life represents an important stage in which young people explore and learn about country and culture. At the same time, there are challenges that young people meet along the way, as well as perspectives that are open to them in this field.

First, young people face challenges related to globalization and the rapid pace of information technology. The ease of access to information allows young people to expand their knowledge of different countries and cultures. However, at the same time, there is a danger of superficial distorted understanding. Young people become accustomed to short and simplified content, which can lead to an incomplete and distorted understanding of different countries and their cultures.

Secondly, today's youth face challenges related to intercultural interactions. In a globalized world, young people have the opportunity to meet, communicate and collaborate with people from different countries and cultures. However, this leads to the need for understanding and respect for differences and shared values. Young people need to learn how to build sustainable and trusting relationships based on mutual understanding and respect.

The issue of gender inequality and discrimination is also relevant for young people in the context of country studies and culture because young people play an active role in the struggle for equity and justice. One of the important tasks for young people is the preserving and promoting national culture and language, especially in the context of globalization, when cultural values can be distorted or replaced by foreign influences.

Young people should actively participate in international projects and exchanges in order to broaden their worldview and deepen their understanding of country and cultural issues in the context of globalization.

In general, young people are confronted with the challenges and perspectives of country and culture studies in today's world. This requires young people to have critical thinking skills, empathy and cultural diversity. Developing these skills and values will help them overcome the challenges and seize the opportunities before them. Only then will young people be able to fully contribute to creating a harmonious and sustainable future for our world.

List of references:

1.   Youth in an era of globalization

https://cyberleninka.ru/article/n/molodezh-v-epohu-globalizatsii

2.   Problems of development and preservation of native languages and national cultures in the era of globalization

https://cyberleninka.ru/article/n/problemy   razvitiya-i-sohraneniya-rodnyh-yazykov-i-natsionalnyh-kultur-v-epohu globalization

3.   Influence of the Internet and social networks on today's youth

https://cyberleninka.ru/article/n/vliyanie-interneta-i-sotsialnyh-setey-na-sovremennuyu-molodezh

A SUCCESSFUL INTERVIEW

Извекова О.Ю.

Панина Е.А.

Старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

An interview is a formal discussion between an employer and a candidate, usually conducted in person, in which information is obtained and exchanged to determine the candidate's abilities for a position [4].

By far the biggest cost to an employer is the staff or workforce. Wages and salaries often make up 70 per cent or more of a business' total costs. Making mistakes in recruitment can cause major problems. As well as being awful for the person concerned, a worker who is unhappy or unable to do their job properly can be a great burden, and if conflicts develop p they could destabilise the whole team and may ultimately jeopardise the output or function of the entire organization. Obviously decisions about who to employ have to be taken very seriously. It is therefore not surprising that employers spend a great deal of time and money trying to ensure that they pick the right person for each job [3].

An interview is a way to prove that you are the best candidate for the proposed position.

Preparing for an interview:

1) Perform a self-assessment. Have a clear picture of your interests, skills, and values as they relate to the position or program you are interviewing for. Self-awareness will allow you to better articulate who you are and what you can offer prospective employers and admissions representatives. Look closely at the experiences that have shaped you as a person and as a candidate for the position or program and be ready to talk about them. In order to make a positive impression on

an interviewer, you must first know yourself well and be ready to articulate your strengths. For additional guidance on your self-assessment, contact the CCD to speak to a career consultant. 2) Research the company or program. Conduct a web search; visit the company or program's website and follow their social media platforms for more information on their goals, history, competitors, culture, and current initiatives. Connect with faculty, staff, other students, and alumni who are currently or were previously involved with the company or program for input. Review the position or program description to make sure you have a full understanding of your potential responsibilities and what the requirements/qualifications of an ideal candidate are. 3) Prepare questions to ask during the interview. Based on your self-assessment and research, brainstorm a list of 3-5 questions to ask during the interview. The questions you prepare are intended to allow you to get a better feel for whether or not the company or program is the right fit for you. 4) Practice for your interview. Review the position or program description and website to anticipate what types of questions you may be asked. Write down the ideas you have and practice answering those questions. Ask a friend or family member to help you practice answering potential questions that may come up in the interview. You can also practice in front of a mirror [1].

During the interview:

1) It is important to smile and be polite. Even a high-class specialist can fail at an interview if he is sullen, laconic and harsh in his expressions. Smile warmly at your potential employer, listen carefully to him, do not interrupt. Don't shut yourself in, but don't get too familiar. 2) You need to be punctual. Being late would also irritate the interviewer and in-turn won't work to your advantage. 3) Follow the dress code. Dress accordingly to the formal or informal style of the company. 4) Watch your body language. Throughout the interview, your interviewers will pick up on your body language. They may even make decisions based on it – whether it's conscious or not. 5) Be sure to ask questions. By asking questions, you show your interest and involvement [2].

Conclusion:

A job interview is a process in which an interviewer asks a candidate a question that he answers in order to get a job in the company. To succeed, you need to prepare for the interview and make a good impression. Prove that you are the best candidate for the proposed position [4].

List of references:

1. Job Interview Tips: How to behave during an Interview https://www.jagranjosh.com/articles/job-interview-tips-how-to-behave-during-an-interview-1512649520-1

2. Library of Congress Congress Cataloging-in-Publication Data Corfield, Rebecca. Successful interview skills: how to prepare, answer tough questions and get your ideal job / Rebecca Corfield.-5th ed.

3. Tips on How to Prepare for a Job Interview https://master--wikijob.netlify.app/interview-advice/interview-preparation/job-interview-tips

4. What is a Job Interview? - What are the types of Interviews? https://howigotjob.com/articles/what-is-a-job-interview/

NEURAL NETWORKS IN THE MODERN WORLD: PROGRESS OR THREAT

Калюжная И.В.
Рева А. О.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

In the modern world, neural networks are becoming more relevant and accessible. Neural networks are software systems based on the principles of the human brain [1].

All the most advanced companies are engaged in research in this area, for example, such as Microsoft and Google. This contributes to the emergence of new discoveries in this area almost every day.

One of the main reasons for the relevance of neural networks is their ability to analyze and process large amounts of data with high accuracy. One of the main advantages of neural networks is their ability to learn from experience and independently improve their results. Neural networks are able to analyze and process huge amounts of information, which makes it possible to identify patterns and trends that are invisible to humans. This makes it a useful tool for predicting trends and making important decisions. This opens up opportunities for the use of neural networks in various spheres of life:

1. Finance. Today, artificial intelligence is actively used to analyze markets, predict price changes for stocks, currencies, commodities and other assets. This allows investors and traders to make more informed decisions based on the assessment of large amounts of information and hidden factors.

2. Medicine. The neural network has learned to make automatic diagnostics and read the results of medical research. For example, X-rays, MRI, ultrasound.

3. Information technology. In the field of IT, neural networks are used to develop various applications and services.

4. Transport. Autonomous vehicles are starting to be produced today. For example, self-driving cars can be cited. At the heart of such machines is a neural network that can make decisions in real time, bypass obstacles and safely navigate the roads.

5. Education. Artificial intelligence can also be useful in the educational sphere. Here it helps in creating personalized training programs and solving other complex tasks.

6. Business. Within this area, neural networks can be engaged in sales forecasting, analysis of customer behavior, pricing optimization, and more.

These are not all areas where neural networks are used. It is obvious that neural networks facilitate work and bring significant results to humanity. Consider the possibilities that artificial intelligence offers:

1. High performance. Neural networks are capable of processing huge amounts of data and performing complex calculations very quickly.

2. Machine learning. Neural networks are able to learn from experience and data, without the need for explicit programming. This makes it a powerful tool for solving machine learning problems [2].

3. Automation and optimization. Neural networks are able to automate complex tasks and optimize processes, which can increase efficiency and reduce costs in various areas.

4. Forecasting and classification. Neural networks can be used to create forecasting models, classify and identify patterns in data.

5. Working with unstructured data. Neural networks successfully process unstructured data such as images, audio and text.

However, some scientists have concerns about the use of artificial intelligence. Consider the threats that artificial intelligence can pose:

1. Fakes. A neural network can create a synthetic voice based on a short fragment of a voice that is completely identical to the original. These technologies can fake video, photo and voice.

2. Weapons of hackers and scammers. Hackers can use the capabilities of neural networks to overcome anti-virus protection systems and create a new generation of malware.

3. Unemployment. Some professions and tasks can be automated, which can lead to the loss of jobs for people who have been engaged in these types of work. Neural networks can leave designers, artists, models, copywriters, middle-level administrative employees and others out of work.

The frequency of application of artificial neural network technology in various spheres of society and in science is growing. This is evidenced by the innovations that are constantly being introduced into people's everyday life. Of course, it cannot be said that neural networks surround us everywhere, but it is also impossible to say the opposite [3].

To draw the conclusion, one can say that, artificial intelligence is a powerful tool that has many positive aspects and applications. However, the use of neural networks can raise ethical and social issues related to the privacy, security and autonomy of systems. It is necessary to take into account and solve these problems to ensure responsible and effective use of this technology.

List of references:

1.   Relevance and accessibility of neural networks in modern society: D. A. Rybakov. Publisher: Bulletin of Science 2023.

2. Artificial Neural Networks Advantages and Disadvantages: Maad M. Mijwel.

URLhttps://www.researchgate.net/publication/323665827_Artificial_Neural_Networks_Advantages_and_Disadvantages

3. Neural networks: features, trends, development prospects: Yu. P. Malygina. Publisher: Young researcher of the Don

CULTURE OF CONDUCTING BUSINESS NEGOTIATIONS

Кинаш А.О.
Новоградская-Морская Н.А.
доцент кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

Business negotiations are a format of communication between people when both parties are focused on finding a constructive solution to an issue, concluding a contract or a deal. The purpose of their conduct is to reach an agreement between all participants and find a solution to the problem.

We can distinguish five main functions of business negotiations, which will be relevant for any enterprise [1, p. 8]:

1. Finding the elimination of certain problems by common efforts. It is important to maintain a friendly atmosphere during the meeting, to respect each other's interests in order to come to a compromise.

2. Obtaining information. Joint analysis and discussion of a problem helps to look at it differently, exchange information and take the most effective measures in the future.

3. Communication. Parties listen carefully to each other and offer their own point of view.

4. Regulation. This function is manifested in coordinating the actions of the parties and directing the dialog in the necessary direction for solving the problem.

5. Promotion. The parties share information about their own business, describing its work, mission and achievements to eventually attract more new partners and customers.

There are the following styles of business negotiations [2, p. 59]:

Authoritarian - talking from a position from the top. A boss or a knowingly more powerful partner can take the position of the chief in negotiations. An example of authoritarian negotiation style: the director informs his subordinates about changes in personnel policy.

Democratic - the participants consider each other, at least formally, as equal partners and do not use open pressure, but «work» on persuasion, striving to demonstrate the benefit of the deal for the partner. An example of democratic negotiation style: a brand publishes a publication by a popular blogger.

Informal – «heart-to-heart talk». This is a style when partners meet not for negotiations, but just to talk and come to some result. Example: a plant supplier invited a developer to walk through a landscape preserve and look for trees for an alley in a new neighborhood.

Let's consider five principles of productive negotiations [3, p. 139]:

1. Set realistic goals. According to the SMART methodology, only achievable goals that are time-limited, specific and measurable are realistic.

2. Ask for more. There is a well-established method in entrepreneurship to forgive more than is really necessary, thus creating the conditions for possible bargaining.

3. Use «small talk». «Small talk» is a conversation on distracted topics that allow you to start a dialog and positively confront your opponent. This form of communication is based on a few simple questions and compliments that are not directly related to the negotiation, but can create a relaxed atmosphere.

4. Openness to dialog. The opponent can be any person - of different age, social status and thinking. It is important to adapt to the psychological characteristics of your interlocutor. The technique of active listening and open questions can be a useful way to get to know your opponent better. The answer cannot be limited to a simple «yes» or «no». A detailed answer will help to gain insight into the position of the participants in the process.

5. Use of accurate facts and figures. Do not make promises that cannot be kept - this will negatively affect your reputation in the future. The more facts and clear figures will be given to argue your position, the higher the chances of successful completion of the dialog by reaching an agreement.

Thus, the ability to negotiate is an important skill and a fundamental factor of success in business communication. The effectiveness of the negotiation process is determined by the absence of conflicts between the parties and their satisfaction with the outcome of business communication, and to achieve such a result it is necessary to master the art of negotiation and use it in practice.

List of references:

1. Gorbunova, O.V. Actual techniques of conducting business meetings and negotiations. Business communications / O.V. Gorbunova // Management Formula. - 2019. - № 2 (13). - P. 5-14.

2. Solovyev, D.A. Negotiations as a type of business communication / D.A. Solovyev // Vestnik of Tambov University. Series: social sciences. - 2019. - № 14. - P. 58-66.

3. Koroleva. D.Y. Features of etiquette procedures in business negotiations / D.Y. Koroleva // Innovative economy: prospects of development and improvement. - 2019. - № 8 (66). - P. 138-143.

UNHEALTHY FOOD AND ITS EFFECT ON THE LIVES OF YOUNG PEOPLE

Коваленко А.М.
Чернушич А.Е.,
ст. преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

The effect of unhealthy food on the lives of young people raises important problem about nutrition of young people and the impact of junk food on health. Junk food is high in fat, sugar, salt and additives but low in nutritional value. It is typically high in calories but low in beneficial nutrients such as vitamins, minerals and proteins. In today's world, youth are exposed to a lot of unhealthy foods such as fast food, soda, sweets and sugared drinks. This kind of food can lead to obesity, diabetes, digestive problems, cardiovascular disease and other health problems. In addition, unhealthy diets can have negative impact on the mental and emotional well-being of young people, leading to poor mood and fatigue. It also affects the educational and professional effectiveness of young people.

One of the reasons for this behavior among young people is the availability of unhealthy food. Fast food restaurants and foods high in fat and sugar can be found everywhere, they are cheap and easy to prepare. Additionally, wide advertising campaigns create misconceptions about nutrition and easily persuade young people to accept the idea.

Another reason is the lack of knowledge about proper nutrition and its impact on health. Young people may not understand how important it is to eat a variety of foods, including fruit, vegetables, containing protein to provide the body with all the nutrients it needs.

Therefore, the relevance of the problem is obvious because it has a major impact on the health and wellbeing of young people, as well as society as a whole. Addressing this problem requires a comprehensive approach that includes education about healthy eating, regulation of unhealthy food advertising, and making healthy food accessible.

Healthy habits are formed at an early age and can have an impact on health throughout life, that is why the following healthy eating guidelines for young people have been developed:

1. Youth should pay special attention to consuming healthy foods such as fruit, vegetables, nuts, grains, legumes, and low-fat dairy products. These foods contain vitamins, minerals, fiber and other beneficial nutrients needed for growth and development, to maintain health and physical activity, and to provide the body with everything it needs to function healthily. Besides, good nutrition can have an impact on young people's self-esteem and confidence, as a healthy lifestyle can improve physical appearance and overall well-being.

2. It is advisable to reduce intake of foods rich in saturated fats, trans-fats and sugar. These foods may increase the risk of obesity, heart disease, and diabetes.

3. It is important to eat regularly to maintain proper metabolism and prevent overeating.

4. Water balance plays an important role in maintaining health. It is recommended to drink at least 8 glasses of water per day, and increase your water intake during physical activity or hot weather to ensure your body is receiving enough fluids to maintain health and well-being.

5. Alcohol consumption and smoking should be avoided as this may have a negative impact on health. Drinking alcohol and smoking can increase your risk of developing diseases such as cancer and addiction.

In conclusion, unhealthy food is attractive for young people, and creates a lot of preferences. It offers convenience and affordability to suit the precarious lifestyles of young people. However, excess consumption of unhealthy food can simply ruin one's life.

Therefore, it is important that young people understand the consequences of their unhealthy eating and try to balance their diet and add healthier alternatives. For example, replace chips and other snacks with nuts or dried fruit. Instead of carbonated drinks it is better to drink tea, freshly squeezed juices or mineral water. Replace fast carbohydrates (white bread, pastries) with whole grain breads and cereals. Instead of pizza and fast food, make thin whole wheat pizza at home, adding more vegetables and lean meats. Replace mayonnaise and other fatty sauces with natural yoghurt or sour cream.

A balanced lifestyle includes moderate consumption of unhealthy foods. This means allowing yourself the occasional indulgence in tempting kind of foods, but overall eating healthy and balanced foods such as fruits, vegetables, grains, proteins and healthy fats. Following a balanced diet can reduce the risk of disease, maintain a healthy weight and provide the body with essential nutrients. Therefore, junk food should be considered as a complement to a healthy diet and not as a main source of nutrition.

THE CONCEPT AND BASIS OF CRIMINAL LIABILITY AND THE FORMS OF ITS IMPLEMENTATION

Ковальчук А.Р.,

Максименко А.В.

Старший преподаватель кафедры гуманитарных дисциплин

ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ЮИСТИЦИИ МИНЮСТА РОССИИ»

Legal responsibility is one of the basic concepts in jurisprudence and is closely related to the state, legal norms, duties and illegal behavior of individual citizens and their groups, as well as officials of state bodies and local self-government bodies. The problems of legal responsibility are widely studied in various branches of legal sciences and the general theory of state and law.

The following main approaches to understanding criminal responsibility are highlighted.

The first approach suggests interpreting criminal liability as the obligation of the person who committed the crime to accept punishment, which may include deprivation of personal or property rights, as well as censure for the crime committed [3, p. 154].

The second approach proceeds from the fact that criminal liability is understood as the state coercive influence itself, provided for by criminal law, and applied by a court decision to a person who has committed a crime, including conviction and sentencing, which leads to a criminal record [1, p. 54].

For example, according to Yu.M. Tkachevsky, criminal liability can be defined as adverse consequences provided by law for a person who has committed a crime, including conviction, punishment and criminal record or their absence [4, p. 34].

The latter approach suggests considering criminal liability as the whole system of criminal law relations as a whole, that is, the relations regulated by criminal law between the person who committed the crime and the state through law enforcement agencies.

A similar position is expressed by Professor B.V. Zdravomyslov, considering that criminal liability is a multi-element structure, including the obligation of a person to report to the state through authorized bodies, a negative assessment of the crime committed and the censure of a person, the appointment of a punishment or other measure of state coercion to the perpetrator, as well as a criminal record as a legal consequence of serving a sentence [5, p. 187].

Also, criminal liability has a certain time frame that determines its beginning and end.

The answer to the question about the time frame of criminal responsibility is ambiguous in the literature. It depends on how we understand the concept of criminal responsibility and what position we consider correct. If by criminal liability we mean the obligation of a person who has committed a crime to be subjected to state-enforced influence provided for by law, then such an obligation arises from the moment of committing a crime, and criminal liability should arise from the same moment.

However, supporters of this interpretation of criminal liability have different points of view regarding the moment of its occurrence. For example, A.A. Piontkovsky believes that criminal liability arises from the moment a crime is committed, while Ya.M. Brainin argues that it begins from the moment a person is brought in as an accused, when the investigative authorities identify a specific person whom they accuse of committing a crime. The implementation of criminal liability occurs in the period from its beginning to its termination. If we understand criminal responsibility as the duty of a person subjected to state-enforced influence, then the implementation of criminal responsibility occurs during the investigation process [2, p. 89].

For example, this may include the detention of a suspect in the commission of a crime, the application of a preventive measure, the judicial review of a criminal case, the imposition of a guilty verdict, the execution of a sentence (if it is imposed) or the serving of a probation period with a suspended sentence, as well as the duration of a criminal record.

The end of the implementation of criminal liability comes with the repayment or removal of a criminal record. However, the proponents of this concept of criminal responsibility also have no consensus on the moment of its termination. Some scientists dispute the conclusion that criminal liability ends at the time of repayment or removal of a criminal record.

Thus, Criminal liability is one of the forms of legal liability, where State bodies apply measures against a person who has committed a crime.

In the current criminal legislation of Russia there is no division of criminal liability into types. This division is present only in the theory of criminal law. Some legal scholars point out that criminal liability can be divided into punishment and other measures of criminal legal impact that are not punishment. Other authors subdivide criminal liability into criminal liability related to the appointment and execution of punishment, as well as criminal liability related to the use of coercive measures of an educational nature to minors who have committed a crime.

List of references:

1.   Zaidova M.U Uchebnoe posobie (kurs lektsii) [Schoolbook (lecture course)] by discipline «Criminal law» (a common part) for the direction of training «Jurisprudence », profiles «Criminal law», «Civil law», Makhachkala: DGUNKh, 2016. – 140 p.

2.   Savel'ev, Iu. M. On the concept of criminal liability / Iu. M. Savel'ev // Vektor nauki Tol'iattinskogo gosudarstvennogo universiteta. Seriia: Iuridicheskie nauki [Series: Legal Sciences], 2016. – № 3(26). – p. 89-91.

3.   Smirnov, A.M. Ontologicheskaia sushchnost' ugolovnoi otvetstvennosti [Ontological essence of criminal responsibility]/ A.M. Smirnov // Gumanitarnye, sotsial'no-ekonomicheskie i obshchestvennye nauki. [Humanities, socio-economic and social sciences.] – № 8, 2019. – p. 154-156.

4.   Ugolovnoe pravo v bor'be s prestupnost'[Criminal law in the fight against crime]: (Obshch. vopr.). – Moskva: Znanie, 1979. – 64 p.

5.   Ugolovnoe pravo Rossiiskoi Federatsii. Osobennaia chast'[Criminal law of the Russian Federation. The special part']: Ucheb. dlia studentov vuzov, obuchaiushchikhsia po spetsial'nosti «Iurisprudentsiia» / Zdravomyslov B.V., Karaulov V.F., Kladkov A.V. i dr. – Moskva: Iurist", 2001. – 550 p.

THE PROBLEM OF SOCIAL ISOLATION AND LONELINESS

AMONG YOUNG PEOPLE IN THE DIGITAL AGE

Кожевникова С. М.
Ильченко Л.Г.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

In the modern world, digital technologies play a significant role in everyone's life, especially young people. However, active use of the internet, social media and mobile devices can lead to negative consequences such as social isolation and loneliness.

Digital technology can replace live communication, especially for young people who spend most of their time online. Social media, messengers and video games have become the main means of communication for many young people. This can lead to reduced social interaction in real life, increased levels of social isolation, feelings of loneliness, exclusion and depression.

One of the factors contributing to social isolation and loneliness among young people is the problem of cyberbullying on the internet.

Cyberbullying is a form of online abuse where young people are victims of constant threats, missteps and insults. With the ability to be anonymous online, people can easily avoid taking responsibility for their actions and words.

As a result, young people may feel socially isolated in the online environment for fear of being a victim of cyber bullying. They may avoid participating in social media or online communities, avoiding the possibility of being bullied.

