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

МАТЕРИАЛЫ РЕСПУБЛИКАНСКОЙ СТУДЕНЧЕСКОЙ НАУЧНОЙ
КОНФЕРЕНЦИИ ПО СТРАНОВЕДЕНИЮ

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

SOCIAL INTERACTION OF CIVIL SOCIETY AND CULTURE ON THE EXAMPLE OF BRAZIL

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Brazil is a country with a diverse cultural palette, where the traditions and customs of different ethnic groups are intertwined. Civil society in Brazil plays a key role in cultural development, preservation and transformation. In this essay we will look at how civil society and culture interact with each other, using different examples and aspects to analyse [1]. Brazilian civil society includes many organisations such as non-governmental organisations (NGOs), trade unions, cultural associations and various human rights groups. These organisations are actively involved in the discussion of sociocultural issues, including in areas such as education, health, women's rights and the environment. Civil society acts as a platform for citizens who seek social justice and awareness of their rights [2].

Culture in Brazil includes music, dance, art forms, traditions and artistic practices that reflect the multileveled and multifaceted nature of Brazilian society. Brazilian culture has reflected many influences, from indigenous peoples to European and African traditions. This cultural diversity becomes the basis for social change and the fulfilment of citizens' rights [3].

Cultural projects and NGOs. Many NGOs in Brazil (e.g. Instituto de Estudos Avançados and Cultura Livre) develop cultural projects that emphasise the identity of local communities. These projects may include exhibitions, concerts and educational

programmes that allow residents to learn more about their history and culture and strengthen their sense of community [4].

Indigenous Rights Movement. Brazil's indigenous peoples play an important role in preserving cultural traditions and ecosystems. Civic organisations actively advocate for the rights of these communities, including through cultural practices such as traditional music, dance and rituals. This interaction helps to raise public awareness of indigenous issues and contributes to the preservation of their cultural heritage.

Music and social movements. Brazilian music, especially genres such as samba, funk and shulu, have become vehicles for expressing social and political issues. Musicians and performers use their songs to criticise social inequality and political corruption, thus expressing the voice of civil society.

Festivals and cultural events. There are many local festivals and cultural events, such as Carnivals, that showcase Brazil's cultural diversity and engage civil communities in active participation. These events become venues for dialogue and exchange of cultural experiences, which helps to strengthen future social interactions.

The social interaction between civil society and culture in Brazil is a dynamic and interdependent process. Through various cultural initiatives and NGO activities, Brazilian society continues to evolve, enriching its cultural traditions and ensuring greater and more equal participation of all citizens in social life. Brazil's historical and cultural diversity provides a strong basis for such interactions, making the country a unique example in the global context of cultural and social interaction. The peaceful coexistence and cooperation between civil society and culture in Brazil continues to shape its image, maintaining the richness and diversity of its cultural heritage.

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TRADITIONAL HOSPITALITY IN THE DONETSK PEOPLE'S REPUBLIC

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Traditional hospitality is a cornerstone of the cultural identity in the Donetsk People's Republic (DPR), reflecting the region's history, values, and social norms.

The ongoing conflict in the region has affected social structures and traditions, making it essential to explore how hospitality practices have evolved and persisted.

Understanding traditional hospitality can contribute to the preservation of cultural heritage and promote community resilience in the face of adversity Historical Background.

The hospitality traditions of the DPR have been shaped by a blend of Ukrainian, Russian, and local cultural influences, resulting in unique practices.

Historically, hospitality has played a crucial role in community cohesion, marking significant life events such as births, weddings, and funerals.

Guests are treated with great respect and are often offered food, drink, and a place to rest, reflecting the value placed on hospitality in the DPR.

Hospitality often includes the preparation of local dishes, such as borscht, varenyky (dumplings), and holodets (jellied meat), which showcase the region's culinary heritage.

Various rituals accompany hospitality practices, such as greeting guests with bread and salt, symbolizing goodwill and prosperity.

In everyday life, spontaneous gatherings among friends and family highlight the importance of shared meals and social interactions in the local culture.

During holidays and cultural festivals, hospitality reaches new heights, with elaborate feasts and communal events that strengthen bonds among community members.

While traditional hospitality remains important, the influence of modernization and globalization has introduced new practices and challenges.

The DPR community is navigating the balance between maintaining traditional hospitality and adapting to contemporary societal changes, including urbanization and economic factors.

The ongoing conflict has disrupted traditional practices, leading to changes in common lifestyles and hospitality norms.

Despite challenges, many residents actively work to preserve and promote traditional hospitality as a means of fostering community solidarity and cultural identity.

Young people in the DPR are increasingly engaged in cultural preservation efforts, ensuring that traditional hospitality practices are passed down through generations.

Emphasizing traditional hospitality can play a key role in developing the tourism sector, offering visitors authentic experiences that reflect the region's rich cultural heritage.

This outline presents a comprehensive overview of traditional hospitality in the Donetsk People's Republic, highlighting its relevance, historical background, and the challenges faced in preserving this cultural tradition.