The effects of social isolation and loneliness on young people's psychological and emotional health can be extremely unfavourable. Isolation from society and lack of real socialising can lead to increased levels of stress, anxiety and depression in young people. They may feel unhappy, which negatively affects their self-esteem.

In addition, the lack of close friends and social support can affect the development of young people's communication skills and social adjustment. They may experience difficulties in establishing relationships and interacting with others, which negatively affects their personal and professional growth.

It should also be noted that social isolation and loneliness can affect young people's physical health. They may suffer from lack of physical activity, sedentary lifestyles and poor nutrition. This can lead to obesity, lowered immune systems and impaired general physical health.

The family is the main institution for socialising and forming a child's personality. Parents and other family members can help a teenager develop social skills and teach him or her to find a balance between using digital technology and interacting with real people. They can talk to the child about problems related to internet and social media use and give advice on how to establish healthy relationships with others.

Educational institutions play an important role in socialising young people and providing opportunities to develop communication and interaction skills. They can organise a variety of activities such as hobby clubs, sports competitions and cultural events to help young people connect with others.

Digital technology can offer opportunities to address this challenge. The Internet allows people from all over the world to connect with each other and form communities based on common interests or concerns. For example, young people can join forums or groups on social media where they can socialise and share their thoughts and feelings. Such communities can become places of mutual help and support.

In addition, young people can use digital technology to organise real-life meetings. They can create events through social media and invite their friends and

276

new people. This will help them to meet outside the virtual space and build personal relationships.

Social isolation and loneliness among young people necessitate the development and implementation of state and community programmes to support young people suffering from such problems. The state and society should make efforts to create them.

The problem of social isolation and loneliness among young people is becoming a growing problem in the digital age. Excessive use of digital technologies can lead to reduced social interaction and increased loneliness. To address this problem, action needs to be taken at both the individual, educational and family levels. Digital technologies can be used to create supportive and supportive communities, organise activities and learning, but their use should be moderate and informed.

Understanding and accepting social isolation and loneliness among young people is key to their well-being and development in the digital age.

List of references:

1. Алмазов Б. Н. Психическая средовая дезадаптация несовершеннолетних. — Свердловск: УрГУ — 150 с.

2. Андреева Г. М. Социальная психология. М.: Изд-во Моск. ун-та, - 416 с.

3. Кузьмин Е. С. Основы социальной психологии. — Л.: ЛГУ, — 173с.

4. Danziger, K. (1971). Socialization. London: Penguin.

COMPARATIVE ANALYSIS OF CULTURAL ASPECTS OF YOUTH IN RUSSIA AND THE USA

Конько Д.П.,

студентка

Донецкий национальный университет экономики и торговли

имени Михаила Туган-Барановского

American movies often paint a picture of teenage life filled with endless parties, cheeky cheerleaders and reckless teenagers. But how true is this picture and what are young people in the USA and Russia really doing?

Both Russian and American families have a significant impact on all areas of a teenager's personality. The relationships between parents and teenagers in Russia and America have some differences. Teenagers in Russia are under the constant care of their parents, and in America teenagers are more independent.

The school period plays an important role in a person's life. In Russia, classes are formed by age, and in the USA by the results of IQ testing. In Russia, the school dynamics are different. The division into 'stars' and 'outsiders' is not so clearly traced here. Of course, there may be students in every school who are particularly popular, but this is rarely associated solely with sporting achievements. Graduates of Russian schools receive much more knowledge, but Americans, having studied the school curriculum, have a better command of vital information and show full readiness for independent life. The education system in the USA is fundamentally different from the one in Russia. Every day they have a lot of activities: after school there is a workout in the pool, then a rehearsal in a theater circle and a meeting in a literary club. Unlike Western culture, where additional classes can be perceived as a hobby, in Russia they are often seen as a step towards a future career. It is adapted to the needs existing in society. In addition, the American system is distinguished by

flexibility and the ability to change. But both systems are aimed at the intellectual and moral development of students. Most American teenagers know which university they will go to and who they will become in the future. Sometimes parents make this choice for them. This forces teenagers to learn planning their time and life ahead. Unfortunately, most Russian schoolchildren may not know which university they will study at until the last moment. [1]

The life of teenagers in the USA is fun and diverse. Teenagers of both countries have various forms of leisure, the choice of which depends on their personal interests. American teenagers often relax in nature. In America, all conditions are created for this: in any city park and square there are places where you can sit on the grass and have lunch. In many cities of Russia, such a vacation is problematic, so Russian teenagers often hang out in shopping malls, squares, and courtyards. However, hangouts are only a part of the life of American teenagers. Sports are very popular among teenagers, to which they devote the lion's share of their free time. The most popular sports among young men are: basketball, American football, baseball. Many young people in America like to ride bicycles. At the same time, they like to wear bright clothes to stand out. [2] Cheerleading and tennis are very popular among girls. Among Russian teenagers, sports are also in fashion, but they are not a cult, as in America.

Despite the significant differences, American and Russian teenagers have a lot in common: they dress the same, play sports, strive to be smart and educated. In whatever country a teenager lives, he/she first of all strives to become an individual.

List of references:

1. Американские подростки: психология и интересные факты - http://fb.ru/article/309354/amerikanskie-podrostki-psihologiya-i-interesnyie-faktyi

2. Как американцы любят проводить свободное время?: https://russia-in-us.com/life/kak-amerikancy-lyubyat-provodit-svobodnoe-vremya

3. Шляйхер А. Образование мирового уровня. – М.: Национальное образование, 2019. – 336 с.

4. http://www.publicschoolreview.com/high_schools/stateid/NY

5. The Life of American Youth: http://engmaster.ru/topic/4098

MASS MEDIA IN GLOBALIZATION: ESSENCE AND SOCIAL FUNCTIONS

Королёва А. А.
Чернушич А. Е.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и государственной службы»

In the social science literature, similar concepts for the designation of media are – MMS (Mass Media Smart) or means of mass communication. The Collins Sociological Dictionary defines media as "methods and institutions through which centralized providers transmit or distribute information or other forms of semiotic communication". The mass media is not just a channel that can transmit and receive information, but a system to communicate and achieve one's aims, create cultural priorities, change mentality and values.

The mass media also introduce cultural innovations to the masses, actively participate in the process of society's life.

Among the mass media, radio, the Internet, the press, cinema, video, and television are considered the most important.

Print media – newspapers and magazines - still retain their influence. Active readers of print media, as a rule, include older population groups that pay less attention to other media and are often better educated.

In recent decades, the importance of electronic mass media has increased significantly. The Internet actively claims to take the leading information role in the modern world. A virtual form of periodicals began to be implemented here, as a kind of alternative to their printed version. At first, virtual media were considered the most democratic, but in recent years this idea has been increasingly criticized.

Television also claims a leading position. The fact is that watching TV shows takes a significant amount of time. Data from some researchers show that by the age of 18, a person accumulates about two years of sitting in front of the TV. A fair amount of criticism is directed at this type of media. Among the main disadvantages are the demonstration of violence. Most of the material from various broadcasters is insufficiently filtered, which in turn leads to the display of violent and obscene content.

In the process of globalization, the mass media play one of the key roles. Information today is a necessary element of development, a reflection of the views and interests of society, to the events taking place in the world.

The culturological approach to the media focuses on the cultural side of the impact of the media on society, noting four main functions:

1) informing,

2) entertainment,

3) persuasion,

4) transfer of the values of this culture.

The transmission of information, in fact, forms the basis of the work of any media product. However, many researchers come to the conclusion that the mass media is just a way for multinational companies to advertise and sell their ideology or product. Advertising has a convincing effect, it is like a "mirror" of everyday life, that promotes both a certain product and a lifestyle and involves the purchase of the product. Hence, the media are a factor in the formation of people's value orientation, structuring their daily lives.

G.V. Grachev examines the activity of information media from a socio-psychological angle. He believes that in the course of informational influence, feedback occurs that corrects the content aspect of media activity. They differ in individual, group and societal levels of functional orientation of the media. Individual motivations come down to the following:

- firstly, the need for information communication with the everyday world, which usually helps in solving everyday problems, improving the professional level;

- secondly, the need for entertainment, which is emphasized by mass culture, within which the opportunity to receive emotional discharge, as well as stimulation for subsequent behavioral activity, is provided;

- thirdly, the need for distraction is particularly relevant in the conditions of intensive everyday life.

Consideration of the social functions of the media suggests an increase in the functional significance of the media. In a political democracy, the influence of the media is almost the main factor in the electoral process. The desire of the ruling groups to strengthen control over information means, which are often transformed into powerful information weapons, actively used to influence the individual and group psyche and consciousness, is quite understandable.

The mass media is called the "fourth power" because of their enormous influence on society and its priorities, cultural values, and the ideology of the state.

It is difficult to imagine our life without the media. The media accompany us everywhere and we are accustomed to keeping our finger on the pulse of all world events.

Our opinion about what is happening around in general depends on how differently information is presented to us. Unfortunately, it is not always true. Therefore, we should not blindly trust what we read, especially in unverified sources. In some cases, the media can serve us badly. Based on false data, people can form the wrong opinion about certain events, and the picture will be distorted. It is advisable to look for data in different sources, compare them and only then try to form one's personal opinion. Always check the information and draw the right conclusions.

DEGLOBALIZATION AS A CURRENT TREND IN THE DEVELOPMENT OF THE WORLD ECONOMY

Мишинева К.А.
Рева А.О.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и
государственной службы»

Since the 90s of the XX century, the process of changing the structure of the world economy was on the agenda, the characteristic feature of which was the interweaving of economies through the international division of labor and economic and political relations based on transnationalization. This process was designated by the term globalization. As a result, countries became not only more connected with each other, but also various aspects of their activities, to a greater extent economic and political, became more dependent on each other.

But at this stage of the world order, a new concept is being put forward, according to which globalization and international cooperation are no longer relevant. Thus, globalization is being replaced by deglobalization. Experts attribute this to a number of reasons: the economic confrontation between the United States and China in 2016, the COVID-19 pandemic in 2020, and the geopolitical confrontation in 2022 [1].

A series of these events had their consequences for relations on the world stage, both in the political and economic structure. The pandemic has led to the fact that borders have been closed all over the world and the economies of various countries have been isolated from each other. This led to the decline of the service sector, logistics, industry and entertainment. In 2022, deglobalization is already acquiring a political character, since the reason for the isolation of the countries was

the side, they occupied in the military conflict. This was followed by a series of sanctions that led to the destruction of logistics routes, the termination of contracts, agreements, partnerships. As a result, relations between the United States and China have become strained again.

It is worth noting that the issue of deglobalization is relatively not new in the scientific world. So, V.S. Pankov, in his work published in 2010, "2020 – Globalization or Deglobalization?", suggests that the model of globalization has exhausted itself. If we consider the process of globalization within the framework of the work of the G8, then it is nothing more than a discussion club that serves to satisfy the interests of its members, and not the entire world community. The problem of this organization is the lack of minimal infrastructure, which makes it impossible to track the implementation of what is written in the final documents of the summit, as well as the complete absence of international legal instruments. A number of other authors adhere to a similar position.

If we consider the process of deglobalization from the point of view of the world economy, then there is a rejection of the integration model, which serves as a lever for the development of the world economy and ensures financial and economic stability in the world. From a political point of view, there is a refusal to assign the function of the state to transnational institutions. This model also assumes the return of the market to the rule of the state, which in turn may provide insufficient interaction with the world market, while the possibilities of using the international division of labor will be limited [2].

The goal of deglobalization is to go beyond the concept of economic efficiency, which is guided by the motivation of cost reduction, regardless of possible social environmental disasters as the results of this process.

Deglobalization is characterized by the key directions of the system:

1. Change of focus from export to production for the domestic market;

2. Delegation of authority based on the production of goods at the local community and national level;

3. Trade policy that opposes artificially low prices on the part of multinational corporations;

4. Industrial policy that strengthens industrial production;

5. Reducing the gap between income and land redistribution leading to the revival of the domestic market, the emergence of local financial resources necessary for investment;

6. Promotion of environmentally friendly technologies in various industries;

7. Democratic procedures regarding industry regulation;

8. Institutionalize the actions of the state and private corporations;

9. A mixed economy is based on various forms of ownership in the absence of non-transnational corporations;

10. Replace the IMF and the World Bank with regional institutions based on the principles of cooperative cooperation [3].

In conclusion, deglobalization is a set of processes that preserve state independence in all spheres by reducing the influence of international relations and subsequent concentration on domestic activities. Deglobalization implies equal cooperation based on the principles of respect for national interests, the right to choose one's own development model taking into account national traditions, customs and customs.

List of references:

1.   Deglobalization – 2022: why is the world splitting apart and what will happen next? [electronic resource]. – Electron. dan. – Moscow. – 2022. – Access mode: https://pro.rbc.ru/demo/633c5f949a7947c0ad21f382 (Date of application: 11.11.2023)

2.   Komolov, O. O. Deglobalization: new trends and challenges to the world economy / O. O. Komolov // Bulletin of Plekhanov Russian University of Economics. – 2021. – Tom 18. – № 2 (116). – Pp. 34-47.

3.   Najafova A.V. Deglobalization as a modern trend in the development of the world economy: proceedings of the conference. / A.V. Najafova, I.A. Ivanenko // Science, education, society: trends and prospects of development: materials of the VI International Scientific and Practical Conference. Center for Scientific Cooperation "Interactive Plus", 2017. – Vol. 2. – pp. 158-161.

YOUTH MOVEMENTS: A FORCE FOR CHANGE IN CONTEMPORARY POLITICS

Набойченко Е.А.

Атабекова А. К.,

старший преподаватель кафедры иностранных языков
ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ
УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ
МИХАИЛА ТУГАН-БАРАНОВСКОГО»

Youth is a socio-demographic group of society, the allocation of which is carried out on the basis of a combination of characteristics of age, social status and socio-psychological properties determined by the level of social, economic and cultural development. [1, 132]

Young people play a key role in the development of society. Their fresh perspective on problems and their willingness to change allows them to create innovations and progressive ideas. They have access to new technologies and information, which makes them able to offer new approaches to solving complex problems. For example, in politics, young people play an important role in shaping public opinion and advocating for their interests. They actively participate in political movements, protests and demonstrations to express their demands and ideas.

This article examines several political youth movements in Russia, which are the most well-known and actively participate in the political life of the country.

The first political youth movement is "Young Russia".

The pro-government movement "Young Russia" is an organization created by a group of students and postgraduates of Bauman Moscow State Technical University in 2005. The leader of the movement is Maxim Mishchenko. Initially, the "Young

Russia" had a different ideological orientation, but at the moment the official ideology of the movement is considered to be civil nationalism. [3]

The movement is known for its protest rallies near foreign embassies, political actions on the streets, social projects and active participation in student life. "Young Russia" specializes in organizing mass street actions, implementing projects in the field of patriotic education of young people, as well as physical attacks on political opponents.

The next movement is called "Defense".

"Defense" is a Russian youth socio-political movement that became famous in early 2005. The governing body is the Defense Council, a collegial body.

The main objectives of the "Defense" are the protection of the constitutional foundations, democratic and republican values of Russian society, civil rights and freedoms, the democratization of the Russian state, the establishment of the principles of separation of powers, openness and responsibility of the authorities, as well as the formation of modern mechanisms of political competition.

The movement's tasks include organizing street protests against anti-democratic and anti-social initiatives of the authorities, providing objective information to Russian citizens, interacting with civil society structures and promoting broad involvement of citizens in public and political life, supporting student and other civic initiatives, conducting educational and cultural events aimed at increasing civic engagement of Russian youth. [4]

The main method of "Defense" actions is the organization of nonviolent actions of civil disobedience, such as rallies, marches, pickets, flash mobs, nonviolent blocking of state institutions, hunger strikes, etc. In addition, the movement actively distributes information about itself in the form of stickers, on the Internet, holds film screenings, concerts and other events.

And the last youth movement that I want to tell you about in this article is the "Young Guard of United Russia".

All-Russian socio-political organization of the United Russia Party. It was created on November 16, 2005. It is the largest youth organization in the country. The regional branches of the Young Guard operate in the vast majority of the constituent entities of the Russian Federation and unite more than 150 thousand people.

The main goals and objectives of the "Young Guard" are fixed in the Charter.

The goals of the organization are: involving young people in the processes of building a democratic, socially just society; fostering a sense of patriotism and pride in their country among young people; promoting the formation of youth culture, improving the educational, intellectual and professional level of young people; promoting a healthy lifestyle, education and work; preserving and multiplying culture, promoting the development of science, sports and tourism.

Objectives of the organization: dissemination of ideas of civil society, raising the legal awareness of the population, promoting the protection of the rights and freedoms of citizens; raising the level of political and legal culture of youth; promoting the improvement of the social status of youth and the realization of their rights. [5]

Currently, the Organization implements 8 federal projects and more than 160 projects at the regional level.

In conclusion, we can say that youth activist movements play an important role in modern politics. They are able to mobilize millions of young people, attract the attention of the public and political leaders, as well as make changes to legislation and influence the adoption of important decisions.

List of references:

1. Ilyinsky I.M. Youth and youth policy. M., 2001. 692 p.

2. Official website of the organization "Young Russia". URL: http://rumol.ru

3.	Internet portal of the Lomonosov Knowledge Foundation. Korgunyuk Yu. G. Youth movement "Young Russia". URL: http://www.lomonosov-fund.ru/enc/ru/encyclopedia:0126748:article

4.	Official	website	of	the	organization	"Defense".	URL: https://web.archive.org/web/20070607222740/www.oborona.org/

5.	Official website of the organization "Young Guard of United Russia". URL: https://mger.ru/

THE PROBLEMS OF MODERN AFRICA

Носова П.А.
Колесникова Е.Ю.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий государственный
медицинский университет имени М. Горького»
Минздрава России

Africa is the hottest continent, accounting for 20% of the land surface and more than 18% of the world's population. Africa is considered to be the ancestral home of humanity. Here is the largest rift system of land – East Africa and the greatest desert in the world – the Sahara. The longest river in the world, the Nile and the deepest river in the Eastern Hemisphere, the Congo flow here.

African lands vary greatly in terms of human living conditions. There are fertile lands in the north, along the coast of the Mediterranean and Red Seas where people have been engaged in agriculture and cattle breeding since ancient times. It was the most populous region of the continent. Neighborhood with Europe and the Middle East made North Africa attractive for trade and resettlement of people. In the Middle Ages there were various highly developed states here. To the south is Africa's largest desert, the Sahara. Areas of hot savannas and tropical forests stretch for many hundreds of kilometers south of the Sahara.

Despite the fact that in recent decades the world has seen serious structural changes, which have led to a noticeable acceleration of economic growth and an improvement in the lives of the population, some states still occupy a dependent position in the world economic system, including African countries. The main reason for this situation is the Civil Wars and the dependence of the local economy. In the 19th century, European powers divided Africa among themselves, ignoring ethnic

and cultural characteristics and borders. And after gaining independence, an endless war for the redistribution of the continent broke out between the Africans who had gained freedom.

Finally, Africans became dependent on humanitarian aid. It would seem that the international community wants to help poor countries. However, the majority simply refuse to work, preferring to eat free food.

Having touched upon problems of a humanitarian and social nature, I would like to dwell on the problem of the development of medicine. Africa is a very warm continent all year round, which has become an excellent prerequisite for the emergence of most parasites and infections there and in addition, the low level of development of medical science only increases the mortality rate.

Let's look at examples of the level of medicine in different countries of the continent:

Angola

70% of the population does not have access to medical services and the general state of medicine today is very poor. Angola's infant mortality rate is one of the highest in the world.

Botswana

The sanitary and epidemiological situation is generally satisfactory. There are no mandatory vaccinations required to enter the state. In case of a trip to the north of the country to the delta of the river Okavango prophylactic procedures against malaria are recommended.

Zambia

The health care system in Zambia is underdeveloped. The main medical institution of the country is the University Teaching Hospital, which employs specialists from the CIS countries, and has a number of specialized private clinics.

Cape Verde

Medical care in the country is at the proper level. However, there is a shortage of specialist doctors and diagnostic medical equipment in some fields of medicine.

Cameroon

Medicine in the country is paid. Free assistance can only be provided in the most extreme and severe cases, but it is possible that the bill for payment will be presented to the patient's relatives. The quality and effectiveness of the French and Italian medicines used are at a very high level. The main clinics and hospitals have Russian-speaking doctors who were trained in the Soviet Union or Russia. The qualitive of service in private clinics is higher than in pubic clinics.

Libya

Recently, in Libya there has been a practice of providing services to employees of large companies and firms in private clinics at the expense of the employer by purchasing appropriate medical policies. This type of service is not yet widespread. The most severely ill patients are transported to clinics by private vehicles.

Sudan and South Sudan

Health care in Sudan, especially outside major cities, often does not meet global standards. There are not enough qualified specialists and medical facilities. At the same time, the situation in the healthcare sector is gradually changing for the better, thanks to the actions of the authorities and relevant international organizations.

Medical care for foreign citizens is only on a paid basis.

After analyzing, we can conclude that the standard of living in Africa leaves much to be desired. I hope that the standard of living of the population of Africa will catch up with other countries, and people on all continents will live in equally comfortable conditions and their rights will be equal.

List of references:

1. Mokaila, Aone (2001). "Traditional Vs. Western Medicine-African Context". Drury University, Springfield, Missouri. Archived from the original on 14 September 2006. Retrieved 8 June 2020.

2. https://en.wikipedia.org/wiki/Africa

3. https://www.britannica.com/place/Africa

4. Abdullahi, AA (2011). "Trends and Challenges of Traditional Medicine in Africa". African Journal of Traditional, Complementary and Alternative Medicines.

5. Helwig, David (2005). "Traditional African medicine". Gale Encyclopedia of Alternative Medicine. Retrieved 4 June 2020.

WHAT MAKES A BRAND NAME SUCCESSFUL?

Павлюк Д.А.

Панина Е.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Successful brands are those that enjoy the greatest recognition, trust and affection, positive perception and loyalty of target consumers and stand out from competitors. A successful brand presence directly affects every interaction a brand has with consumers.

According to Amazon founder Jeff Bezos, «Your brand is what other people say about you when you're not in the room».

Brands don't become stars all at once. A stellar brand is the result of many wise and decisive decisions backed by a strong and successful business model. The people responsible for building stellar brands have learnt to find a balance between brand love and business fundamentals. Star brands are not only loved, they are also highly profitable.

There are five basic principles a star brand should possess:

1. Choose the brand according to the audience. How much customers know about a product affects what they value.

Therefore, brands targeting less knowledgeable customers usually choose abstract names or names that are associated with a particular mood or activity the brand wants to be associated with. In other words, when selling to less knowledgeable customers, it is the brand, not the product itself, that is being sold.

In contrast, brands targeting highly educated customers do not rely as heavily on the brand name to create a positive image. Instead, the brand name should be understated so that buyers can focus on the intrinsic quality of the product.

2. Keep it as simple as possible. Almost all leading global brands are characterised by "simplicity and pronunciation". They consist of one to four syllables or are widely used in abbreviated form (e.g., IBM and GE - General Electric).

The picture 1 shows Forbes magazine's list of the world's most valuable brands. [3]

	#1	Apple	$241.2 B	17%	$260.2 B	-	Technology
Google	#2	Google	$207.5 B	24%	$145.6 B	$6.8 B	Technology
Microsoft	#3	Microsoft	$162.9 B	30%	$125.8 B	$1.6 B	Technology
amazon	#4	Amazon	$135.4 B	40%	$260.5 B	$11 B	Technology
f	#5	Facebook	$70.3 B	-21%	$49.7 B	$1.6 B	Technology
Coca-Cola	#6	Coca-Cola	$64.4 B	9%	$25.2 B	$4.2 B	Beverages
The Walt Disney Company	#7	Disney	$61.3 B	18%	$38.7 B	$4.3 B	Leisure

Pict. 1. The World's Most Valuable Brands

Simplifying brand names has three advantages:

- Short, easy-to-pronounce brand names are easier to remember.

- Simpler names are easier to translate into different languages

- Ease of pronunciation affects brand success, according to a brand name study conducted at Hong Kong Baptist University. [1]

3. Use descriptive adjectives that reflect customers' values. The use of words that describe customers' values has a significant impact on brand names. These values tend to be inherent attributes of quality with which the audience identifies.

When developing a brand name companies must consider the following three simple steps:

Step 1: name the main quality attributes of the product.

Step 2: list the target customers and what they value.

Step 3: find a quality that matches both of the above lists. Use it in your brand name.

4. Ask your target customers. It's important to consider your customers' opinions. Even if one has strong feelings and passion for a shop name, it doesn't necessarily mean that customers will feel the same way.

5. Make sure the name is accessible. Finally, before choosing a name, you should make sure that an equivalent domain is available in a popular extension.

Apart from domain names, you should also check the usernames on social media.

Based on the above, it must be concluded that the theory of branding is vast and complex, but to name a brand, it is enough to understand the internal and external qualities of the products and what the target customers value. Thus, it is possible to choose a short, easy to pronounce and memorable name that will stand out among competitors.

List of references:

1. Chan, A.K.K. and Huang, Y. (2001), "Chinese brand naming: a linguistic analysis of the brands of ten product categories", Journal of Product & Brand Management, Vol. 10 No. 2, pp. 103-119. – URL: https://doi.org/10.1108/10610420110388663

2. Hitesh Bhasin (2021), 20 Most Successful Brands in the World in 2021, Filed Under: Lists – URL: https://www.marketing91.com/successful-brands-list/#Conclusion

3. The World's Most Valuable Brands – URL: https://www.forbes.com/the-worlds-most-valuable-brands/#7a73cf1e119c

SPORT IS AN ASPIRATION FOR THE BEST

Пахар А.М.
Дубровкина И.Ю.,
старший преподаватель кафедры английского языка
для экономических специальностей
ФГБОУ ВО «Донецкий государственный университет»

In today's society, sporting activities have gained immense popularity and importance. The essence is that sports activities are important for a person, because it promotes not only physical development, but also provides health promotion and instils valuable skills. It is especially worth noting that sports activities are an integral part of young people's lives, having a positive impact not only on the physical but also on the emotional aspect.

Above all, sports allow young people to keep their bodies in great shape. Active training helps to increase physical endurance, develop muscles and strengthen the main system of the body – the bone system. Regular exercise also instils healthy habits such as good nutrition and a healthy lifestyle.

Secondly, sport has a strong impact on the emotional well-being of the younger generation. Physical activity promotes the production of happy hormones, endorphins, which help cope with stress and improve mood. Participation in sports games and competitions also helps to strengthen social ties, develop team spirit and co-operation.

The third is that sport provides an opportunity for young people to develop their social skills. Participation in sports teams, training and competitions requires young people to be able to co-operate, collaborate and work in teams. Such experiences help them to realise the importance of cooperation and respect for others, and promote leadership and responsibility.

Sports activities promote discipline and self-organisation. Regular training requires constant presence and high concentration. Young people realise the importance of following a strict regime and rules in order to achieve the desired results. Exercise in sports fosters responsibility in youth and strengthens their will.

Undoubtedly, sport is an effective counterbalance to the negative aspects of society. Youth engaged in sports have less free time and therefore less opportunity to develop bad habits and negative influences of the environment. Sport teaches young people to value a healthy lifestyle and to refuse harmful habits.

Sport also enables young people to feel confident and develop a sense of self-esteem. When they achieve their sporting goals and overcome difficulties, it gives them confidence in their abilities. Young people who participate in sport develop a positive attitude towards themselves and develop self-discipline.

Speaking about myself: I like to do sports. Sportы help us not only to become healthier, but also toughen our bodies. The world of sports is saturated with different kinds of sports such as football, basketball, volleyball, swimming, and so on. I personally prefer active entertainment and outdoor games, and I get incredible pleasure from it. You don't have to be a professional athlete to experience the benefits and joy of exercise. Many people start their mornings with a run, others go to a fitness club, and some prefer to play football or do karate. The main thing is to enjoy it. It helps us not only to develop physically and become strong, but also to learn to trust ourselves and to socialise with interesting people.

My favourite sport is horse riding. I have been involved in equestrian sport, in the direction of show jumping, for 4 years. It is a real passion and a source of inspiration, which gives me strength and joy. Having come once in this sport, I did not even imagine that the horse would become for me a part of my heart, and life without it would be impossible. Riding is an unbelievable sensation and emotion.

But riding is not only a sport, but also the art of communication with the horse. In the process of lessons, the athlete learns to understand his partner – the horse. He adjusts to a common rhythm and creates unity with the animal. This process develops

not only the skills of interaction with the horse, but also the ability to understand and communicate with other people.

Sport is a physical or intellectual activity stimulated by rivalry and competition.

What is it for, and what good is it? And the fact that it is only the pursuit of something that makes a person special.

Sport is about striving to become better. To improve. Both physically and intellectually. It is sport that allows you to see and feel how results improve, how records are broken. There is a mobilisation of all important human qualities: physical, intellectual, mental and moral. And this entails moral satisfaction and psychological peace and happiness.

Sport is a healthy future. The role of sport is becoming not only an increasingly prominent social, but also a political factor in the modern world. Involvement of broad masses of the population in physical culture, the state of public health and successes in international competitions are indisputable proof of the vitality and spiritual strength of any nation.

In conclusion, it is important to note that sport plays a superior role in the lives of young people. It promotes physical development, boosts the immune system, and brings enjoyment. In addition, sports help young people to master teamwork, develop leadership skills and improve self-esteem. Therefore, every young person should pay attention to sports activities and find something they truly enjoy. Sport is the way to physical and spiritual harmony.

ADVERTISING AS THE WAY OF PUBLIC'S AWARENESS GROTH

Плахотнюк С.С.
Черток Н.А.,
старший преподаватель кафедры иностранных языков
ГО ВПО «Донецкий национальный университет экономики и торгов имени Михаила Туган-Барановского»

The objective of my paper is to reveal the role of advertising as the most effective tool in providing new products at the market nowadays.

It goes without saying that advertising is one of many ways in which manufacturers persuade customers to buy their products. In today's world, if you can be constantly telling people why they should choose your brand, rather than another one, they're going to remember that.

In a competitive society advertising has become the necessity of crucial importance. It's main goal is to attract a wide categories'range of customers to buy supplied goods and services. The production of goods without quick sale is of no use.

Advertisement is something of a necessity in modern world of competition and conflicts. Firstl of all the producers introduce the new products to the general public; for example, the public gets to know about some new medicine treating some serious diseases, effective techniques of constructing houses through companies having specialized knowledge.

No doubt, advertisement should be developed as an art that pleases and informs the people about the best goods and services. It shouldn't be used for popularizing of defective or expensive industrial goods, expensive luxuries, foreign products and even publications that can be harmful for people's health in any way.

It's well-known fact that social media advertising has become a powerful marketing tool for businesses in the digital age. It refers to any content posted on social

media platforms like Facebook and TikTok designed to promote a brand, product, or service. This includes sponsored posts, promoted tweets, and boosted social media profiles.

Using social media ads, a brand can reach a broad audience beyond those who currently follow them. Further, social media platforms have refined targeting settings that allow brands to match the exact demographics and buyer persona guaranteed to boost their sales.

It's not a secret that media marketing specialists are of great demand these days.

For specialists which are engaged in the sphere of marketing SMM is an abbreviation of the English Social Media Marketing is absolutely clear,it means social media marketing. The main difference between Internet marketing and SMM is that the first is a broader concept, meaning promotion on the Internet using various tools, and the second is one of the Internet marketing tools focusing on promotion only in social networks.

Earlier, the profession of a social media manager was rare and poorly paid. Today the SMM specialist is one of the most sought-after jobs in the labour market worldwide.

This profession is very popular now, there is clear up-dated understanding what level of qualification, skills and abilities are required to plan business activity and carry out efficient social media marketing campaigns.

Taking into consideration that we live in rather difficult time I consider that it's very popular and reasonable to fulfill jobs in social networks working mostly distantly. Brands and organizations, media, and bloggers are now represented. Today we use social networks not only to communicate but also to get news, look at trends and styles, rate reviews of preferences, and are inspired by the creativity of talented

peoplehighly-qualified professionals working in the sphere of marketing and advertising.

The great news is that jobs in social networks are in most cases remote. A huge part of vacancies considers specialists not only in their city, but also all over the country, or even the world.

Thus, SMM specialist's job implies creating social media pages and their design, making content and posting it, conducting the necessary marketing activities along with setting up targeted advertising, analytics, monitoring the budget and staying in touch with their audience.

In conclusion, we can say that the work of an SMM specialist includes a variety of responsibilities that may overlap with the responsibilities of other specialists in the field of digital marketing. But if you overcome this threshold of entry and start working, then there are great opportunities for growth from the position of junior to senior, and even for horizontal advancement in other related areas, for example, in PR or the development of marketing strategies. Moreover, working in the field of SMM provides an abundance of analytical work, which allows you constant improving your professional skills and succeeding in business career.

List of references:

1. SMM Specialist: Required Knowledge, Skills and Abilities: https://anydayguide.com/post/18#:~:text=An%20SMM%20specialist%20is%20a,SMM%20specialists%20and%20their%20clients

2. Shevchenko M.S. Futuristic marketing as the direction of the future of the marketing environment // Skif. 2019. No. 3. - P. 195

YOUTH PROBLEM IN CAREER CHOICE

Пономаренко К.А.

Мехова О.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и Государственной Службы»

Youth is a generation of people going through the stage of growing up, which is understood as the formation of people who are full-fledged members of society.

The career choice period of persons life can be regarded as a time of opportunity and aspiration to the future, when various perspectives are open to you. It is very important to consider that it is correct! Of course, young people try to rely on their interests. However, people change over time, but profession will remain with them forever.

The key point is that this kind of problem is international. Here we give a survey result of a Job Hunt Guides made in 2021 Foreign specialists enjoy more significant opportunities than ever before within European companies [1, p.125].

The 12 professions in demand for foreigners in Europe include: Sales specialists (33%) IT specialists (28%) Engineers (23%) Secretaries & Administrators (18%) Sales and Marketing specialists (17%) [6].

There are no practical courses that could help in understanding what their work will actually be. For example, a person dreamed of becoming a doctor all his childhood, imagining himself in a clean white coat sitting in an office, taking his time, finding out patients' complaints; how easy it is to diagnose and save the lives of thousands of people.

But, in fact: he loses consciousness from the sight of blood, cannot perform a medical procedure because he is afraid to cause pain even for the good, or he does not

have the patience to listen to the numerous complaints of too tedious patients. And it is difficult to make a correct diagnosis for him, especially when time is limited, and it is not easy to take responsibility for someone's life.

Getting an economic or legal education, dreams of a career as a financier, but in fact it turns out to be unclaimed in the labor market, because at the moment there is an overabundance of these specialists in Russian society.

Parents often influence the choice of profession, offering the child the type of activity in which they themselves are successful. Or vice versa, they advise not to choose it if their professional career has not developed. There are situations when parents are unwilling to accept their child's own choice, considering it incorrect and unsuitable. And it can be very difficult for a young person to avoid doubts and not change his mind. The financial situation of parents now has a great influence on the choice of profession, since most higher education institutions are paid, and there are very few budget places. Not everyone has the opportunity to pay for the education of their child, who, perhaps, could succeed in their chosen activity. Although other, less capable, but more affluent children receive such education [3, p.155].

In addition, it is very important that there are abilities for the chosen activity, because if there are none, then a person will most likely not succeed in this profession and will waste time getting an appropriate education. Here it is important to understand which sciences there are inclinations: to the humanities, natural or exact, as well as to assess their sociability, physical and physiological capabilities [2, p.89].

Currently, there are tests on professional orientation that will help determine the sphere of interests, personal characteristics, while it will be possible to choose any activity from the proposed ones. With such a variety of factors influencing the choice of your future profession, it is very difficult, if at all possible, to make the right choice. The fear of making a mistake by choosing the wrong life path that you want to follow for many years can bind young people, depriving them of the determination to take the first step. [5, p.302].

The best way to find out what exactly you really like is to try to do something yourself. It should be remembered that there are no irreparable mistakes when

choosing a profession. In today's world with its rapidly changing demands and standards, you need to stay mobile and be ready for any changes, including when choosing a job[4,p.76].

In European countries, the USA and Canada, the degree of readiness for professional choice depends on the level of awareness of the student about working conditions and professional requirements. To do this, starting from the middle grades: teenagers must undergo practical training in workshops and internships at real workplaces.

In Canada, courses and testing of students are conducted to help them choose a profession. Canadian teenagers independently make a decision on choosing a profession, without the influence of their parents.

In the USA, students from the 1st grade work with professional consultants to assess their abilities, and high school students take internship courses to choose a profession.

The essence of the influence on the choice of profession of young people in Germany is that parents and the school together make efforts to prepare children for success in the future life.

Thus, the work of choosing a profession in foreign countries is much more effective than in Russia.

Thus, choosing a profession is an important and serious step in every person's life, it is necessary to analyze many aspects: demand in the labor market, financial costs for education, one's inclinations and abilities, to be aware of the obligations assumed, but, in any case, this choice should be independent and deliberate.

List of references:

1.Bendyukov M.A., Solomin I.L. Career stages: the ABC of career guidance. Publisher: St. Petersburg: Speech. 2006. – 240 p.

2.Volkov B. S., Fundamentals of professional orientation: studies. manual for universities. – M.: Academic project, 2007. – 331p.

3.Klimov E.A. Introduction to labor psychology: Textbook. – M.: UNITY. 1998. – 336p.

4.Kukharchuk, A.M. Psychodiagnostics in professional self–determination of students - Mn.: Bel. navuka, 2013 – 222p.

5.Pryazhnikova E.Yu., Pryazhnikov N.S. Career guidance: Textbook. – M.: Academy, 2005. – 496p.

6.Rohan Singh Job Hunt Guides https://faruse.com/blog/job-hunt-guides/9-professions-in-which-foreigners-are-in-demand-in-europe

INTERNET FRAUD

Просолова А.В.
Захаров Р.В.,
преподаватель кафедры иностранных языков
Донецкая Академия Управления и Государственной Службы
при Главе Донецкой Народной Республики

Internet fraud is a type of cybercrime fraud or deception which makes use of the Internet and could involve hiding of information or providing incorrect information for the purpose of tricking victims out of money, property, and inheritance. Internet fraud is not considered a single, distinctive crime but covers a range of illegal and illicit actions that are committed in cyberspace.

According to the FBI's 2017 Internet Crime Report, the Internet Crime Complaint Center (IC3) received about 300,000 complaints. Victims lost over $1.4 billion in online fraud in 2017. According to a study conducted by

the Center for Strategic and International Studies (CSIS) and McAfee, cybercrime costs the global economy as much as $600 billion, which translates into 0.8% of total global GDP. Online fraud appears in many forms. It ranges from email spam to online scams. Internet fraud can occur even if partly based on the use of Internet services and is mostly or completely based on the use of the Internet.

The most popular types of online fraud:

Identity Theft

Using malware or computer intrusion techniques, cybercriminals steal personally identifiable information to assume someone else's identity.

Credit Card Fraud

Online users are duped into submitting their credit card information on deceitful websites, allowing criminals to make purchases using the stolen data.

Auction Fraud

Online shopping scams include buyers not getting what they paid for or receiving an item that's different from the one advertised.

Investment Fraud

Scammers pretend to have great connections and knowledge in finance and bait people to invest on a company, bank or venture.

Work-at-Home Scam

This scam promises financial independence and huge money for minimal effort of work at home. Victims must pay upfront for a registration fee to get products that actually don't sell.

Sweepstakes Scam

The victim receives an email saying he has won the lottery or sweepstakes. He's asked to send a fee to claim the bogus prize.

Online Dating Scam

Criminals scour social networking sites to meet and form relationships with people and later convince them to send money.

West African Scam

Victims are asked to help someone transfer a huge amount of money between countries. The scammer promises to give these people a portion of the money, as long as they send an advanced fee to supposedly help process the transfer.

Besides educating yourself about the latest schemes crooks use to steal money from the gullible, you can also stay safe by being skeptical of unusual situations. A complete stranger or random website offering you something that sounds too good to be true, it probably is.

How You Can Protect Yourself

So now that you know a lot more about internet fraud and its effects, you probably want to do something about it. The best defense and response in preventing fraud from ever happening in the first place. Here are the key strategies and tips for doing so:

Be careful of everything you read online, especially if it is from a source that can't be trusted. Major media outlets aren't out to defraud you or spread

misinformation, but a small site you've never heard of might be.

This is especially true of social media. Even if you are certain someone you know isn't trying to defraud you, you cannot always be certain it's them (their account could have been hacked). If you see a close friend or family member spreading odd links or acting in a way they normally wouldn't, give them a call or text to make sure things are alright. Alternatively, they might be an unwitting pawn in someone else's scheme, so be careful.

Don't download strange files or click on links you are uncertain about. With some extensions or browsers, you might be able to better preview the link you are hovering over.

While there might be a few hiccups, browsers block links they think are unsafe for a reason. And even if you trust the site or site owner, the site itself still might be unsafe and compromised in one or more ways. There is no excuse nowadays to not have SSL protection on a site that is taking any personal information, and you should not work with a site that does not have it.

When interacting with someone online and you aren't confident about their identity or the veracity of what they're saying, ask for real-world confirmation if possible. Verified accounts can be helpful for online dating, and even a short video call with someone can help make sure you're talking to the right person, especially if it is someone you know.

If you still aren't sure, stop talking to them or cut off contact online. It isn't worth getting defrauded and anyone legitimate would be happy to confirm

matters with you.

Read up regularly on what scams people are using, and look up a website or individual if you think they might be fraudulent. You probably won't be alone, and there might be reports (official or unofficial) about the issue in question. Simply typing "is x a scam" into Google can often give you your answer, and a little research will take you much further.

Though even if nothing shows up, don't let that leave a potential scammer off the hook. It might be that they are using an unknown identity or are good at hiding their tracks. Confirm whatever you can, and try to find whatever outside information you can. Even if it turns out to not be a scam, you will have more knowledge about who or what you are working with anyway

If something is unsolicited or just looks sketchy, it probably is, so be vigilant. Taking your time will save you from being swindled.

List of references:

1.   https://en.wikipedia.org/wiki/Internet_fraud

2.   https://www.hellotech.com/blog/8-common-types-fraud-internet-scams

3.   https://www.internetadvisor.com/internet-fraud-statistics-and-facts-for-2022#post-navigation-6

VALUE OF MONEY FOR YOUNG PEOPLE

Протасевич В.Д.
Рева А.О.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая академия управления и государственной службы»

Money is an indispensable element of our lives. In ordinary language, money means «what we use to pay for things» [1].

The yard measures distance, but what measures the yard? Distance itself.

In the same way, money measures goods. But what measures money? The reply is «goods».

Value is the ratio of exchange between two goods, and money measures that value through price. Money is an object of desire. Efforts are made to obtain it not for its own sake but for the goods it can purchase.

Then, the value of money is the quantity of goods that will be exchanged for one unit of money. What money can buy depends on the level of prices. When the price level rises, a unit of money can purchase fewer goods than before. Conversely, falling of prices signifies that a unit of money can buy more than before [2].

In addition, the value of money is the ability to manage them competently. This is the realization that they need to be earned. Every young person faces the first earnings and the first expenses. Therefore, financial literacy and awareness of the money's value are key factors of financial well-being.

It is the importance of being able to differentiate between what constitutes a «want» and a «need» in terms of spending. However, that assumes that people have a basic understanding of the budgeting, borrowing and investing principles.

Sarah Dowzell, CEO and co-founder of Natural HR, believes that financial education is vitally important.

In truth, you do not need a degree in economics to be financially aware. But, where things can get confusing is around lending, why you need a good credit score, and how interest works.

There is no denying that planning for your first house, starting a family or even retirement is unlikely to be at the top of every student to-do list, particularly when young people are starting to see some disposable income for the first time.

While it is easy, with the power of hindsight, to make the case that it should be a priority, there is an argument to say those with experience are the ones who should take the time to help people during their formative years.

«Growing up, I found such grounding immensely helpful when it came to money and understanding of how long-term borrowing would affect me – from the student loan I needed to get me through university, to the credit cards and extra lending opportunities that were thrown at me as soon as I turned 18.

It was around this time that I started trading on the stock market, and soon discovered that NatWest would let me set up a stockbroker account with a £10,000 limit – with very little hassle.

The ironic thing is, because I was a student at the time, I used to get a copy of The Times at a much-reduced cost. I had read the paper religiously and use the intel to help me decide where to invest the money I had – and soon I was making a profit of anywhere between £20-80 on each trade.

Looking back, I can see how it quickly gave me a taste for business, growth, and investment. I had sit there, in my student halls, working out the potential return on investment while my flatmates were hanging out» – Sarah said [3].

Another big thing to remember when it comes to financial forecasting is the need to review and adjust your plans accordingly. It does not mean that every student needs to go and hire a financial advisor, but we should teach others that certain milestone moments call for different financial attitudes and approaches.

People should be taken on that journey, and arguably walked through it even before they get there – so they know what moments to look out for. Such an approach will help them to understand where they are in life, right now, the stages they can expect to go through as they get older, and how financial wants and needs might change as a result.

In present, it is important to stop and consider the cost of living and how that affects the way we spend our income. Think of it as a business plan, but for life. It can sound quite scary, but it is simply what is coming in and what is going out.

Regardless of our age or income, if we bring home X, and our rent, food, and bills are equal to Y, we have to spend Z every month.

Nowadays some of the existing great financial apps are brilliant for allowing you to track your spending. And, once you reflect on where your money goes each month, you will see where savings can be made, particularly around the amount spent on things like subscriptions and snacks.

So, while it is easy to assume people «learn on the job» when it comes to financial know-how, it is worth considering putting on some «back to basics» training across all forms of banking – personal and professional – in order to empower our abilities.

In addition, I would like to say that it is quite a natural desire to earn and save more money. However, money is just a tool, not a goal. While we are young, we need to enjoy life.

It is necessary to rest even from earning money. So, do not forget to spend more time with your family and loved ones.

You will not be able to earn all the money in the world, but you will be able to enjoy every moment of your life.

List of references:

1.   https://getuplearn.com/blog/what-is-money/

2.   https://www.economicsdiscussion.net/money/value-of-money-meaning-measurement-and-preparation-of-index-numbers/1863

3.   https://wearethecity.com/why-young-people-need-to-be-taught-the-value-and-meaning-of-money/

THE YOUTH'S VIEW ON THE PROBLEM OF THE GENERATION GAP

Радченко М.В.
Черкашина Т. В.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

Currently, there are many world problems, but among them we can lose sight of perhaps not so large-scale, but no less important problems of youth.

Of course, there are as many opinions as there are people. We all differ in our place of birth, life difficulties, skin color, native language and, of course, views on life, but there are things that are common to all of us. I think we can safely say that there are a lot of such things, but now I want to consider one of the most common problems called «The generation gap».

Yes, the problem of "fathers and children" is truly omnipresent and, unfortunately, very often you have to face it not even in your family, but rather on the streets, when looking for your first job or just in public places. Often the older generation ignores the opinion, point of view or even competence in a certain issue of the younger one.

The problem of fathers and children is a sociological phenomenon in which children and parents perceive each other as representatives of a completely foreign culture, interests, views and worldviews.

The younger generation begins to realize themselves as adults who have the right to their own choices and mistakes. Parents, in turn, do not always understand this. This is often the reason for disagreements, after which it becomes not so easy to find a common language and make peace.

Often the older generation believes that their experience allows them to impose their views and rules of behavior on young people. And young people, in turn, are confident that they have sufficient knowledge to decide for themselves how to live.

And age is not a sign of wisdom for them. In addition, young people are characterized by an unconscious desire to get rid of control and excessive guardianship.

On this basis, disagreements and mutual claims arise between people of different ages, a generational conflict.

The older generation can often exert unconscious pressure on the younger, crossing personal boundaries due to excessive care, or tactlessness. By the way, these two concepts often flow from one to the other, or they immediately go in unison for one simple reason – the older generation tends to equate young people who are strangers to them with their own children. From this, a conflict is born on the basis of disrespect towards the young, since many parents see their child as a defenseless child all their lives, while denying the fact of his growing up and becoming a person.

In turn, the younger generation is characterized by more progressive views on things, which also often only adds fuel to the fire of generational conflict. Now, for example, the concept of «respect» is not disinterested – it must be earned.

At the same time, it should not be confused with banal politeness, because this is an indicator of good manners and good manners. But respect is already about what you did in order to get it. Our generation has become a kind of mirror, therefore, broadcasting a kind and polite attitude to the interlocutor will not tolerate rudeness and neglect in response just because he or she is older.

There are already many areas where young people feel «like a fish in water», but they still continue to face doubts about their competence on the part of their elders just because for them everything is measured by experience.

Nowadays, I can rely on my own experience too, since I work as a pioneer leader at a children's camp. Working with an educator – a person who is much older – sometimes it becomes impossible to maintain the bar and authority in the eyes of the child, since this authority is not seen by the older generation. A lot of problems can

follow from this, but, oddly enough, most often children no matter what reach out to the pioneer leader. I wrote this example to draw attention to how often the older generation tends to compete, rather than work in unison, with the younger one. Very often this forms the basis of the problem of the "Generation gap".

Generational conflict is a serious problem that can lead to serious consequences both in the family and in society as a whole. However, intergenerational communication can help prevent or resolve conflict. It is important to remember that each generation lives in its own time, and each has its own system of principles and values. Try to keep in touch between generations, take into account the opinion of the interlocutor and find a common language.

THE IMPACT OF DIGITAL TECHNOLOGIES ON THE PRESERVATION OF NATIONAL CULTURE: THE CHINESE EXPERIENCE

Рудник Я.С.
Грицак И.В.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий национальный университет экономики и
торговли имени Михаила Туган-Барановского»

In the context of the rapid development of digital technologies and globalization, the question of preserving national culture arises. China's experience in this field is becoming especially relevant in the light of its success in using digital tools to preserve and promote its unique heritage.

Culture is a complex whole that includes class, customs, knowledge, art, faith and other aspects [1, c. 128].

Traditions of Chinese culture date back more than 5 thousand years and now are among the most ancient in the world. The digital age has jeopardized the preservation and dissemination of these values.

The formulation of cultural policy in China is closely linked to the political system. Decision-making is carried out by the Communist Party of China, the National People's Congress and the State Council. Ministries and commissions are responsible for policy management at the local level [2].

The Chinese government actively supports projects aimed at creating digital tools to preserve and pass on traditions and knowledge from generation to generation.

The National Television of the People's Republic of China successfully forms and strengthens cultural identity through changing and filtering material to match the life values and political point of view of the people [3, c. 74].

Internet content filtering systems - Golden Shield and Great Chinese Firewall - have been developed and put into operation in China. These systems block access to a large number of foreign sites, including popular social media platforms and search engines.

The development of intelligent communication and digital technologies such as 5G, blockchain and artificial intelligence gives China the advantage of allowing its culture to be presented to a global audience with more efficient means of transmission [4].

In order to preserve and present the national cultural heritage, the introduction of digital technologies into the cultural sphere of China allows to enrich it with virtual forms.

The problem of preserving cultural heritage in the context of digitalization is being solved through the creation of electronic museums, the integration of cultural content into online platforms and the development of virtual reality to popularize and preserve national culture.

Virtual and augmented reality are expanding cultural mediation in museums and libraries. The use of these technologies in the future will allow visitors to explore three-dimensional models and virtual tours, helping to preserve and popularize historical and cultural monuments.

New technologies are reaching new audiences, such as young people, and helping to expand content viewing opportunities for people with disabilities.

Regulation and copyright protection of national content are important aspects of solving the problem. The creation of legislation that protects cultural heritage and prevents the illegal use of digital technologies is an integral part of the preservation of national culture.

Approaches to addressing the issue of preserving national culture through the use of digital technologies include the development and implementation of strategies for the diffusion of digital culture aimed at preserving the originality and authenticity of cultural artifacts.

As a result of the global COVID-19 pandemic, it has become obvious that digital technologies play an important role in preserving and spreading national culture. They promote access to education, art, and exchange of cultural knowledge between generations and cultures [5].

As experience shows, the information environment in each country of the world requires the development of tools to ensure the stability of information immunity and the preservation of culture at the national level. In conclusion, it should be noted, the preservation of cultural heritage in the modern world is impossible without the use of modern information technologies. This requires the convergence of cultural and information policy, the development of common methodological and technological approaches.

List of references:

1. Global communication of Chinese culture in the digital era: internal motivation and external challenges, URL: https://link.springer.com/article/10.1007/s40636-022-00254-4 - Published Date: December 06, 2022

2. Department of cultural industry and management, Shanghai Jiao Tong University, China. Chinese Cultural Policy: History, Formation and Characteristics// FORMULATION AND OPERATION OF CULTURAL POLICIES - URL: https://www.heraldopenaccess.us/openaccess/chinese-cultural-policy-history-formation-and-characteristics . - Published Date: Aug 16, 2019

3. Jia Fan. Scientific aspects of the formation of the Chinese information strategy in the new media. Journal of the Belarusian State University. Journalism and Pedagogics. 2019 – URL: https://elib.bsu.by/bitstream/123456789/222006/1/69-76.pdf

4. Olga Melnikova, Candidate of Political Sciences. China's experience in protecting national cyber sovereignty – URL: https://interaffairs.ru/news/show/38218 - Published Date: December 13, 2022

5. UNESCO. Cutting Edge | Protecting and preserving cultural diversity in the digital era – URL: https://www.unesco.org/en/articles/cutting-edge-protecting-and-preserving-cultural-diversity-digital-era - Published Date: October 28, 2020

THE INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF YOUTH CULTURE

Савченко А.В.

Дубровкина И.Ю.,

старший преподаватель кафедры английского языка

для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Social media has become a very important part of life for many young generations in today's world. There are many young people who continue to use social media without even thinking about the impact that social media has on the culture of the youth. Here are some statistics that have been done on social media: [1]

- The average time people spend per day on social media is 1.72 hours.

- For teens, these numbers are much higher, totalling up to 27 hours per week.

The impact of social media in shaping the culture of youth is of great relevance in today's world. Many studies have been conducted on this issue. Some of them confirm the positive impact of social media on the cultural formation of the young generation, while others highlight the negative effects.

Social media provide opportunities for young people to participate in various online communities, exchange opinions, ideas, information, and learn about various cultural events and trends. One of the important influences of social media in shaping the culture of young people is the formation of worldviews, including in relation to fashion, music, art, travelling and other aspects of life. They often create new cultural trends, present new ideals of beauty, and influence standards of living. Social media brings new forms of communication, which affect the structure of society and communication between people from different cultures. Young people get inspiration from other users' photos and this influences their tastes, preferences and lifestyles.

Social media also encourages activism and political participation. In addition, social media also promotes various cultural movements, music, literature, art, etc. They help young people learn about new trends and directions in culture, share their creative works and get feedback. [1]

The impact of social media on the learning process of young people has also become significant in recent years, and research in this area has identified several important aspects of this impact:

1.Social media provides students with access to a vast amount of information, resources, educational materials in various fields. This allows students to expand their knowledge and skills, explore topics of interest, and learn from world experts.

2.Social media facilitates the exchange of knowledge, ideas and experiences between students and teachers. This creates opportunities for group work and collaborative project development.

3.Social media enables the creation of learning communities where learners can discuss learning issues, ask questions and find answers from other learners or experts.

4.Social media also plays an important role in students' professional development as they can use it to find internships, jobs, network with professionals and build their professional brand.

However, social media can also have a negative impact on the culture of young people. Research shows that young people who spend a lot of time on social media often experience problems such as anxiety, depression and poor self-esteem. Young people can be exposed to negative influences such as the patterns of behaviour shown on social media, which can lead to increased levels of aggression. Young people who use social media may be more vulnerable to manipulation of information and susceptible to stereotyping based on cultural differences. [2]

To summarize, it can be concluded that social media is an important factor in shaping the culture of young people, while having both positive and negative effects on their perception of the world and themselves. Therefore, it is important to take

both of these aspects into account and provide support to help young people use social media effectively and develop in today's digital environment.

The first step to help young people will be to educate and inform them about the impact of social media on cultural formation and development. Young people need to be aware of how social media can influence their worldviews, behaviours and values. The second step would be to develop the use of digital literacy. Young people need to be able to filter information effectively, analyse and assess its validity, and be aware of their digital security. The third step would be to encourage positive content. Young people need to realise that they are active participants in social media and can shape the culture online.

Therefore, it is important to encourage the creation and distribution of positive, educational and cultural content. Young people should see social media as an opportunity to express themselves, develop their talents, and express their interests. It is important to develop programs to support young talents and provide opportunities for their creative growth. Only in this way we can provide young people with the right direction in using social media and help them to create and develop a positive and cultural online environment.

List of references:

1.   Marketing91:   https://www.marketing91.com/impact-of-social-media-on-youth/

2.   Huffpost: https://www.huffpost.com/entry/influence-of-social-media-on-teenagers

YOUTH SLANG

Самойлик А.С.
Грицак И.В.
старший преподаватель кафедры иностранных языков,
ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ
УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ
МИХАИЛ ТУГАН-БАРАНОВСКОГО»

Youth slang is a kind of language used by young people to communicate with each other. It is an integral part of youth culture and reflects the trends and characteristics of current generations. Youth slang consists of many syntactic units: various expressions, words and phrases that go beyond the standard literary language and may not be understood by the older generation. The importance of slang lies in its ability to establish a connection and sense of belonging, creating a unique identification between young people.

This problem was studied in the works of G. Ehmann, V.D. Devkin, B.A. Larin, T.G. Nikitin, G.V. Bykov. There is no common opinion among scientists that jargon and slang are synonyms or two different concepts The unexplored questions on the topic are the identification of the exact reasons for the use of slang by young people and the influence of slang on the cultural development of young people and the nation as a whole.

The purposes of the work are to investigate the phenomenon of the emergence of jargon and slang, to describe the influence of slang that contributes to the creation of social groups, to compare the slang of foreign countries, to identify the interaction between slang and other language genres such as argot, jargon, etc.

Slang is a big problem for scientists of linguistics because they cannot describe all the rules for such words. As youth slang is extremely dynamic in its development,

there is a rapid aging of words and their withdrawal from use, as well as the rapid emergence of new ones.

A weighty part of colloquial speech, which we most often meet in our lives, is slang, or jargon, which plays a huge role in the study of a language.

In the process of the eternal conflict between fathers and children, one of the weapons of the younger generation is slang, with the help of which teenagers want to distinguish themselves from the crowd and to express a share of protest to adults.

Due to the use of different slang accompanied by competition, youth groups also begin to separate from each other.

Jargon appeared during the development of shop activities in medieval Europe, as it was necessary for those who worked in the shop to keep the secrets of production. They invented a code language commonly understood within the shop, which became known as "argot".

The term "jargon" was borrowed from French, and "slang" from English [1, p. 104-116].

Modern scientists in the field of linguistics have no consensus on the relationship between the concepts of "jargon" and "slang".

L.I. Antrushina, I.V. Arnold, S.A. Kuznetsova in their works consider "jargon" and "slang" synonymous, defining them as speech conditioned by social and professional aspects, as well as an element of speech that does not conform to the norms of literature [2, p. 55-65], [3].

I.R. Galperin, in contrast to his colleagues, separates "jargon" and "slang", referring to the facts that jargon belongs to certain social groups and that jargonisms have definitions in explanatory dictionaries. Slang, on the contrary, does not need an explanation. It is already clear to everyone.

Jargons have their specific place in society and are easily classified by this feature [1, p. 104-116].

Looking closely at youth slang, we can see that most of it consists of anglicisms. However, and it does not exclude the words of the native language. Slang

as a phenomenon is characteristic of young people, but it can also be found in the communication of adult members of society.

Reasons for the use of slang: encrypted communication among strangers; the desire for speech separation from the mass; acceleration of the pace of life, the emergence of messengers, Internet chat rooms, SMS messages, etc.

Positive sides of using youth slang: the opportunity to make friends in their age group; to show their personal self-expression through expressive speech; the use of slang can motivate teenagers to communicate with others.

Negative generational effects of slang: constant use of youth slang can lead to vocabulary depletion; some people may have negative attitudes towards the person using slang; educational difficulties - teenagers may become confused and confused about their knowledge due to the presence of slang.

Most of the operating systems in modern technology are in English, so there is anglicization of words and most of these anglicisms become slang.

Germany also faced the problem of anglicization, as in a very short period of time about four thousand English words were borrowed into their language [5, p. 3].

English, which has become a world language, is often used by the younger generation and is beginning to seep into some media sources.

The influx of anglicisms is so strong that it is impossible to manage to capture them all [5, p. 4]

In conclusion it should be added that youth slang is a reflection of the culture and lifestyle of young people. Slang expressions can serve as a means of self-expression and creation of their own social image. The use of slang expressions helps young people to create a kind of code to communicate with their peers and feel a sense of belonging to a particular social group. However, youth slang should be used with caution, taking into account the setting and the audience. In some situations, using slang can give a negative impression or create a barrier to communication. Learning and understanding youth slang allows the older generation to understand young people better and communicate with them more effectively. The correct use

and understanding of slang promote better communication and strengthen ties between young people.

List of references:

1.   Borneman E. Sex im Volksmund. Der obzone Wortschatz der Deutschen. Hamburg, 1974; Galperin I.R. Stylistics. M., 1992.

2.   Антрушина Г.Б. Стилистика современного английского языка. СПб., 2002.

3.   Кузнецова С.А. БТС русского языка. СПб., 2000.

4.   Ярцева В.Н. Языкознание // БЭС. М., 1998.

5.   Гекало С.А. "Denglish" или "Germeng"? (к проблеме языкового отражения взаимодействия разных культур) // Сопоставительная лингвофольклористика: Сб. науч. ст. Вып.2. Славянск-на-Кубани, 2003.

SOCIAL ISSUES IN INDIA

Самсонова П.А.

Атабекова А.К.,

старший преподаватель кафедры иностранных языков

India, being one of the most populous countries in the world, faces several social problems that adversely affect its citizens' well-being and development. Some of the major social problems in India include casteism and gender discrimination.

Caste issues in India are deeply rooted in the country's social structure and history. The caste system, also known as varna, was originally outlined in ancient Hindu texts like the Manusmriti, which divided society into four categories: Brahmins (priests and scholars), Kshatriyas (warriors and rulers), Vaishyas (merchants and landowners), and Shudras (artisans and laborers). Below the Shudras were the Dalits, also known as "untouchables," who were considered to be outside of the caste system altogether. This rigid social hierarchy persisted for centuries and continues to shape Indian society today, despite numerous attempts at reform and the abolition of untouchability by the Indian government in 1950.

Caste discrimination manifests itself in various ways, including:

1. Occupational segregation: Members of different castes are traditionally restricted to specific occupations based on their caste status. This limits economic opportunities and perpetuates intercaste disparities.

2. Marriage restrictions: Marriages between individuals from different castes are often discouraged or outright forbidden by families and communities. This can lead to isolation and social ostracism.

3. Access to education and healthcare: Caste-based discrimination in education and healthcare facilities persists, with lower-caste individuals often facing barriers to accessing quality education and healthcare services.

4. Political representation: The representation of lower-caste individuals in politics remains low, despite efforts to promote reservations and affirmative action policies.

There have been numerous attempts at addressing caste issues in India, both through legislative measures and grassroots activism. The Indian Constitution, for instance, guarantees equality before the law and prohibits discrimination based on caste, religion, race, sex, or place of birth. However, the entrenched nature of caste-based discrimination and the deep-seated prejudices it engenders make it a persistent challenge for the Indian state and society.

One potential scientific approach to studying caste issues in India could be through the lens of social psychology [1]. Researchers could investigate how attitudes and beliefs about caste are transmitted across generations, how they shape interpersonal interactions and group dynamics, and how they can be challenged and transformed. This kind of research could inform more effective policies and interventions aimed at reducing caste-based discrimination and promoting social inclusion in India.

Gender discrimination in India is a deeply rooted issue that has persisted throughout history [2] and continues to impact various aspects of Indian society today. The roots of gender discrimination in India can be traced back to the traditional patriarchal social structure, which has been reinforced by religious and cultural beliefs. While progress has been made in recent decades, significant disparities remain in areas such as education, economic opportunities, political representation, and healthcare.

One of the most pervasive forms of gender discrimination in India is the practice of son preference and female feticide. This cultural preference for sons has led to a skewed sex ratio at birth, with an estimated 23 million more men than women in the country today. The preference for sons extends to the allocation of resources

and care within families, with girls often being considered a burden due to the dowry system and the perceived financial cost of their upbringing and eventual marriage.

Educational disparities are also a significant issue in India. While girls' enrollment in primary and secondary schools has increased significantly in recent years, there are still significant disparities in access to education between girls and boys, particularly in rural areas.

In the economic sphere, women continue to face discrimination in the form of lower wages, fewer employment opportunities, and limited access to credit and other financial resources. Women make up a disproportionate percentage of the informal sector workforce, which is often characterized by poor working conditions, low pay, unpaid care work and a lack of job security.

In conclusion, gender discrimination in India persists in various forms and across multiple sectors. Addressing this issue requires a multifaceted approach that involves education, empowerment, policy reform, and the promotion of gender equality at all levels of society. The role of the government, civil society organizations, and international actors is crucial in this effort. Only through concerted efforts can India hope to eradicate the deep-rooted gender discrimination that continues to hold back its progress and deny millions of women their basic rights and dignity.

List of references

1. Куценков А.А. Социальный индуизм / Древо индуизма. Под ред. Глушковой И.П. М.: Восточная литература, 1999. С. 426–451.

2. Chandra Pratap. Study of Ideological Discord in Ancient India: Search for a Suitable Model / Dissent, Protest and Reform in Indian Civilization. Indian Institute of Advanced Study, 1977. Pp. 85–101.

ADVERTISING AND ITS IMPACT ON CULTURE.

Темнов

Лычко Л.Я.

Кандидат педагогических наук, доцент, заведующая

кафедрой иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Introduction

Advertising in its active manifestation has entered the life of a Russian person relatively recently. The process of market reforms, which began in the 80s, led to a high rate of development of the Russian advertising communications market, because of which a large stream of advertising poured into the Russian market. Globalization, which has affected the whole world, including Russia, has brought with it global advertising, broadcasting consumer culture, common standards of consumption, values and norms of Western society. Modern advertising not only performs its traditional direct functions in informing consumers about goods and services, promoting sales, regulating supply and demand, but also performs a number of important latent socio-cultural functions. Penetrating into all spheres of society, advertising actively affects its communities and institutions and has a significant impact on the social behavior, ideas, values of people living in it, thereby influencing the process of borrowing and spreading the material and spiritual values of the West.

Advertising becomes an important component of mass culture, part of the propaganda process, a means of control, manipulation and psychological influence on human behavior. Under the influence of advertising, psychological characteristics, properties, states of people, their consciousness and behavioral reactions change. This is the reason for the relevance of this work.

Advertising is paid, non–personalized communication carried out by an identified sponsor and using the media in order to persuade (to something) or influence (somehow) the audience.

Narrower definitions are also used, for example, limited only to goods and services.

The purpose of advertising is to convey information from the advertiser to the target audience.

The task of advertising is to encourage representatives of the target audience to take action (choosing a product or service, making a purchase, etc., as well as forming conclusions about the object of advertising planned by the advertiser).

Types of advertising

• commercial advertising

• social advertising aimed at achieving charitable and other socially useful goals, as well as ensuring the interests of the state

• political advertising (including pre-election)

Private ads, that is, ads of individuals or legal entities that are not related to the implementation of entrepreneurial activities, in accordance with the Law on Advertising (art. 2, paragraph 6) are not considered as advertising.

According to the method of placement, there are:

• Television (video in an advertising block, virtual, running line, TV ad, sponsorship)

• Radio (commercials, less often "jeans" - "on the rights of advertising")

• Printed (distinguish advertising in the press and other: prints, leaflets, stickers, business cards)

• Outdoor

• Online advertising etc.

Advertising also can be hidden. Hidden is an advertisement that is not designated as such, placed under the guise of informational, editorial or author's

material, disguised as a personal message - spam, or other non-advertising information. The technology of introducing inconspicuous advertising, allegedly acting on a subconscious level, has become widely known (the 25th frame is other options).

Also hidden advertising is one that has an impact that the consumer does not realize due to the method of transmission.

In most countries, hidden advertising is prohibited, but its definition is quite difficult, and the practice of punishing hidden advertising is unknown.

Advertising has both positive and negative effects as a result of its impact. The positive thing about advertising is that it increases the efficiency of the enterprise, contributes to the development of modern technologies. The negative is that it primarily imposes goods and services on the consumer, the need for which does not exist, overestimates the demand for goods, and after that allows you to inflate prices. The main thing that we will focus on in our work is that there is an opinion that advertising negatively affects the consciousness and subconscious of a person. Since the consciousness of a person as a part of society is part of the culture of this society, it is necessary to consider in detail the relationship between culture and advertising, how culture is reflected in advertising, how it affects advertising and what kind of effect advertising has on culture.

The impact of advertising on people's consciousness as part of the general culture of society

It is quite natural that advertising borrows methods of influencing a person to increase its own effectiveness. Not only because psychologists say so, but also by analyzing our buying behavior on our own, we will quickly realize that we are making a purchase obeying some impulse: we hesitate, we hesitate - and suddenly we buy. Thoughtful advertising just contributes to the early manifestation of such an impulse. So, advertising contributes to the emergence of a trance among buyers, the manifestation of a buying impulse.

"All sciences are important. But for the advertiser, first of all, psychology is important. It is she who gives the main parameters for the development of advertising

concepts. And art should clothe these psychologically grounded concepts in all possible talented forms. Art should translate complex psychological calculations into its own attractive and understandable language."

Conclusion

From all of the above, the following conclusion can be drawn. That advertising, being a constant companion of a person, daily and massively influencing him, plays an essential role in the life of human society. This role is not limited to the media, or even the entire market activity. Advertising is especially important in the fields of economics and public life. Its significant educational and aesthetic role can also be noted.

Currently, advertising is present in almost all spheres of human activity, influences it, forms consciousness. Culture also serves the same purposes. Advertising has become a part of culture, just as cultural values and masterpieces serve the purposes of advertising.

List of references:

1.   The form and content of the advertising slogan // Bibliofond. Student's electronic library: website. – URL: https://www.bibliofond.ru/view.aspx?id=45028 (publication date: 12/22/2023)

2.   The role and place of advertising in our lives // Infowork : website. – URL: https://infourok.ru/material.html?mid=53229 (date of application: 02.12.2023)

3.   Advertising // Wikipedia — free encyclopedia: website. – URL: https://ru.wikipedia.org/wiki/Advertising   (date   of   application: 02.12.2023)

INTERNET IN THE LIFE OF A MODERN PERSON

Ткаченко М.Г.

Дубровкина И.Ю.,

старший преподаватель кафедры английского языка

для экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

In the last 10-15 years, computers, tablets, smartphones, cell phones and other gadgets have completely filled our lives. We are used to them and cannot imagine our lives without the so-called "miracle machines". Together with computers, the Internet entered our lives, and later social networks. They have become an integral part of every person's life. Now people cannot live a day without the Internet and social networks. What to say, now even future spouses are getting acquainted through the Internet. Internet is an important technology that provides modern man with great opportunities. Internet is an assistant in everyday work, which has its own mailboxes, libraries, photo galleries, games, stores.

With the help of the Internet people can easily, without any difficulty, find the information they need, watch their favourite movies at any convenient moment for them, travel to different cities, visit tourist places, communicate with people, but at the same time sit at home, drinking tea and cookies. Nowadays in Russia there is a tendency of increasing interest in using the Internet, in particular social networks. Modern young people use the Internet much more than before. Internet, social networks, it can all be called the "World Wide Web", which more and more absorbs a person, taking him from real life to virtual life.

The degree of study of this problem is quite high. In Russia, a study "Why do young people need the Internet after all?" was conducted. [1]. The object of the study was Russian youth from 15 to 25 years old. The purpose of the study was to examine

the interest in the Internet and the specifics of its use. As a result of the study it was revealed that today young people do not imagine their lives without the Internet. Mostly young people go online to search for useful information, news and work, communicate with friends, download music and movies, make purchases in online stores. This conclusion was reached by researchers from the analytical company IDC, based on the results of a survey of Russian residents.

The study of Internet addiction of modern youth [1], the object of which were students and schoolchildren, was conducted in Surgut. The Internet is most often used by people aged 15 to 20 years old mainly for work and obtaining necessary information, as well as for recreation and entertainment. The current youth has a great dependence on the Internet as an easy source of information. This has a number of advantages, such as the accessibility and amount of information that can be obtained from the comfort of their homes, and a number of disadvantages, expressed in high material costs and lack of live communication. Therefore, when using the Internet, one should not forget about the danger of disrupting normal human communication. The author's sociological research to identify the importance of the Internet and social networks for young people in the city of Saratov aged 14 to 29 years old was conducted in January 2020 by questionnaire survey method. The sample population amounted to 100 people. Of these, 48% of respondents were male and 52% were female. The results of the study allowed us to conclude that all young people in the city of Saratov, aged 14 to 29 years old, use the Internet. During the data analysis it was found out that the majority (32 %) of young people use the Internet for communication, that is, they use social networks and various Internet applications for communication-online. It can be concluded that online communication is one of the important components of everyday life of young people. It was also found out that one third of the respondents use the Internet for entertainment, i.e. watching movies, playing online games, listening to music and other. Young people aged 14 to 29 years old use the Internet to study. This was indicated by 20.5% of respondents. And only 17.6% of respondents said that they use the Internet to search for business information, i.e. news, weather and the like. Of the respondents who answered that they use the Internet for communication, all of them use social networks.

It can be concluded that social networks are the most common and popular way to communicate on the Internet. The majority of respondents (58%) indicated that on average they spend more than 4 hours a day on the Internet. At the same time, 55% of them use social networks daily and 41% of them use social networks hourly. This type of communication leads to the inevitable degradation of live communication. 94% of the respondents use internet in the course of their activities. The study revealed that 83% of respondents recognize the existence of Internet addiction as a social phenomenon. At the same time, half of the respondents believe that they are personally addicted to the Internet or rather addicted. Thus, the study allows us to conclude that the Internet has become an integral part of young people's lives. Now young people cannot live a day without the Internet and social networks.

List of references:

1. StudFiles: Internet addictions of today's youth. URL: http://www.studfiles.ru/preview/5751252/

2. Voyskunsky A. Ye. Dependence on the Internet: a topical problem / A. Ye Ye. Voyskunsky [Text]: Psychological Journal. — № 1 — 2004.

JUVENILE DELINQUENCY, LOW LEGAL CULTURE AND UNCERTAINTY IN SOCIETY AMONG THE YOUNGER GENERATION

Туйчиева З.А.

Кочелаба А.В.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ МИХАИЛА ТУГАН-БАРАНОВСКОГО»

The topic of this work was chosen because juvenile delinquency is particularly dangerous for any developed society, which leads to the need for in-depth study of this topic. Deviant behavior and juvenile delinquency are caused by many factors that create conditions that subsequently turn teenagers into criminals and often lead to irreversible consequences.

In the criminal law of the Russian Federation, adolescents are considered to be persons between the ages of fourteen and seventeen [1]. Teenagers with deviant behavior can commit a wide variety of crimes: theft, extortion, murder, hooliganism, fraud, and even rape.

That is, in fact, age does not limit such persons in crimes. Of course, the choice of the victim will be calculated according to the strength and age of the criminal. Most often, peers, women and elderly people fall into the category of victims of juvenile delinquents, if this is not an organized group of persons.

Examples of such teenage groups can be the teenage Kazan gangs that have existed since the 1970s or, as researchers also call it, the "Kazan phenomenon".

The current economic, political and social situation in the USSR and Tatarstan in the 1970s and 1980s and in the country as a whole became a prerequisite for the growth of juvenile delinquency [2]. It is noteworthy that the groups included not only

the poor and unstable strata, but also the children of the intelligentsia, residents of decent areas. As Robert Garaev writes in his book "The Word of a Boy" [3], in large Kazan groupings there were up to six age gradations of participants, there were members even of twelve years of age, or even less.

There was a very fine line, on the one hand, such gangs were not "professional" bandits, in addition to fights and gatherings, they also lived an ordinary life, on the other – such activities led to fear in society, deaths, rapes and outrages. Children got involved themselves or were involved, as a result, groups formed, districts were divided and their own laws and statutes were written within the gang. All this led to the fact that over the years everything turned into real banditry.

The essence of crime in adolescence is the commission by minors of prohibited criminal acts that fall under the articles of the Criminal Code of the Russian Federation.

According to statistics, almost always, if do not start taking timely measures, a teenager will continue his criminal activities into adult age.

There are many factors pushing teenagers into the criminal world. Firstly, problems in the family are one of the main steps to a deviant and destructive way of life. Pressure, violence, humiliation, etc., both physical and moral from relatives and environment can incline a teenager to criminal activity. The child's psyche is unstable, such manifestations leave their mark and big problems develop in the future. Well-off families are also at risk, increased overprotection, isolation and surveillance of a child also leads to pressure on the psyche of a teenager.

The second factor is the teenager's environment. Questionable acquaintances and friendships with a certain contingent that can lead a teenager into the criminal world also lead to the formation of distorted goals and a criminal view of the world in a teenager.

The third factor is the low legal culture of teenagers. The low legal culture among the younger generation is a serious problem with social consequences. Young people who do not have a proper understanding of the laws, rights and obligations

may face legal problems or violations, which can be avoided if there is an appropriate legal culture.

The fourth, rather important factor is the uncertainty in society among the younger generation. It can manifest itself in various aspects and have various causes. In the modern world, many young people face economic instability, uncertainty in choosing a career, as well as socio-cultural and political changes that can create a sense of uncertainty in the future.

Each case is individual and it is first of all his parents who should notice changes in a teenager. If there are problems, they must be solved without delaying or traumatizing the child's psyche.

In addition to parental control, this topic should be one of the main ones on the agenda of educational institutions.

Teachers, law enforcement agencies, psychologists and qualified persons need to work directly with such a group of people and with risk groups, as well as conduct preventive conversations with the younger generation, thereby improving their legal culture.

List of references:

1.   Преступность несовершеннолетних: учеб. пособие для бакалавриата, специалитета и магистратуры / под редакцией А. В. Ростокинского. — 2е изд. — Москва: Издательство Юрайт; Москва: Изд-во ГАОУ ВО МГПУ. — 275 с. — (Университеты России).

2.   Предыстория «Слово пацана»: появление «казанского феномена» и его последствия https://24smi.org/article/353296-predystoriia-seriala-slovo-patsana-poiavlenie-kaza.html?ysclid=lpldm8zpes338351711

3.   Гараев Роберт Наилевич, «Слово пацана» / Роберт Гараев – М.: Individuum,   2021.   –   624   с.:   ил.

DIGITALISATION OF THE ECONOMY OF THE RUSSIAN FEDERATION

Тычинская К.Ю.

Дубровкина И.Ю.,

ст. преподаватель кафедры английского языка для

экономических специальностей

ФГБОУ ВО «Донецкий государственный университет»

Digitalisation of the economy is the process of applying digital technologies and innovations to improve and optimise various aspects of economic activity. It covers a wide range of changes related to the application of information and communication technologies in various spheres of the economy.

Digitalisation of the Russian economy is one of the key areas of the country's innovative development. It is the process of applying information and communication technologies to improve the productivity, efficiency and competitiveness of various sectors of the economy.

One of the main problems of digitalisation in Russia is the insufficient development of digital infrastructure. Despite significant government efforts in this direction, many regions still experience problems with access to high-speed internet. This limits the development of digital services and innovative projects. Another problem is the lack of qualified personnel in the field of digital technologies. It is necessary to strengthen educational programmes aimed at training ICT specialists, as well as attracting foreign specialists.

Despite these problems, the digitalisation of the Russian economy has significant prospects. It can stimulate the development of new industries such as artificial intelligence. Digitalisation contributes to improving the business environment, creating new jobs and raising the living standards of the population.

Successful digitalisation of the Russian economy requires the combined efforts of the state, business and society. The state should create a favourable investment and legal environment and support the development of digital infrastructure. Business needs to actively implement digital technologies and develop innovative projects. Society must be ready for change and be aware of the benefits that digitalisation can bring.

Today, our economy includes such a concept as the Digital Ruble. This is a project of the Central Bank of the Russian Federation, which is a digital version of the ruble and will be the third form of national currency. The Digital Ruble will become the Russian regulator's digital currency or CBDC (Central bank digital currency). [2]

The aim of the Digital Ruble project is to increase the efficiency of payments, reduce the costs and risks of transactions, as well as to increase financial inclusion and improve the accessibility of financial services for all Russian citizens.

The Digital Ruble has several advantages:

1.   Easy access through the bank's app;

2.   Low transaction costs;

3.   Fast transactions with no delays;

4.   Ability to use new financial products;

5.   Budget control.

That being said, keep in mind that there could be potential downsides.

1.   The Digital Ruble will be subject to inflation, will not be able to retain savings or purchasing power like conventional cash and non-cash currency.

2.   The introduction of a Digital Ruble would deprive banks of some of their funds and could cause money to be concentrated in one place, increasing the risk of breakage or hacking.

3. The Digital Ruble does not have exceptional features and its rapid spread may face low demand due to the lack of problems solved by the new form of currency.

"This year and next year we will definitely live with the Digital Ruble in piloting mode, with a very limited number of clients and transactions," said Olga Skorobogatova, first deputy chairman of the Central Bank. – Full-scale implementation of the Digital Ruble is definitely a process for several years, and there is no need to make it faster."[4]

The project "Digital Economy of the Russian Federation", based on the national programme "National Projects of Russia", is currently underway [3]. This programme, which has been developed and implemented in the Russian Federation, is designed to shape the digital future of the economy, technologies in this sphere, to capitalise finance of this kind and to develop human capital in this sector.

The goal of the Project is to ensure technological independence of the state, the possibility of commercialisation of domestic research and development, as well as acceleration of technological development of Russian companies and competitive edge of products and solutions, developed by them, on the global market [1].

The digitalisation of the Russian economy has a great potential for the country's innovative development. It requires system changes and investments, but can bring significant benefits in the sense of increased competitiveness and improved quality of life for the population.

List of references:

1. Association «Digital Energy» https://www.digital-energy.ru/trends/analytics/ projects/digital-economy-of-the-russian-federation/

2. Gazprombank Investments
https://gazprombank.investments/blog/economics/digital-ruble/

3. Ministry of Digital Development, Communications and Mass Media of the Russian Federation https://digital.gov.ru/ru/activity/directions/

4. Tinkoff Journal https://journal.tinkoff.ru/news/digital-ruble-law-2023/

TOPICAL PROBLEMS OF YOUTH CULTURE DEVELOPMENT IN THE MODERN WORLD

Червона А.С., Ярмолинская В.А.
Киндюшенко Е.Ю.,
старший преподаватель кафедры гуманитарных
дисциплин
ФГБОУ ВО «ДОНБАССКИЙ ГОСУДАРСТВЕННЫЙ
УНИВЕРСИТЕТ ЮСТИЦИИ»

To date, the future of modern culture is in the hands of young people. In this regard, it seems important to consider the current problems of culture of the young generation as a carrier of the future of civilization.

The relevance of the topic lies in the challenges that include the increasing influence of the digital environment, loss of spiritual development, and isolation from society. The new generation is significantly different from the older generation. The ever-increasing number of emerging youth movements indicates that "adult society" is unable to provide the younger generation with the kind of guidelines, worldviews and behavioral norms that may be necessary. As a result, young people prefer to isolate themselves and create their own «world» through some subculture, or they withdraw into virtual space [2, p. 40].

Disagreement with parents and teachers leads to the unification of the protesting group and the creation of their own culture that satisfies the youth's need for self-expression [4, p. 8]. Youth subcultures often lead to antisocial behavior and problems in society. It is therefore important to study and understand them in order to effectively engage with the younger generation and prevent possible negative consequences. Anti-social groups currently include "Redan" and "Offniks". The

external manifestation of ideology is characterized by their involvement in conflict situations, including mass brawls [1, p. 97].

Of particular concern in the current generation is the growing distance from spiritual and moral enlightenment. The general level of aesthetic sense is falling, the visual, stage, decorative and applied, as well as literary and artistic art is fading away. This leads to a diminishing interest in cultural heritage, loss of values and skills that can be gained through participation in these activities.

In turn, modern young people prefer to spend their free time in virtual space: in social networks and various online platforms. These sources have a huge impact on their intellect and feelings, as at this time their own sphere of interests and behavioral norms are formed [3, p. 180]. This phenomenon is accompanied by changes in habits and lifestyle: young people become slovenly, skip meals, forget about requests from relatives, and systematically fail to fulfill homework and household duties. Teenagers begin to deceive their parents and hide the length of time they spend on the Internet. They may stay up all night; skip educational institutions and tutoring sessions to spend more time on online entertainment. In addition, time spent on the Web can have an impact on the younger generation, making them more violent due to the influence of negative content and hostile behavior patterns. Also, the exaggerated cult of violence in movies, media and computer games with plots of wars, disasters and escapes from zombies provokes aggression. Adolescents may incorrectly conclude that aggressive actions of this nature are an acceptable means of achieving life goals and conflict resolution [5, pp. 44-45]. Schoolchildren beat their peers, filming it on their cell phones, bullying their classmates to suicide, insulting passersby, teachers and parents. The norm becomes not remorse for what they have done, but a sense of superiority, lack of pity and compassion.

Thus, it should be noted that youth culture is a system characterized by a way of thinking and a way of acting in the environment. Youth subcultures represent a separate form of norms and way of life. The unpopularity of aesthetic education of modern youth threatens to grow into alienation and misunderstanding of spiritual values. In modern post-industrial society, information and telecommunication technologies through the formation of virtual reality become a key factor influencing

self-determination, personality formation and social development of young people. Therefore, relatives of teenagers should pay attention to the degree of their immersion in the virtual world and the specifics of games. By them, worldview and philosophy are formed. The negativity received in the virtual world can and should be compensated by a good book or movie that will teach kindness, mercy, responsiveness, inadmissibility of killing people, show all the horrors of war and its consequences, lay the foundation of morality of the younger generation.

List of references:

1.   Chimarov S.Yu. PROBLEM ASPECT of PMC "Redan" And the subject field of law-enforcement activity of IAB of Russia in the form of youth discourse // International Journal of Humanities and Natural Sciences. 2023. №3-3 (78). URL: https://cyberleninka.ru/article/n/problemnyy-aspekt-chvk-r-dan-i-predmetnoe-pole-pravoohranitelnoy-deyatelnosti-ovd-rossii-v-formate-molodezhnogo-diskursa (date of access: 24.11.2023).

2.   Larisa Arutyunyan, Elizaveta Belyakaite TENDENCIES OF YOUTH CULTURE DEVELOPMENT IN MODERN SOCIETY // International journal of professional science. 2019. №11. URL: https://cyberleninka.ru/article/n/tendentsii-razvitii-molodezhnoy-kultury-v-sovremennom-obschestve (date of access: 24.11.2023).

3.   Mamarasulov A.R., Sharkova L.D. Reasons for the unpopularity of the theater among young people as a reflection of the crisis of modern spiritual culture // MNCO. 2016. №3 (58). URL: https://cyberleninka.ru/article/n/prichiny-nepopulyarnosti-teatra-u-molodyozhi-kak-otrazhenie-krizisa-sovremennoy-duhovnoy-kultury (date of access: 24.11.2023).

4.   Pasynkova S.D. YOUTH SUBCULTURES IN MODERN RUSSIA // Bulletin of Science. 2022. №4 (49). URL: https://cyberleninka.ru/article/n/molodezhnye-subkultury-v-sovremennoy-rossii-1 (date of access: 24.11.2023).

5. Pershina K.V. Analysis of the influence of computer games on the aggressive behavior of adolescents // Scientific Journal. 2019. №2 (36). URL: https://cyberleninka.ru/article/n/analiz-vliyaniya-kompyuternyh-igr-na-agressivnoe-povedenie-podrostkov (date of access: 24.11.2023).

ENVIRONMENTAL PROBLEMS AND WAYS TO SOLVE THEM

Чечкина Д.Е.

Максименко А.В.

старший преподаватель кафедры гуманитарных

дисциплин

ДГУЮ Минюста России

In the modern world, environmental problems are becoming more and more urgent and require immediate attention. They include global warming, destruction of natural resources, environmental pollution and threats to biodiversity.

Atmospheric pollution. There are many factories operating on the territory of our country. They produce useful products for people. However, while the activities of most enterprises are arranged in such a way that they throw their waste into the air, the atmosphere is also spoiled by car exhaust, which is especially plentiful in large cities. These harmful emissions then return to the earth by acid rain, adversely affecting water, including underground reserves, and soil [1, p.3].

Water and soil pollution. Also, a large number of pollutants are brought by chemical industry waste directly entering reservoirs. As a result, drinking water supplies are decreasing, animals and fish are dying out. There is an urgent need to increase the number of water treatment facilities, which are clearly insufficient for today.

Accidents on oil platforms, accidents with tankers carrying oil, lead to the fact that hundreds of thousands of tons of oily liquid end up in the oceans, seas and rivers, which is deadly for flora and fauna. It takes many weeks and months to eliminate such cases. And all the same, it is impossible to compensate for all the damage to nature.

Global warming. The actual issue of global warming is also connected with the problem of atmospheric pollution. In Russia, the Arctic is in danger. Rising temperatures cause glaciers to melt. Scientists even talk about the possibility of their complete disappearance. This puts animals and birds living in the region at risk. The land may go under water, which will become much more. It is still unclear how global warming will affect the life of all mankind [4, p.3].

Forest cutting. Excessive human activity, i. e. cutting down a large number of trees leads to irreparable environmental violations in large areas of the territory. Today, this is a serious problem for Siberia. The habitats of a number of representatives of flora and fauna are being destroyed, among which there are rare, endangered species. The same sad effect for ecosystems exists when forests go under land for agriculture, growing cereals and vegetables.

Ways to solve environmental problems. Of course, the state of nature dictates to people the need to reconsider their activities towards the active introduction of eco-saving technologies. In the future, this is the rejection of gasoline engines, at least in private transport, the construction of processing plants that will give a second life to old things. And one person can do quite a lot: do not pour water unnecessarily, sort garbage, sending lamps, batteries, etc. for recycling. Do not light fires in the wrong places – one match thrown in the forest can lead to huge trouble! Nature needs careful treatment today more than ever [2, p.3].

Environmental problems are one of the most pressing challenges facing humanity. Global warming, the destruction of natural resources, environmental pollution and the threat to biodiversity have serious consequences for our planet and for our future. The international community recognizes the need for joint efforts to address these problems and is taking action at the global level. However, in order to achieve meaningful results, more attention and efforts on the part of all States and individuals are needed. Only through joint efforts will we be able to ensure a sustainable future for our planet and for all its inhabitants.

List of references:

1.Burko R.A. Ecological problems of modern society and their solutions / R.A. Burko, T.V. Tereshina // Young scientist. – 2013. – No. 11. – pp.237-238.

2. Voloshchenko A.E., Guskov G.V. Nature management. – M.: Dashkov and K, 2013. – 310 p.

3. Vinokurova D.V. Environmental pollution control system. – N. Novgorod, 2011. – p.56.

4. Konstantinov V.M. Nature protection. - M.: Academy, 2011. – 238 p.

PROBLEMS OF YOUTH UNEMPLOYMENT

Шевчук Е.А

Мехова О.А.,

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкая Академия Управления и

Государственной Службы»

Currently, about a fifth of all young people in Europe are unemployed. Although the current economic situation in many European countries seems to be recovering from the effects of the financial and economic crisis. The youth unemployment rate remains well above the pre-crisis baseline.

At the same time, individual countries face problems of different scales.

The unemployment rate among young people in Southern European countries is slightly less than 50 percent.

Eastern European countries joining the EU, by contrast, are in the middle of the table with 10-20 percent.

Germany suffers the least – just under seven percent.

However, in all countries, young people under the age of 25, respectively, are significantly more likely to remain unemployed than adults.

Unemployed youth lack prospects for the future if they cannot successfully cope with the transition from the education system to the labor market.

Due to financial constraints, their participation in public life is limited.

Below we will analyze these relationships for Spain, the Czech Republic and Germany in which the youth unemployment rate varies by levels: in Spain, the unemployment rate among people under the age of 25 in was 48.3 %, while. In other

countries, the youth unemployment rate was higher than in Germany. In the Czech Republic - 12.6 %, in Germany - 7.2 %.

Causes and conditions of youth unemployment

The current crisis highlights the macroeconomic, socio-demographic and institutional reasons that explain the different levels of youth unemployment in Europe. The individual risk of unemployment is largely determined by socio-structural characteristics, such as: age, gender, immigrant origin and, educational status.

Low-skilled young people are particularly vulnerable. However, in the countries of Southern Europe, even more highly qualified specialists find it difficult to find a job. In addition, young workers are more likely to work in so-called atypical employment conditions, such as part-time or temporary contracts, which further increases their risk of unemployment.

The other important factors social and financial protection of young people through state support or family.

Transitional regimes and activation of labor market policy

At the same time, it is assumed that professionally-oriented vocational education systems provide «smooth» transition to the labor market than purely school education systems. If the national labor markets are dominated by professionally qualified workers, which is especially typical for countries with extensive and well-functioning training systems, the labor market policy for young people also relies on empowerment and opportunities to participate in the labor market and promotes formal or vocational education, respectively. Good institutional and financial capabilities of the Labor Administration should also have a positive impact on the support of young people during the transition period.

Why there is such a high unemployment rate in some EU member state. The reasons for this are very complex and vary depending on the member state. However, it is possible to establish a link between the occurrence of youth unemployment and certain factors, such as the youth unemployment rate. Education, qualifications, economic situation or mismatch of supply and demand in the labor market. In

addition, young people from among immigrants or people with disabilities are at high risk of falling into unemployment. It is obvious that especially young people with a higher general level of education are in a better position than the less qualified.

Nevertheless, even the best or good qualifications are not an absolute guarantee of getting a job. In this context, a clear link between school failure and an unfavorable socio- economic situation is particularly problematic. This is stated in the OECD In Germany, this relationship is even more pronounced than in other OECD countries. In addition, the report also considers the abolition of early distribution of students to different types of schools or the development of equivalent educational programs at the secondary school level. For an inclusive education system in which diversity and equality, respectively, would be a priority.

While heterogeneity is valued as a normal case, the German Caritas Association is also in favor of it.

Back in the Caritas Association recommended abolishing the tripartite school system and increasing the periods of co-education. In addition, there is another disturbing trend: more and more young people no longer have the motivation to look for work, or they want to work, but simply are not looking for work.

Youth unemployment is a pan-European problem, and more than half of EU citizens believe that employment should be a priority, taking into account the interests of young people in the EU.

List of references:

1.Unemployment in Germany https://www.german-way.com/unemployment-in-germany/

2. Problems of unemployment of young people https://historylib.net/problems-of-unemployment-of-young-people-2

4. Why is Unemployment a Problem https://paperap.com/paper-on-unemployment-as-a-social

EDUCATION AND DISSEMINATION OF HEALTHY FOOD CULTURE AS THE NATIONAL IDENTITY OF THE MODERN RUSSIAN GENERATION

Шемчук В.С.
Грицак И.В.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ МИХАИЛ ТУГАН-БАРАНОВСКОГО»

Nowadays serious steps are being taken in our country to transform modern national food culture into a healthy lifestyle culture as it affects both the quality of life of each individual and the health of the country as a whole.

A sustainable healthy diet is the diet that in all respects contributes to health and well–being of people without causing significant harm to the environment. It also should be affordable, inexpensive, safe and culturally appropriate.

Traditional Russian cuisine is rich in a variety of ingredients that reflect the rich cultural heritage of the country. They are potatoes, cabbage, fish, meat, vegetables, mushrooms, berries, honey and other characteristic products. Due to the geographical and climatic diversity of Russia, Russian cuisine is characterized by seasonal features. A wide selection of products based on regional characteristics allows to create dishes that reflect local tastes and culture.

Modern Russians are increasingly thinking about proper nutrition and a healthy lifestyle. They prefer homemade food, refuse fast food and semi-finished products and prefer healthy, natural products. «So, according to data collected by the online retailer Scooter, Russians began to buy «healthy» products 52% more often in the first half of 2023, compared with the same period in 2022» [5].

The fashion for healthy eating is supported by the promotion of values such as responsibility and environmental friendliness for human mental and physical development [2]. Statistics show that due to the growing interest in so-called «superfoods», that is, products of predominantly plant origin, many stores have recently increased the range of products labeled as healthy. They include chia seeds, goji berries, alternative dairy products, vegetables, and sugar-free bars.

Russians also pay special attention to getting enough vitamins and useful microelements for well-being. It is also common to use gentle methods of processing raw materials in household cooking.

At the same time, it should be noted that at this moment, legislative regulation is developing in the field of healthy lifestyle formation of Russians, which is also reflected in government documents, including the formation of a healthy eating culture, etc. As human nutrition is very important for people' health, it is paid much attention in the socio-economic complex of measures aimed at ensuring public health. In order to implement these plans, the Russian Federation has a state policy in the field of ensuring healthy nutrition of the population [3], [4].

Thus, proper nutrition reflects the national identity of the modern Russian generation through the use of traditional products, the preparation of familiar dishes and an interest in life values related to health and nutrition. Russians are increasingly trying to understand the essence of the concept of a «healthy lifestyle» and expand their knowledge in this area.

List of references:

1.   Lobanova E. S. The importance of proper nutrition for a healthy lifestyle //Postulate. – 2022. – No. 12 December.

2.   Minina Vera Nikolaevna, Ivanova Maria Sergeevna, Ganskau Elena Yurievna Healthy nutrition in the context of everyday life of Russians // ZHSSA. 2018. No.4;

3.   State policy in the field of healthy nutrition / A. O. Zhmachinskaya, L. S. Prokhasko, Ya. M. Rebezov [et al.]. – Text: direct // Young Scientist. – 2015. – № 3 (83). – Pp. 138-143;

4.   Gerasimenko N. F., Poznyakovsky V. M., Chelnakova N. G. Healthy nutrition and its role in ensuring the quality of life //Food technology. and overwork. prom. Agroindustrial complex–healthy food products. – 2016. – №. 4 (12). – Pp. 52-57.

5.   https://sfera.fm/news/fud-reteil/interes-rossiyan-kzdorovomu-pitaniyu-vyros-na52-v2023-godu.

PROSPECTS FOR THE DEVELOPMENT OF DISTANCE LEARNING IN RUSSIA

Шуева А.И.

Гижко И.М.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

The spread of the coronavirus epidemic, which took over the entire population in 2020, can be considered the starting point for the development of distance learning. This concept should be considered as a learning process that takes place through a special program of education and the use of technical means (computers, telephones and other regulated equipment). A distinctive feature of such learning is the mediated interaction between the learner and the teacher [1].

According to the Cedar Group, learning time in this format is reduced by 35-45%, and memorization rate increases by 15-25% [2]. In Russia, distance learning has also shown its effectiveness and is increasingly gaining support and development. There are several main directions that determine the prospects for the development of distance learning in the country:

1) Expanding access to education

Distance learning allows to overcome geographical, social and financial limitations by providing educational opportunities to students from remote regions or people with disabilities. Given the large territory of Russia and the uneven development of educational infrastructure, distance learning allows to increase the accessibility of education for all those who wish to obtain knowledge.

2) Development of technologies

Modern technologies such as interactive platforms, videoconferencing, mobile applications and distance laboratories allow for more interactive and effective training programs. This allows students to access up-to-date knowledge and skills, as well as develop independence and creative thinking. There are also an increasing number of online platforms and resources that provide free or paid educational courses. This allows students to choose training programs according to their interests and needs, as well as to receive education from the best teachers and institutions.

Table 1 presents some information about the most demanded online platforms used for distance learning, as of today.

Table 1 - TOP-10 online platforms and services for distance learning

Title	Essence and features
Sphere	An educational platform that brings together teachers, students and parents and will enable effective organization of distance learning process.
Opiq.kz	A platform where educational kits that include both textbook and workbook material are collected.
Microsoft Teams	A unified collaboration platform that combines persistent workplace chat, video conferencing, file storage on application integration.
Webinar	This Russian platform for distance learning provides the ability to conduct conferences in two modes - synchronous and asynchronous. In the storage of this program it is possible to save all documents and data for one course. There is also an interactive whiteboard, which will help you in your classes, and various drawing aids.
We.Study	The We.Study platform can help you create an entire course that includes tests, individual work, files, webinars and training for students. The application also provides visual statistics on each student, which can be easily viewed from any device.
Netology	Netology portal has been operating since 2011 and is considered one of the best resources for training internet professions in design, marketing, Data Science, management, etc. The portal offers 350 short, medium and long-term courses. It offers 350 short, medium and long-term courses. The main focus is on digital professions, and among the teachers you can find specialists representing such well-known companies as Alfa Bank, Yandex, Mail.ru, Google.
ESCO	The educational project originates from the Netherlands. At present, its representative offices are open in several European countries, including Russia. This online school offers 38

	courses related to foreign languages and various creative professions.
Gurucan	This online platform is best suited for creators of e-courses and webinars on sports, health and wellness, nutrition and similar topics. Here you can create online courses, lectures, marathons, meal plans.
CoreApp	CoreApp allows you to create long courses and short webinars. There are marathons, live lessons, and interactive surveys. CoreApp also allows you to create an independent school with its own mobile application - you can order such development from the platform's developers.

Compiled by the author based on the use of sources [2-3]

3) Integration of distance learning into the general educational system

In recent years in Russia, more and more attention has been paid to the development of distance learning in educational institutions. This allows students to combine distance learning with traditional present education, receiving more flexible and individualized training. Also, distance courses are becoming more and more in demand in the field of professional development and vocational training.

Overall, the prospects for distance learning are very broad and promise many new opportunities in the field of education. Given the ever-changing society and technological advances, distance learning will continue to evolve and adapt to the new requirements and needs of students and institutions. Nevertheless, more investment is needed to further improve distance learning. It is important to ensure the availability of equipment and high-speed Internet in all regions of the country, as well as to develop uniform standards and quality criteria for distance courses and training programs. It is also necessary to train teachers and create conditions for active interaction between students and teachers in a virtual environment.

List of references:

1. Soloschenko N.I., Babus A.A., Bogdanova M.V., Sorokina E.N.. Distance learning in the system of higher education: problems and prospects // Proceedings of the XIV International Student Scientific Conference "Student Scientific Forum" URL: https://scienceforum.ru/2022/article/2018031710.

2. Prospects for the development of distance learning in the world and in Russia [Electronic resource]. - Access mode: https://compress.ru/article.aspx?id=14659

3. Top - 10 best educational platforms for online learning 2023 [Electronic resource]. - Access mode: https://dzen.ru/a/X57twElQX2gR866X

4. 7 platforms for online learning: a review of online educational services [Electronic resource]. - Access mode: https://www.unisender.com/ru/blog/idei/obrazovatelnye-platformy-dlya-onlayn-obucheniya/

MODERN MASS MEDIA INFLUENCE ON THE FORMATION AND DEVELOPMENT OF MASS SPEECH CULTURE

Щетинина Д.В.
Гижко И.М.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

Modern mass media have a significant influence on the formation and development of mass speech culture. Mass media, such as television, radio, the Internet and social networks, provide wide access to information. Thanks to this, people get more opportunities to enrich their vocabulary and develop speech skills. This is because of differences in thought patterns, differences in the nature of that impact on decision attitudes, everyday social relations and cultural differences.

Mass media is a way of communication - whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth [1].

While opinions vary as to the extent and type of influence the mass media wields, all sides agree that mass media is a permanent part of modern culture. Three main sociological perspectives on the role of media exist: the limited-effects theory, the class-dominant theory, and the culturalist theory.

Paul Lazarsfeld came to the conclusion that interpersonal communication plays a greater role in the dissemination of opinions rather than media. And so, the theory of limited effects arose [2].

The class-dominant theory argues that the media is controlled by corporations, and the content–especially news content–is dictated by the individuals who own these

corporations. Considering the fact that advertising dollars fund the media, the programming is tailored to the largest marketing segment [3].

Mass media can have a significant impact on the development of language and its changes. New words, expressions and phrases can become popular due to their use in the media. Also, the media can contribute to the spread of new language trends. Thanks to globalization and the availability of information, foreign words and expressions are becoming more and more popular and are used in various spheres of life. The media play an important role in this process, introducing foreign words and expressions into our everyday communication and writing.

Turning on the TV or entering news portals via the Internet, we often hear: "Get cashback from purchases" or "A free design workshop will open tomorrow!" This is due to the fact that along with imported items, scientific, political and economic technologies, a great number of borrowings has flooded into the country that are often not understood by most people.

Consider the most popular anglicisms in modern Russian journalism:

1)   clipmaker;

2)   cult film;

3)   biopic;

4)   speaker;

5)   online marketplace;

6)   challenge [5].

However, it should be noted that the influence of the media on lexical diversity can have both positive and negative consequences. On the one hand, they contribute to the enrichment of the language with new words and expressions that allows people to express their thoughts and ideas more accurately and in a variety of ways. On the other hand, it can lead to simplification and a decrease in the quality of speech, especially if people rely entirely on the media in their language communication.

With the development of modern mass media, new forms of communication have appeared and developed. For example, social networks and messengers allow

people to communicate in a new format, using abbreviations, emojis and other specific elements of the culture of mass speech.

Mass media have become an integral part of people's daily lives. They penetrate into all spheres of society and can influence speech practices and stereotypes used in various social situations. Modern youth slang has already become so firmly established in life that special dictionaries are published in mass editions. And without such dictionaries it can be difficult for a person who has not entered this language field to communicate

As for the speech culture in the media, it involves the ability to adapt one's speech to various genres and media formats. This may include the ability to write news, commentaries, reports, interviews and other genres, as well as the ability to adapt your speech to various media platforms, such as print media, television, radio and the Internet.

The media can influence the change of grammatical rules, especially in colloquial speech, using abbreviations and incomplete sentences, such as "I saw a movie yesterday, awesome!". The media can create new slang expressions that become popular in certain groups of people. The expression "being on trend" became widely used after the popularization of fashion and style in the media.

Media literacy and speech culture play an important role in the modern information society. They help people effectively use and analyze information, as well as build high-quality communication in the media.

Rubric from screen TV and other media that presents so many elements of enjoyment from morning until late at night to make declining interest in learning among young generations. From this it can be seen that the culture and behavior patterns that had long been ingrained in public life began to fade and gradually began to take its role by the mass media in presenting information derived from the national network and from abroad.

One of the disadvantages of the media's influence on the culture of speech and society is propaganda. Due to its biological nature, a person is susceptible to suggestion, imitation and contagiousness. At a certain point, the media is "fed"

information, which is often a lie. As a rule, such information is supplied from various sources and sinks into the subconscious of a person, and is used at the time of making any important decision, and when the truth is known, the goal will already be achieved. Thus, this method is quite effective.

It can be concluded that the most contrasting impact felt among the community is changing lifestyles and patterns behavior. And society requires to be versatile and instant, causing a shift of cultural values in public life. The mass media influence on people's lifestyles needs to be similar to what is presented by the media. Mass media presence and influence are more felt by younger generation who are in the stage of self-determination.

Thus, modern mass media have a significant impact on the formation and development of the mass speech culture by providing access to information, forming norms and standards, influencing language changes and developing new forms of communication in our everyday life.

List of references:

1. The Role and Influence of Mass Media // CliffsNotes URL: https://www.cliffsnotes.com/ (Accessed 15.11.2023).

2. Paul F. Lazarsfeld, Bernard Berelson, Hazel Gaudet The People's Choice: How the Voter Makes Up His Mind in a Presidential Campaign. - 2 publication - Minnesota: Columbia University Press, 2010. - 178 p.

3. A Mediated Culture // Marketography URL: https://marketography.com/ (Accessed15.11.2023).

4. What is culturalist theory // SCISPACE URL: https://marketography.com/ (Accessed 15.11.2023).

5. English-language borrowings in modern journalism // Yandex Dzen URL: https://dzen.ru/articles (Accessed 15.11.2023).

TO THE ISSUE OF MODERN SCIENCE ACHIVEMENTS

Якубцова Д. А.

Белан Н. В.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

We live in the time when modern science continues to transform, shedding light on the mysteries of the universe and opening up new horizons of knowledge to us. Every day, scientists explore, discover and achieve unprecedented results that change our lives and our understanding of the world. In this article we will look at several important achievements of modern science and their impact on various spheres of our life.

Genetics and genetic modification

One of the most impressive achievements of science in recent years is the development of genetics and the possibility of genetic modification. With the development of technology about 20 years ago, the kibble scissors method was developed, which allows you to edit genes. This discovery ushered in an era of opportunities for the treatment of genetic diseases, the creation of more resistant plant varieties and much more. Science is moving in this direction every year, and in a few years, we will be able to see genetic modifications that now sound like science fiction.

New discoveries in medicine

Most of the modern science is concentrated in the field of medicine. Scientists and doctors are developing new methods of diagnosis and treatment of various

diseases. Based on the latest research, innovative medicines help save millions of lives and improve the quality of patient's of lives.

For example, recent research in the field of oncology is leading to new discoveries in the treatment of cancer. Somehow, scientists have managed to find new approaches to the treatment of cancerous tumors that previously seemed incurable. New drugs and chemotherapy methods can defeat cancer and increase the chances of survival for many patients.

But not only oncology gets a lot of attention. Genetic research, neuroscience and other fields of science offer innovative treatments for various diseases, such as heart disease, chronic diseases and even some forms of dementia. Scientists are actively researching genetic mutations and developing new methods of gene therapy for the treatment of various hereditary diseases.

Technological advances

In the modern world, technology plays a huge role in all spheres of life. Computers, mobile devices, artificial intelligence and other technologies are continuously developing and improving thanks to scientific research.

Scientists are improving existing technologies and developing new ones to make our lives easier, more convenient and safer. For example, automated surveillance systems help prevent crimes and ensure security in the streets and public places. The development of effective energy saving methods helps to reduce the negative impact on the environment and reduce energy costs.

Thanks to innovative developments, robots are becoming more and more common in our lives. They not only perform monotonous and dangerous work, but also help people with various disabilities. Robotics technology helps people with disabilities to be more independent and improve their quality of life.

Artificial Intelligence: between fiction and reality

Artificial intelligence is a field of science that develops computer systems capable of performing tasks that require intellectual abilities. Thanks to the continuous development of machine learning and neural networks, we have made

significant progress in creating systems capable of recognizing images, learning from large amounts of data and making decisions based on the information received. Artificial intelligence is already being used in such areas as medicine, finance, art and much more, and its importance in our lives will only grow in the future.

The development of quantum computers can become a real revolution in the field of information technology. Unlike classical computers, quantum computers use qubits — quantum analogs of bits that can be in superposition and be entangled. This allows them to perform certain calculations significantly faster than traditional computers. Despite the fact that the development of quantum computers is still in the early stages, they represent a huge potential for solving complex scientific and engineering problems.

Modern science opens up an amazing world of new opportunities and challenges. Quantum physics, genetic engineering, artificial intelligence and quantum computers are just some of the fields that open up new prospects for the development of science and technology. These achievements change our understanding of the world and allow us to take steps forward in the field of human development. No matter how bright and useful these achievements will be, the very fact of constant progress and exploration of unexplored territories is already an important and inspiring achievement of human science.

Modern science opens up an amazing world of possibilities. All these achievements are just the tip of the iceberg, and we can expect even more. Genetics, quantum physics and artificial intelligence are just some of the areas where science continues to progress and reach new heights.

List of references:

1. Key Words in Science and Technology, Bill Mascull, 223 pages, 1997 Cambridge: Professional English for Scientists – Teacher`s Notes, Tamzen Armer, Bethany Cagnol, 115 pages, 2022

2. Cambridge: Professional English for Scientists – Student`s book, Tamzen Armer, Jeremary Day, 218 pages, 2017

WELCOME TO THE OTHER SIDE: ENVIRONMENTAL ASPECTS

Мирошниченко Е.А.
Новоградская-Морская Н. А.
канд. пед. наук, доцент
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

What is your daily routine? Most likely you wake up, go to the bathroom, turn on the water, take a shower, brush your teeth and wash your face, while not turning off the water in the faucet. Then you will go to the kitchen, where you will turn on a lot of electrical appliances to get ready. Then, on your way to work or school, you will run into a coffee shop and take a cup of coffee in a cardboard cup. Then you will come to your destination, go wash your hands and turn on your computer for work, put the phone to charge. After a long and hard day, you will go to the store and carry your purchases home in a plastic bag.

We have already found out how a normal day goes. And how do you prefer to spend your holidays? For example, New Year and Christmas? I think almost everyone loves the atmosphere of this holiday. A special atmosphere is created by a Christmas tree, but of course only a live Christmas tree. You will decorate it with a lot of garlands, and the house with glowing lights. And to keep warm on such cold holidays, you will wear a fur coat, but only natural from animal fur.

I think you've already wondered why I'm talking about this. All our daily habits have a very negative impact on ecology and the environment. The problem of ecology is now one of the world's leading problems. Because of our actions, the problem of global warming is already reaching its peak. Some of the main environmental problems were named at the first United Nations International Environmental Conference on Environmental issues back in 1972. About fifty years

have passed since that time, but these problems have not been solved and new ones are being added. Global warming is one of the biggest environmental problems. The reason for this is the heating of the Earth, it occurs a large emission of carbon dioxide into the atmosphere of the planet. Human burning of fossil fuels, deforestation, the use of fluorinated gases and fertilizers containing nitrogen are the main reason for this. [1] Also, the ecology is very much affected by wars, where humanity is again to blame.

There are special Doomsday Clocks in America. The Doomsday Clock is a design that warns the public about how close we are to destroying our world with dangerous technologies of our own making. It is a metaphor, a reminder of the perils we must address if we are to survive on the planet. When the Doomsday Clock was created in 1947, the greatest danger to humanity came from nuclear weapons, in particular from the prospect that the United States and the Soviet Union were headed for a nuclear arms race. The Bulletin considered possible catastrophic disruptions from climate change in its hand-setting deliberations for the first time in 2007. The Bulletin has reset the minute hand on the Doomsday Clock 25 times since its debut in 1947, most recently in 2023 when we moved it from 100 seconds to midnight to 90 seconds to midnight. [2] In addition to the human factor, the threat is posed by a natural factor, which unfortunately we cannot control. For example, strong magnetic storms caused by solar flares greatly weaken the Earth's magnetic field and its atmosphere. This year it has led to phenomena that have never happened. Over the roofs of our houses, it was recently possible to observe the Aurora northern lights, which should not occur in our part of the planet.

What can each of us do for the planet?

•	Take coffee or other drinks in your thermo-cup

•	Use biodegradable and paper bags or fabric bags to go shopping

•	Use energy-saving lamps and start using solar panels

•	Do not buy natural fur coats not only for moral reasons, but also because of the complexity of processing such things

•	Do not buy natural Christmas trees

- Save water when washing or brushing your teeth [3]

Each of us leaves a huge ecological footprint on the Earth. There are special tests to determine your ecological footprint on the planet. Each of us needs to go through it and think about how much your actions affect the environment. It is only in our power to change our planet for the better!

List of references:

1.Березовская Дарья. Глобальные экологические проблемы человечества, которые уже нельзя игнорировать.29.11.2023/Электронный ресурс: https://rgru.turbopages.org/rg.ru/s/2023/11/29/globalnyeekologicheskie-problemy-chelovechestva-kotorye-uzhe-nelzia-ignorirovat.html (дата обращения 29.11.2023)

2. A time of unprecedented danger: It is 90 seconds to midnight [Electronic resource] – Access mode: https://thebulletin.org/doomsday-clock/

3. Павлова Татьяна. 10 ваших привычек, которые принесут пользу земле уже сейчас. 24.03.2018/ Электронный ресурс:

https://knife.media/ecolife/ (дата обращения 28.11.2023)

СЕКЦИЯ 3.

АКТУАЛЬНЫЕ ПРОБЛЕМЫ СТРАНОВЕДЕНИЯ И КУЛЬТУРЫ В СОВРЕМЕННОМ МИРЕ (НЕМЕЦКИЙ, ИСПАНСКИЙ И ФРАНЦУЗСКИЙ ЯЗЫКИ)

LA FETE DE LA CHATAIGNE

Бойко П.Д.
Середа В.В.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и Государственной Службы»

L'automne est saison de la châtaigne. La fête de la châtaigne en France, également connue sous le nom de «Castagnade», est une célébration annuelle du fruit emblématique de la France. La période de la Castagnade s'étend généralement du mois de septembre au mois de novembre, correspondant à la saison de la récolte des châtaignes.

On la consommait déjà au Moyen-Âge dans les vallées gardoises et lozériennes. Riche en vitamines, minéraux et surtout glucides. D'où son surnom, «arbre à pain»! On cuisinait la châtaigne en soupe, on la réduisait en farine, on s'en servait pour nourrir le bétail… La culture des châtaigniers permettait donc de faire vivre bien des familles, en particulier lors des temps durs [1]!

On appelle souvent «marrons» les châtaignes que nous consommons. Ainsi, lorsque nous mangeons de la «crème de marrons», «des marrons glacés», «des marrons chauds» ou de «la dinde aux marrons», nous mangeons en réalité des châtaignes. Elles sont le plus souvent grillées (on «tire les marrons du feu»). Dans l'industrie de la châtaigne, on appelle «marron»:

Cette appellation «marron» a aussi l'avantage de faire oublier le terme «châtaigne», fruit associé autrefois à la pauvreté et aux temps difficiles.

La châtaigne (ou sa variété, le marron que l'on consomme) se distingue du marron commun, ou marron d'Inde, qui n'est pas un fruit mais une graine. Son aspect est semblable à celui de la châtaigne, mais il n'est pas comestible. En effet, le marron d'Inde est toxique. Sa consommation peut provoquer des douleurs abdominales, des nausées, des irritations de la gorge ou des vomissements. Ainsi, ce que l'on appelle communément «marron» dans la langue française est en réalité une grosse châtaigne qui ne possède qu'un seul gros fruit [2].

La fête de la châtaigne a lieu chaque année en France et constitue l'événement final de nombreuses fêtes gastronomiques. Vous pouvez acheter des châtaignes littéralement à chaque étape, car elles sont grillées directement dans la rue, en plein air. Sortie de la friteuse, la friandise encore chaude finit dans des sacs en papier et est vendue à petit prix. Il est curieux que l'on utilise d'anciens rôtissoires: il s'agit d'une grande poêle avec des trous spéciaux à travers lesquels un feu ouvert rôtit les châtaignes, ou de cylindres spéciaux avec le même système.

Aujourd'hui ces fêtes automnales sont l'occasion de mettre en avant ce fruit et tous ses dérivés, auprès de la population locale mais aussi des visiteurs de passage. Et elles sont aussi, et toujours, un prétexte pour des moments joyeux, conviviaux et gourmands, qui rassemblent petits et grands!

Sources exploitées

1. L'histoire de la châtaigne et du châtaignier [Disponible à] URL: https://www.cevennes-tourisme.fr/je-decouvre/savoir-faire/terroir-cevenol/histoire-chataigne-chataignier/

2. Châtaigne et marron: quelle différence? [Disponible à] URL: https://www.laculturegenerale.com/chataigne-marron-difference/

LOS PROBLEMAS ECONOMICOS DE ESPAÑA

Ведькал Я. Е.
Рамирес А. Ф.
Преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

El área de problemas económicos de diferentes países por lo general es demasiado amplio y afecta a diversos procesos económicos que requieren una mayor atención entre los cuales podemos incluir los problemas relacionados con los ciclos económicos, reformas económicas, las tendencias o dinámicas económicas, problemas de la libertad económica, análisis económico o análisis de datos económicos entre otros.

Para dar una característica de la economía española hay que mencionar que España en un país que forma parte de la Unión Europea, tiene una buena ubicación en el mapa y tiene importantes recursos económicos.

La economía española no se considera la mejor, pero hay que señalar que ocupa el lugar 13 entre todas las economías de escala mundial. El sistema económico de este país puede llamarse mixto, ya que combina varios tipos de direcciones económicas, destacando el capitalismo como el principal, igual que en la mayoría de los países del mundo moderno.

El bienestar de los ciudadanos españoles es bastante bueno, el nivel de vida es comparable a países como Alemania o Francia.

La economía de España se tambaleó y bastante fuerte, hace unos 10 años, cuando la crisis económica comenzó a estallar en el país. El producto nacional bruto del país disminuyó, así comenzó un período de represión en la economía española.

Esta crisis surgió por varias razones, en primer lugar: enormes obligaciones de deuda con otros países y la Unión Europea y el deterioro de las tendencias comerciales mundiales. También hubo una gran repercusión en la actividad económica después de la situación provocada por el COVID19.

En este momento, la economía española comenzó un nuevo régimen de gestión destinado a reducir el ritmo de construcción, reducir los costos de los consumidores, pero al mismo tiempo un alto crecimiento de las exportaciones al mercado internacional.

Durante este período, hubo un fuerte aumento en el desempleo en el país, que aumentó de 8% a 20% en un corto período de tiempo. El gobierno hizo todo lo posible para apoyar a los ciudadanos de su país, pero en general esta ayuda fue débil e insuficiente.

El sector turístico juega un papel muy importante en la economía del país. Los flujos turísticos masivos llegaron en la década de 1990, cuando España fue visitada por el 95% de todos los turistas de la Unión Europea. Las ciudades más visitadas de España siempre han sido Barcelona y Madrid. El sur de España ha atraído recientemente un gran flujo de turistas de diferentes países.

España desarrolla las siguientes principales actividades económicas en diferentes ámbitos:

La industria para la producción de diversas piezas de repuesto, que se exportan principalmente al mercado de la Unión Europea;

La industria química. España lidera la producción de medicamentos, perfumes, etc.;

Producción de equipos de audio y equipos de vídeo;

Producción de calzado, etc.

Por lo tanto, la economía española es bastante fuerte, a pesar de la crisis experimentada a principios del siglo XXI. El nivel de vida de la población española también es alto.

A pesar del alto nivel de desarrollo económico en España, hay una serie de problemas económicos graves que son difíciles de resolver: altos niveles de pobreza con promedios altos niveles de vida de la población. España es un país de contrastes entre sus ciudadanos. Los que viven en las grandes ciudades por lo general trabajan en la producción o tienen su propio negocio así obteniendo un nivel de vida bueno. Sin embargo, aquellos que viven en el sur de España tienen una riqueza muy modesta, la lejanía de las grandes ciudades deja su huella, hay mucha población que simplemente está en problemas. Al mismo tiempo, el estado está tratando de apoyar a los sectores más bajos de la población a través de políticas sociales, pero el aumento de la pobreza aún continúa;

A pesar de la activa lucha contra el desempleo, España tiene el mayor porcentaje del mercado si se compara con todos los países de la Unión Europea. El desempleo aumenta el nivel de pobreza, es decir, un problema está directamente relacionado con otro. El estado está tratando de desarrollar un plan de medidas destinadas a aumentar el potencial laboral, atraer a la población a empresas medianas y pequeñas, crear nuevos empleos, pero hasta ahora el problema es muy grave;

El aumento de la inflación complica los problemas anteriores relacionados con la pobreza y el desempleo, el aumento de la inflación es un aumento en la carga monetaria que recae sobre la población del país. Si los ricos casi no lo sienten, los pobres se vuelven aún más pobres.

Por lo tanto, la economía española tiene muchos problemas, principalmente relacionados con el crecimiento del segmento de la población pobre, debido al alto desempleo en el país y al aumento de la inflación. Pero aquí debe tenerse en cuenta que en muchos países del mundo y de la Unión Europea, entre ellos, estos problemas también pasan a primer plano.

Lista de referencias:

1. https://spravochnick.ru/ekonomika/ekonomicheskie_problemy_i_puti_ih_res heniya/ekonomicheskie_problemy_ispanii/?ysclid=lpdz4cxnlk564576049

2.   https://visasam.ru/emigration/economy/ekonomika-ispanii.html

DIE ROLLE DER JUGEND BEI DER LÖSUNG ÖKOLOGISCHER PROBLEME

Кононенко В.А.

Шишина Л. Л.

Старший преподаватель кафедры иностранных языков

ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

Umweltprobleme sind Probleme im Zusammenhang mit Umweltverschmutzung, Klimawandel und anderen Folgen menschlicher verbunden. Diese Probleme haben negative Auswirkungen auf die menschliche Gesundheit, den Zustand der Ökosysteme und die Lebensqualität im Allgemeinen.

Die Jugend spielt eine wichtige Rolle bei der Lösung ökologischer Probleme. Dies liegt an mehreren Faktoren:

Junge Menschen sind anfälliger für Umweltprobleme. Sie sind sich der Folgen der Umweltverschmutzung häufiger bewusst und sind eher bereit, Maßnahmen zu ergreifen, um sie zu schützen. [1, s. 78]

Junge Menschen sind aktiver und bereit für Veränderungen. Sie haben keine Angst, ihre Meinung auszudrücken und ihre Überzeugungen zu verteidigen.

Junge Menschen sind die Zukunft der Gesellschaft. Sie werden in einer Welt leben und arbeiten, die bereits jetzt ernsthafte Umweltprobleme hat. Daher ist es für sie wichtig, an der Lösung dieser Probleme teilzunehmen, um sich selbst und zukünftigen Generationen eine günstigere Zukunft zu bieten.

Jugendliche können in folgenden Bereichen zur Lösung ökologischer Probleme beitragen:

Bildung und Aufklärung. Junge Erwachsene können Informationen über Umweltprobleme und ihre Folgen verbreiten und andere über umweltverantwortliches Verhalten unterrichten. [2, s. 126]

Aktivismus. Junge Menschen können an Umweltprotesten, Kundgebungen und anderen Aktivitäten teilnehmen, die darauf abzielen, auf Umweltprobleme aufmerksam zu machen.

Forschungstätigkeit. Junge Menschen können sich in ökologischer Forschung engagieren, indem sie neue Technologien und Lösungen für den Umweltschutz entwickeln.

In den letzten Jahren hat die Aktivität junger Menschen bei der Lösung von Umweltproblemen zugenommen. Junge Menschen nehmen zunehmend an Umweltaktionen, ehrenamtlichen Projekten und anderen Aktivitäten zum Schutz der Umwelt teil. Zum Beispiel finden in Russland jedes Jahr eine Reihe von Umweltaktionen statt, an denen Millionen junger Menschen teilnehmen, wie zum Beispiel "Guter Samstag", "Grüne Woche" und "Gib die Batterien aus".[3, s. 214]

Die Jugend hat ein großes Potenzial, Umweltprobleme zu lösen. Durch ihre Aktivität, ihren Enthusiasmus und ihre Bereitschaft für Veränderungen können junge Menschen einen wichtigen Beitrag zur Schaffung einer nachhaltigeren und umweltfreundlicheren Zukunft leisten.

Hier sind einige konkrete Beispiele dafür, wie Jugendliche zur Lösung von Umweltproblemen beitragen können:

Junge Leute können den Müll sortieren und zum Recycling abgeben. Dies wird dazu beitragen, die Menge an Abfällen zu reduzieren, die auf Deponien und in die Umwelt gelangen.

Kann im täglichen Leben weniger Wasser und Energie verbrauchen. Dies wird dazu beitragen, den Verbrauch natürlicher Ressourcen zu reduzieren.

Junge Menschen können umweltfreundliche Produkte und Güter kaufen. Dies wird dazu beitragen, die Produktion von umweltfreundlichen Produkten zu unterstützen. [4, s. 166]

Junge Menschen können Freiwillige in Umweltorganisationen werden. Dies wird ihnen helfen, einen Beitrag zur Lösung von Umweltproblemen auf professionellerer Ebene zu leisten.

Jeder junge Mensch kann seinen Beitrag zur Lösung ökologischer Probleme leisten. Selbst kleine Aktionen können einen großen Unterschied machen.

Die Lösung von Umweltproblemen ist ein komplexer und langwieriger Prozess. Wenn wir jedoch zusammenarbeiten, können wir eine nachhaltigere und umweltfreundlichere Zukunft schaffen.

Das Literaturverzeichnis:

1. Fi, Natalie. Ökoserien. Einfache Regeln des bewussten Lebens. M: Mann, Ivanov und Ferber, 2022. - S. 146

2. Schwartz, MV Umweltverschmutzung. M: Aufklärung, 2020. - S. 234

3. Radkevich, GA Ökologie. M.: Trafa, 2021. - S. 374

4. Sokolov, V. V. Klimawandel: Folgen für Russland. M.: AST, 2022. - S. 256

LEYENDAS Y MITOS DEL DONBASS COMO BASE PARA EL DESARROLLO DE RUTAS TURÍSTICAS

Кулик Е.В.
Рамирес А.Ф.
преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления
Государственной Службы»

Muchos flujos turísticos mundiales se forman gracias a acontecimientos históricos, imágenes y mitos. El artículo considera la importancia de la mitología en la esfera del turismo: ¿Cómo afectan los mitos y leyendas al flujo turístico del país? ¿Puéden considerarse recursos turísticos al mismo nivel que otros recursos que forman el potencial turístico de una zona concreta (República Popular de Donetsk)? El artículo también proporciona ejemplos concretos de mitos y leyendas del Donbass que, según el autor, pueden convertirse en la base para el desarrollo de rutas turísticas. En el transcurso de la redacción de este artículo, el autor también descubrió una serie de problemas que obstaculizan el desarrollo del turismo basado en mitos y leyendas de la República.

Cada región tiene sus propias historias interesantes del pasado que encierran un contenido místico y educativo. Los mitos, leyendas y cuentos de hadas siguen siendo hoy en día al igual que en otros tiempos una base importantísima para el origen de la motivación turística y los viajes. Al mismo tiempo, la leyenda turística que sirve como base para atraer a los turistas supera a menudo en su importancia al atractivo turístico como tal del territorio.

Pero para la mitología turística no importa en absoluto si ocurrió realmente o no. Lo principal es despertar el interés del turista por el territorio, que se convertirá

sin problemas en un motivo turístico. Es este proceso el que convierte a un turista potencial en uno real.

El término " leyenda" se entiende tradicionalmente como " mito" y "ficción". Suele tratarse de una historia épica sobre unos hechos lejanos, sumamente interesantes y atractivos, que, por supuesto, puede que nunca hayan sucedido. A su vez, la legendización turística es la creación de una leyenda y su comunicación, a través de las herramientas del marketing, la publicidad y las relaciones públicas, a un turista potencial. La finalidad de la leyenda turística es preparar las condiciones favorables para la solución de las tareas administrativas y empresariales en la consecución de los resultados deseados: el desarrollo del turismo regional [2].

Para un turista, lo principal es el atractivo de una zona, no el número de hoteles o restaurantes que haya en su territorio. Es precisamente por el interés que despierta la zona por lo que la gente empieza a viajar. Y las leyendas, los mitos y las historias diversas ayudan a crear este interés en los turistas potenciales, no menos que los recursos recreativos e histórico-culturales. Por eso pueden considerarse un recurso turístico de pleno derecho de la región.

El territorio del Donbass también es famoso por un gran número de mitos y leyendas, que pueden servir de base para el desarrollo de rutas turísticas:

"Svyatogor y Muromets";

"El espíritu de Shubin";

"La piedra del anciano Felipe de Lugansk";

"Historias del cementerio de Mariupol";

"La misteriosa llorona de la finca Mscichowski";

"El mito de Stajanov";

"La leyenda de las tumbas de piedra";

"La leyenda de los sármatas";

"La leyenda del carbón" y muchas otras.

Todas estas historias ligeramente místicas tienen el potencial de convertirse en la base de un itinerario turístico: transmiten el sabor de una región, están vinculadas a un lugar o una persona concretos y despiertan el interés de la gente. Sin embargo, para hacer realidad una ruta turística y atraer viajeros a la región a través de ña creacion de leyendas, es necesario abordar una serie de retos.

Uno de los principales problemas es la falta de de conocimiento de los residentes y turistas del Donbass sobre las leyendas y mitos de la región. Para resolver este problema, se puede organizar una demostración de estas historias místicas con la ayuda de los medios de comunicación.

Otro problema importante es la escasa eficacia económica de este tipo de rutas en el nivel inicial de desarrollo. Requiere una solución propia y compleja: la creación por parte de las empresas turísticas de un producto turístico interesante, nuevo y asequible, su promoción en el mercado, su popularización y su implantación entre los consumidores. Para ello se requiere no sólo personal altamente calificado de la industria turística, sino también el apoyo inversor de las autoridades [1].

Lista de fuentes utilizadas

1.   Belova E. A. Turismo cinematográfico en Rusia // Vestnik de la Universidad de Moscú. Serie 5: Geografía. 2018. № 3. C. 96-99.

2.   Solomina I. Yu. Espacio turístico mitológico de la región de Samara: realidad y oportunidades // Problemas modernos de servicio y turismo. 2016. T. 10. № 3. C. 64-72. DOI: 10.12737/2110

DIE ROLLE DER JUGEND BEI DER ERHALTUNG UND ENTWICKLUNG DER KULTUR

Меркушева Е.А.
Шишина Л.Л.,
старший преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкий национальный университет экономики и торговли имени Михаила Туган-Барановского»

Kultur ist ein wichtiger Bestandteil des menschlichen Lebens. Sie prägt unsere Werte, unsere Identität und unsere Lebensweise. Die Jugend spielt dabei eine besondere Rolle. Sie ist die Zukunft einer Gesellschaft und wird die Kultur der Zukunft prägen. Daher ist es wichtig, dass die Jugend bereits heute an der Erhaltung und Entwicklung der Kultur beteiligt wird.

Die Jugend ist die Trägerin der Kultur der Gegenwart. Sie prägt die Kultur durch ihre Werte, Interessen und Lebensweisen. Jugendliche tragen zur Verbreitung von Kulturgütern bei, indem sie sie konsumieren, z. B. Musik, Filme, Bücher oder Kunstwerke. Sie können aber auch selbst Kultur schaffen, z. B. Musik, Kunst, Literatur oder Theaterstücke [1, c.21].

Die Jugend ist nicht nur die Trägerin der Kultur der Gegenwart, sondern auch Erbe der Kultur der Vergangenheit. Sie muss sich mit der Tradition ihrer Gesellschaft auseinandersetzen und alte Kulturgüter bewahren.

Jugendliche können sich in Vereinen und Organisationen engagieren, die sich für die Erhaltung und Förderung von Kulturgütern einsetzen. Sie können sich aber auch an kulturellen Veranstaltungen beteiligen, die sich mit der Vergangenheit auseinandersetzen, z. B. Museumsbesuche oder Geschichtsprojekte.

Jugendliche können auch selbst dazu beitragen, alte Kulturgüter zu bewahren, indem sie sich z. B. als ehrenamtliche Helfer in Museen oder Archiven engagieren.

Jugendliche sind die Zukunft einer Gesellschaft und werden die Kultur der Zukunft prägen. Daher ist es wichtig, dass sie sich bereits heute mit der Kultur der Vergangenheit auseinandersetzen und alte Kulturgüter bewahren.

Hier sind einige Beispiele, wie Jugendliche das kulturelle Erbe bewahren können:

• Durch die Teilnahme an kulturellen Veranstaltungen, z. B. Museumsbesuchen, Konzerten oder Theateraufführungen, können Jugendliche sich mit der Kultur der Vergangenheit auseinandersetzen und lernen, diese zu schätzen;

• Durch ehrenamtliche Arbeit in Museen, Archiven oder anderen kulturellen Einrichtungen können Jugendliche dazu beitragen, alte Kulturgüter zu erhalten und zu vermitteln;

• Durch die eigene kreative Gestaltung, z. B. von Musik, Kunst oder Literatur, können Jugendliche neue Perspektiven auf das kulturelle Erbe eröffnen [2, c.13].

Die Förderung des Engagements von Jugendlichen für das kulturelle Erbe ist eine wichtige Aufgabe für die Gesellschaft. Durch die Beteiligung der Jugend kann das kulturelle Erbe lebendig gehalten und für künftige Generationen bewahrt werden.

Die Jugend ist nicht nur die Trägerin der Kultur der Gegenwart und das Erbe der Kultur der Vergangenheit, sondern auch die Gestalterin der Kultur der Zukunft. Sie kann neue Ideen und Perspektiven einbringen und innovative Formen von Kultur schaffen.

Jugendliche können sich für neue Formen von Kultur engagieren, z. B. durch die Nutzung digitaler Technologien oder durch die Entwicklung neuer kultureller Ausdrucksformen. Sie können aber auch neue kulturelle Trends setzen, z. B. durch die Verbreitung neuer Musikstile oder Modetrends.

Die Jugend ist eine kreative und innovative Kraft. Sie hat das Potenzial, die Kultur der Zukunft zu prägen und neue Wege zu gehen [3, c.19].

Hier sind einige Beispiele, wie Jugendliche die Kultur gestalten:

• Durch die Nutzung digitaler Technologien können Jugendliche neue Formen von Kultur schaffen, z. B. durch die Entwicklung von Online-Plattformen für kulturelles Austausch oder durch die Nutzung von Virtual Reality und Augmented Reality, um neue kulturelle Erfahrungen zu ermöglichen;

• Durch die Entwicklung neuer kultureller Ausdrucksformen können Jugendliche neue Perspektiven auf die Welt eröffnen, z. B. durch die Schaffung von interdisziplinären Kunstwerken oder durch die Entwicklung neuer Formen von Musik oder Literatur;

• Durch die Verbreitung neuer kultureller Trends können Jugendliche die Kultur der Gesellschaft beeinflussen, z. B. durch die Verbreitung neuer Musikstile oder Modetrends.

Die Jugend hat eine wichtige Rolle bei der Erhaltung und Entwicklung der Kultur. Sie trägt zur Verbreitung, Bewahrung und Weiterentwicklung von Kulturgütern bei. Daher ist es wichtig, dass die Jugend bereits heute an der Kultur teilhaben kann.

Referenzenliste:

1. Adorno, Kulturkritik und Gesellschaft. In Gesammelte Schriften, Band 10, Frankfurt am Main: Suhrkamp - 2021

2. Bremer, Jugend und Kultur. In Jugendsoziologie, Wiesbaden: Springer VS - 2022

3. Fuchs, Jugend und Kultur. In Handbuch Jugendforschung, Wiesbaden: Springer VS - 2020

LAS DROGAS COMO VECTOR NEGATIVO DE PRIORIDADES DE LA JUVENTUD MODERNA

Овчаренко К.Т.
Рамирес А.Ф.
преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и Государственной Службы»

Uno de los problemas que año tras año sigue manteniendose actual entre los jovenes es el problema del consumo de drogas, dado problema puede representar un grave desafío para la sociedad. Este vector negativo puede afectar la salud física y mental de los jóvenes, así como los aspectos sociales, económicos y educativos de sus vidas. A continnuación daré algunos aspectos a considerar:

Salud física: las drogas pueden tener efectos negativos en la salud física, causando problemas en el corazón, los pulmones, el hígado y otros órganos.

Salud mental: el uso de drogas puede provocar trastornos de salud mental, como depresión, ansiedad y otros trastornos psicológicos.

Educación y carrera: el consumo de drogas puede tener un impacto negativo en el rendimiento académico, lo que a su vez puede afectar las perspectivas de carrera de los jóvenes.

Aislamiento social: los problemas de las drogas pueden llevar al aislamiento social, ya que los jóvenes pueden perder contacto con la familia, los amigos y la sociedad.

 Riesgo de accidentes: los efectos de las drogas en la atención y la coordinación motora pueden aumentar el riesgo de accidentes y lesiones.

Criminalidad: la participación en drogas puede estar relacionada con actividades delictivas, lo que puede llevar a arrestos y consecuencias negativas para el futuro.

Adicción: el consumo de drogas puede conducir a la dependencia física y/o psicológica, lo que crea problemas al tratar de dejar de consumirlas.

Abandonar el estilo de vida: cambiar a un estilo de vida más saludable después de la adicción puede requerir un esfuerzo y apoyo considerables.

Efectos en el cerebro: algunas drogas pueden tener efectos graves en el desarrollo del cerebro, especialmente durante la adolescencia.

Para combatir este vector negativo, es importante proporcionar a los jóvenes alternativas como la educación, el deporte, el apoyo social y otras medidas positivas que promuevan estilos de vida saludables. Los programas eficaces de educación, apoyo y rehabilitación también pueden desempeñar un papel importante en la reducción de la exposición de los jóvenes a las drogas.

Los efectos de las drogas en los adolescentes pueden ser complejos y multifacéticos. Hay muchos factores que influyen en por qué los adolescentes pueden probar y consumir drogas. Algunas de las causas principales incluyen:

Factores individuales:

Naturaleza exploratoria: los adolescentes que están ansiosos por explorar y experimentar pueden estar más expuestos a las muestras de drogas.

Problemas de autoestima: los adolescentes con baja autoestima pueden buscar formas de mejorar su estado de ánimo y su bienestar general a través del uso de drogas.

Entorno familiar:

Falta de apoyo y control: un entorno familiar con un apoyo y control insuficientes puede dejar a los adolescentes más vulnerables a los efectos de las drogas.

Experiencias familiares pasadas: Si los padres u otros miembros de la familia tienen antecedentes de abuso de drogas, puede aumentar las posibilidades de que el adolescente también pruebe las drogas.

Amigos y sociedad:

Influencia de los amigos: el Deseo de pertenecer a un grupo o ser como sus amigos puede incitar a los adolescentes a probar drogas.

Presión sociocultural: Algunos adolescentes pueden ser presionados por la sociedad, los medios de comunicación o la cultura pop, lo que puede crear percepciones falsas de las drogas como parte de una experiencia "cultural".

Factores psicológicos:

Estrés y depresión: los adolescentes pueden recurrir a las drogas en busca de soluciones para el estrés, la depresión u otras dificultades psicológicas.

Falta de mecanismos de afrontamiento: algunos adolescentes pueden carecer de estrategias efectivas para enfrentar los desafíos de la vida, y las drogas pueden parecer una forma atractiva de lidiar con los desafíos.

Facilidad de acceso a las drogas:

Accesibilidad: la facilidad de acceso a las drogas, incluido el alcohol y los cigarrillos, puede hacer una gran diferencia en la probabilidad de que los adolescentes las consuman.

Educación y promoción:

Falta de información: la educación insuficiente y la educación de los adolescentes sobre los riesgos y las consecuencias del uso de drogas pueden contribuir al descuido y las malas decisiones.

Estos factores pueden actuar en combinación, creando situaciones únicas para cada adolescente. El trabajo en la prevención del uso de drogas incluye la educación, el apoyo familiar, la creación de entornos sociales saludables y el desarrollo de estrategias de afrontamiento efectivas para los adolescentes.

Lista de referencias

1. https://cyberleninka.ru/article/n/otnoshenie-sovremennoy-molodezhi-k-narkotikam-i-narkozavisimym-i-tsennostnye-orientatsii?ysclid=lp9lk6enm5144168214

2. https://web.snauka.ru/issues/2014/07/36622

ÉMIGRANTS EN FRANCE: LEUR RÔLE DANS LE PATRIMOINE CULTUREL FRANÇAIS

Попов Д.С.,
ученик 11 класса
Кива Л.С.,
учитель-методист французского языка
МБОУ г. Горловки «Школа №84»

Des émigrants joue le rôle significatif dans le patrimoine culturel français. Il souligne l'histoire riche de l'attraction des immigrants en France depuis l'Empire romain jusqu'à nos jours. Les vagues d'immigration ont façonné une France multiculturelle, enrichissant la langue, la littérature, la cuisine, l'art et la musique. Les émigrants ont laissé une empreinte durable sur la structure linguistique, la gastronomie et l'industrie artistique française. Leur impact social et économique, notamment dans les domaines de la science et des affaires, a contribué au développement du pays.

L'histoire des émigrants en France et leur rôle significatif dans la formation du patrimoine culturel du pays est assez riche. La France a parcouru un long chemin pour attirer des immigrants du monde entier, et leur contribution a considérablement enrichi la palette culturelle de ce pays diversifié et en constante évolution. Dans cet article, nous examinerons le contexte historique de l'influence des émigrants sur divers aspects de la culture française et l'importance persistante de leur présence dans la France moderne.

Tout d'abord, il est important de noter que la France a une histoire riche d'attraction d'immigrants remontant aux premiers jours de l'Empire romain. Au fil des siècles, de multiples vagues d'immigrants en provenance de différents pays et régions tels que la Russie, l'Italie, l'Espagne, l'Afrique du Nord, et plus récemment l'Asie et

l'Afrique, ont fait de la France leur foyer. En conséquence, ces émigrants ont apporté avec eux leurs traditions, langues, cuisines et expressions artistiques, créant un complexe multiculturel. C'est ainsi que se positionne la France moderne aujourd'hui.

L'une des contributions les plus remarquables et durables des émigrants au patrimoine culturel français est leur influence sur la langue et la littérature françaises. Les immigrants de différents pays ont introduit leurs langues maternelles, dialectes et accents, enrichissant ainsi le lexique de la langue française. Cette fusion linguistique a non seulement élargi les possibilités de transmission d'informations en français, mais a également engendré des formes d'expression linguistique uniques, telles que la littérature francophone. Cette littérature est écrite en dehors de la France et explore l'expérience et les perspectives des immigrants en France. On ne peut ignorer les changements dans la structure du français moderne, qui sont survenus grâce à l'influence des dialectes africains. De plus, on peut trouver des emprunts à l'arabe dans le français africain. Ce dialecte se caractérise par un ordre des mots libre, l'utilisation exclusive du verbe "avoir" au Passé Composé, et l'utilisation du son "dj" qui n'est pas typique du français.

Il est bien connu que la France est célèbre pour sa cuisine de classe mondiale. Cependant, la migration de masse de tous les continents a également touché cet héritage assez patriarcal. Les cuisines du monde ont accentué les plats raffinés en y ajoutant de nouvelles épices, de nouveaux goûts et de nouvelles orientations. Toutes ces différences dans les traditions culturelles ont révolutionné la cuisine française. Du couscous d'Afrique du Nord au pho vietnamien, ces plats sont devenus une partie intégrante de la gastronomie française. De plus, l'influence de la cuisine des immigrants peut être observée dans la diversité des restaurants et des marchés alimentaires dans tout le pays.

Les émigrants ont eu une influence considérable sur l'atmosphère artistique et musicale de la France. Des artistes et musiciens du monde entier ont puisé leur inspiration dans le climat culturel vibrant du pays. De Pablo Picasso, émigrant d'Espagne en France, aux artistes contemporains tels qu'Anish Kapoor, né en Inde. Les œuvres de Vassily Kandinsky, originaire de Moscou, sont exposées dans les meilleures galeries des capitales occidentales - New York, Paris, Berlin, Londres. Les

artistes étrangers ont apporté leurs visions artistiques uniques, enrichissant ainsi la palette artistique de la France. Les musiciens n'ont pas été en reste, créant une nouvelle industrie de la musique - la world music.

Les personnes d'autres pays n'ont pas seulement laissé leur empreinte dans la vie culturelle de la France, mais ont également apporté une contribution sociale et économique significative. De nombreux émigrants ont réussi dans divers domaines, notamment la science, la technologie, les affaires et les milieux académiques. Les émigrants russes du XXe siècle ont notamment apporté une contribution importante au développement et à l'épanouissement de la science non seulement française, mais aussi européenne. Par exemple, le lauréat du prix Nobel I. I. Mechnikov, éminent représentant de la science russe à l'étranger M. M. Kowalevsky et bien d'autres. Leur expérience et leurs compétences ont contribué à l'innovation, à la productivité et à la croissance économique en France et au-delà.

Ainsi, les émigrants en France continuent de jouer un rôle majeur dans l'intégration culturelle du pays, de la langue et de la littérature à l'art et à la musique, des traditions culinaires à la contribution socio-économique. Leur origine diversifiée et leur expérience ont façonné une société dynamique et multiculturelle, définissant la France moderne. Ce processus revêt une importance immense pour renforcer les relations internationales et le développement social en général.

La reconnaissance ouverte et la célébration de cette intégration culturelle renforcent l'importance d'une tolérance spécifique et d'un échange culturel dans la construction d'une société inclusive et harmonieuse.

Liste de littérature:

1. Cohen, R. (1996). Diasporas et nations. Paris: Éditions Odile Jacob.

2. Safran, W. (1991). "Diasporas dans les sociétés modernes: mythes de la patrie et du retour." Diaspora: A Journal of Transnational Studies, [1(1), 83-99].

3. Étrangers à Paris et échanges culturels

https://arzamas.academy/materials/809 (visite 21.11.2023)

4. Comment les migrants ont influencé la culture française https://news.rambler.ru/other/44099304-kak-migranty-povliyali-na-kulturu-frantsii/

(visite 21.11.2023)

LA CULTURA COMO UNO DE LOS FACTORES DEL DESARROLLO DEL TURISMO EN LA REPÚBLICA POPULAR DE DONETSK

Хорошун Д.М.
Рамирес А.Ф.
преподаватель кафедры иностранных языков
ФГБОУ ВО «Донецкая Академия Управления и
Государственной Службы»

La República Popular de Donetsk es un estado que combina el poder industrial, la riqueza recreativa, el potencial intelectual y la diversidad de los recursos naturales.

Se sabe que nuestra República tiene una gran cantidad de atracciones culturales y naturales.

Los monumentos históricos y culturales caracterizan la cultura regional y al mismo tiempo actúan como símbolos del territorio. Tal símbolo para la RPD es la reserva «meotida», el parque paisajístico «Donetsk kryazh», las mansiones de personas famosas y varios otros. Es especialmente necesario decir sobre la Tumba de Saur: un monumento a la historia, un símbolo de coraje inquebrantable durante la gran guerra Patriótica y un monumento trágico de la reciente guerra fratricida. La Tumba de Saur es nuestro Stalingrado. Este es nuestro dolor y eterna memoria, y se recordará más de una vez, hablando de la fuerza invencible del espíritu de los defensores de Donbass.

Además, durante muchos años, la región se enorgullecía de sus logros deportivos de los clubes de fútbol «Shakhtar» y «Metalurgo», el Club de hockey «Donbass», etc. Los cuales constantemente luchaban y sorprendian a sus fans. Hoy en día seguimos con la esperanza de revivir la gloria deportiva del Donbass. Casi todos los visitantes están ansiosos por visitar el incomparable estadio «Donbass arena», considerado como el cuarto más grande de Europa. Un estilo de vida

saludable, el amor por el deporte es un atributo integral de la imagen de la joven República.

El componente etnográfico de la región ocupa un lugar especial en el desarrollo del turismo cultural en la RPD.

Durante mucho tiempo, el territorio de la RPD actual era un «campo salvaje», luego muchos pueblos nómadas pasaron gradualmente a través de él, y luego aparecieron los primeros asentamientos. Un claro ejemplo de sus huellas son las mujeres escitas que se encuentran en el centro de Donetsk, en un parque cerca del estadio «Donbass arena». Los primeros asentamientos fueron también multinacionales. Los nativos de diferentes Naciones encontraron su hogar aquí y gradualmente poblaron el «campo salvaje». A principios del siglo XX, rusos, ucranianos, polacos, bielorrusos, alemanes, griegos, judíos y tártaros vivían en nuestro territorio. Composición étnica muy variada. Cada pueblo ha contribuido a la cultura de nuestro territorio, y aunque en muchos aspectos es similar a la cultura rusa, todavía hay diferencias significativas.

En todo el territorio de la región de Donetsk hay alrededor de 400 monumentos de la segunda guerra mundial. Los interesados tienen la oportunidad de visitar estos monumentos. Además, es imposible no mencionar los monumentos de las operaciones militares modernas, el aeropuerto y la tumba de Saur, la altura por la que lucharon en 1943 y en 2014. Todos estos monumentos dan testimonio de que honramos la memoria de nuestros antepasados y les damos las gracias por su victoria. Visitar tales excursiones ayuda a educar a los residentes de Donbass en el espíritu de patriotismo y Mostrar a los huéspedes de la ciudad qué personas vivían y viven en nuestra región.

La RPD tiene un gran potencial para el desarrollo del turismo cultural. Nuestra cultura es única, porque ha absorbido las culturas de varios pueblos y ha agregado su parte. Esta dirección de desarrollo del turismo es sin duda una de sus mas prometedoras y demandadas en la RPD. El desarrollo de esta dirección ayudará a atraer turistas a la RPD y fortalecerá la industria turística

Lista de referencias utilizadas:

1. Formación de una imagen positiva de la región como elemento de educación Patriótica / I. V. Drevitskaya // boletín del Instituto pedagógico de Donetsk. – 2018-P. 251-257.

2. Lebedev S. «Donbass: historia étnica». [Recurso electrónico]. - Modo de acceso: https://ruskline.ru/analitika/2014/03/14/donbass_etnicheskaya_istori   ya

DIGITALE TRANSFORMATION DES VERBRAUCHERVERHALTENS

Шуева А.И.

Шишина Л.Л.

старший преподаватель кафедры иностранных языков

ФГБОУ ВО «ДОНЕЦКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ЭКОНОМИКИ И ТОРГОВЛИ ИМЕНИ МИХАИЛА ТУГА-БАРАНОВСКОГО»

Die moderne Gesellschaft ist gekennzeichnet durch eine schnelle Entwicklung, eine groß angelegte Entwicklung neuer Ausrüstungen und Technologien, eine Transformation der Arbeits- und Kapitalmärkte, die mit der Bildung einer neuen Wirtschaft einhergeht. Die evolutionäre Erscheinungsform der neuen (postindustriellen) Ökonomie ist die digitale Ökonomie. Es sei darauf hingewiesen, dass die COVID-19-Pandemie, die 2020 die ganze Welt erfasste, die Umsetzung der digitalen Transformation in verschiedenen Ländern und Geschäftsmodellen beschleunigt hat. Seit Beginn der Coronavirus-Infektion ist auch die Zahl der Online-Verkäufe und die Zahl der Online-Shopper gestiegen.

Verbraucherverhalten ist die Untersuchung, wie einzelne Kunden, Gruppen oder Organisationen Ideen, Waren und Dienstleistungen auswählen, kaufen, verwenden und entsorgen, um ihre Wünsche und Bedürfnisse zu dem Preis zu befriedigen, den sie zahlen [1]. Seit dem Ausbruch des Coronavirus ist die Zahl der Online-Verkäufe und die Zahl der Online-Shopper gestiegen, was zu einer unumkehrbaren Verschiebung im Einzelhandel geführt hat. So belief sich die Zahl der Online-Shopper im Jahr 2021 auf 2,14 Milliarden Menschen, was 27,2 % der Gesamtbevölkerung entspricht [2]. Zu den Kategorien, für die die Online-Nachfrage am schnellsten wächst, gehören Kleidung, Konsumgüter: Produkte für die Pflege kleiner Kinder; Essen und Trinken; Haushaltswaren, Haushaltschemikalien und Geräte. In diesem Fall werden Käufe unter Verwendung von Computern oder

mobilen Geräten getätigt. Die beliebteste Art, Waren zu bezahlen, ist seit 2019 die Vorkasse per Karte. Die häufigste Liefermethode ist die Selbstlieferung: von einem Geschäft, einer Abholstelle oder einer Postfiliale. Mindestens eine dieser Optionen wurde von mehr als 90 % der Käufer genutzt. Bisher erhält ein relativ kleiner Teil der Online-Käufer Pakete in Paketautomaten, aber ihr Anteil wächst – im Jahr 2019 überstieg er 20 %. Andere beliebte Lieferoptionen wurden dagegen etwas seltener als die bequemsten bezeichnet.

Wir listen die Hauptmerkmale des Verbraucherverhaltens unter Berücksichtigung der Transformation der Wirtschaft und der Verbreitung digitaler Technologien auf:

• Wachstum der Verbraucherkompetenzen;

• Stärkung des Einflusses der Informationskomponente bei der Kaufentscheidung;

• die Wahrnehmung des Produkts durch den Verbraucher zunächst als Kombination bestimmter Wertmerkmale;

• Personalisierung der Bedürfnisse;

• Komplikation des Mechanismus und der Standards der Entscheidungsfindung;

• die Rolle der Medien bei der Gestaltung von Stereotypen im Verbraucherverhalten.

Die Hauptgründe für den Online-Kauf sind:

• die Möglichkeit, Preise schneller zu vergleichen und das notwendige Produkt billiger auszuwählen;

• Sie können die Bewertungen anderer Käufer studieren;

• einfaches Verfahren für die Rücksendung von Waren;

• die Möglichkeit, Coupons zu verwenden und Rabatte anzuwenden;

• kostenloser Versand beim Kauf von Waren für einen bestimmten Betrag;

• eine rationellere Möglichkeit, mit Ihrem eigenen Geld und Ihrer Zeit umzugehen.

Es sei darauf hingewiesen, dass die aktive Nutzung des globalen Informationsnetzes Internet und die forcierte Einführung digitaler Technologien zur Entstehung von Omnichannel geführt haben, was für den modernen Verbraucher charakteristisch ist. Omnichannel ist die Fähigkeit, zwei Vertriebskanäle gleichzeitig zu nutzen (z. B. die Nutzung von Mobiltelefonanwendungen während des Besuchs eines Geschäfts oder eines Tablets beim Ansehen von TV-Einkaufssendungen) [3, S. 16].

Quellen:

1. Fedorova, E. S. Die Auswirkungen der Digitalisierung auf das Konsumverhalten junger Menschen / E. S. Fedorova, V. F. Islamutdinov // Digitale Transformation als Vektor nachhaltiger Entwicklung: Proceedings of the IV All-Russian Scientific and Practical Conference, Kazan, - 2021. - [Elektronische Ressource]. – Zugriffsmodus:
https://www.researchgate.net/publication/356875826_Vlianie_cifrovizacii_na_potreb itelskoe_povedenie_molodezi

2. E-Commerce-Statistiken – neue Daten für 2021 – [Elektronische Ressource]. – Zugriffsmodus: https://logotip.online/blog/statistika-ehlektronnoj-kommercii/?

3. Balyasova, A. A. Zur Frage der Transformation des Verbraucherverhaltens im Übergang zu einer digitalen Wirtschaft / A. A. Balyasova // Ökonomie und Management: Probleme, Lösungen. - 2019. - T. 16. - Nr. 3. - S. 14-18.

4. Lazareva, E. N. Die Auswirkungen digitaler Technologien auf die Transformation des Verbraucherverhaltens / E. N. Lazareva // Integration und Entwicklung der wissenschaftlichen, technischen und pädagogischen Zusammenarbeit - ein Blick in die Zukunft: Sammlung von Artikeln der II.

Internationalen Wissenschaftlich-Technischen Konferenz. In 3 Bänden, Minsk, 11.–12. Dezember 2019. - Minsk, 2020. - S. 73-76.