TOURISM IN SRI LANKA

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Sri Lanka is an Island with a land area of 65,610 square kilometers. The Island is 224 km. long at its furthest point. The mean temperature in most parts of the island ranges from 26 to 28 C [[1](#)]. Sri Lanka, an island nation in South Asia, lies to the south of the Indian subcontinent, separated by the narrow Palk Strait. It shares maritime borders with the Maldives to the southwest and India to the northwest. Tourism is a key industry that attracts international tourists yearly. Foreigners visit Sri Lanka to see nature, wildlife, historical monuments and indigenous culture. In 2018, tourist arrivals peaked at 2.5 million, who spent a total of US\$5.6 billion in the country. However, the COVID-19 pandemic caused tourist numbers to decrease by 92% in 2020. As of 2022, tourist numbers have not rebounded from the pre-crisis high. [[2](#)]

Tourism in Sri Lanka is a unique field that combines a rich cultural

history, diverse natural landscapes and a favourable climate, making the country attractive to travelers from all over the world. Probably one of the best tourist spots that every traveler would like to visit is Ella. This Sri Lanka attraction boasts of its vegetable gardens, tea plantations and breathtaking views of the forest and mountains.

You can also visit Adams Peak, a UNESCO World Heritage Site, which offers a spectacular view of the sunrise at dawn. This hill station is located right in the heart of Sri Lanka and offers travelers a chance to see the famous Sri Pada. Sri Pada is one of the most famous sites in Sri Lanka. It is believed to be the footprints of Buddha's feet, which can be seen as a rock formation on top of the mountain. [3] You can also visit several popular UNESCO sites in Sri Lanka. Sigiriya, a rock citadel formed from the magma of an extinct volcano, rises 200 m. above the jungle and is one of Sri Lanka's most visited attractions. The complex is famous for its galleries and staircases leading from the lion's mouth, the entrance to the citadel. Sigiriya is an outstanding example of ancient town planning, offering a rich system of fortifications, gardens, ponds, canals and fountains, surrounding the palace ruins. Another impressive structure is the ancient red brick Buddhist temple, which rises 75 m. above the forest. This temple, located on the site where the Buddha once stood, has a diameter of 106.6 m. at its widest part. It is one of the greatest structures of the ancient world whose historical, cultural and religious significance has remained unchanged over the centuries. Dambulla Golden Temple is the largest and best preserved cave temple complex in Sri Lanka. It comprises five cave sanctuaries containing about 150 Buddha statues and paintings. A particular highlight is the

Maha Raja Viharaya Cave, which impresses with its richly decorated arches and contains an outstanding collection of Buddhist paintings and structures. [4]

Tourists in Sri Lanka frequently sample a variety of dishes, but some are far more popular than others. Here's a breakdown of commonly consumed tourist favorites: Kuttu Roti also known as Lanka Hamburger is a quick fast food available across the nation on the streets as well as in restaurants. Fish Ambul Thiyal, also known as Sour fish curry, is one of Sri Lanka's most famous seafood curries. Lamprais is a savoury delicacy often served for Sunday lunch, unique only to Sri Lanka. [5] Sri Lanka is a fabulous corner of the world where the unique combination of natural beauty, rich history and diverse culture creates the perfect setting for unforgettable travel, offering tourists incredible beaches, picturesque mountain landscapes and fascinating excursions to ancient temples. With a warm climate, hospitable people and a variety of outdoor activities such as surfing, trekking, there is something for everyone in this exotic country. Sri Lanka is also known for its tea, authentic cuisine and many unique curiosities that make every trip unforgettable.

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THE INFLUENCE OF MUSIC, ART, AND FASHION ON YOUTH CULTURES

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In the era of globalization and rapid information dissemination, music, art, and fashion have become critical aspects of youth culture formation. These elements reflect the tastes and preferences of young people while also impacting their values, identity, and social connections. They create spatial and temporal contexts in which youth can express their ideas and the ideologies of their generation. This thesis explores how music, art and fashion influence youth culture and their transformation over time.

- **Influence of Music**

Music plays a significant role in young people's lives, affecting their emotions and social interactions. Research indicates that musical preferences can serve as indicators of social identity (Davis, 2013). Conversely, the influence of music on self-perception can lead to the creation of youth subcultures, as seen with the psychedelic rock movement of the 1960s-70s or hip-hop from the 1980s-90s [4, 115]. Music not only unites people but also serves as a platform for expressing dissatisfaction, interests, and socio-political positions (Kraus, 2017).

- **Influence of Art**

Contemporary art increasingly permeates youth culture through various forms, from street art to digital installations. It fosters critical thinking and awareness, inspiring young people to engage in active citizenship (Bourriaud, 2002). Art enables youth to explore their identity and articulate their ideas, fostering interest-based groups—especially evident in street art, which is often associated with social protests and cultural transformations (Lacy, 1995).

- **Influence of Fashion**

Fashion plays a vital cultural role, serving as a medium for self-expression among youth. Young people utilize fashion to present themselves and form group identities (Entwistle, 2000). Fashion trends often echo social changes and serve as a form of protest against societal standards (McRobbie, 2000). Such phenomena can be observed within various subcultures, such as punks and goths, where dress style is integral to self-expression and group belonging (Heath, 2014).

Conclusion

Modern youth, immersed in the information flow and cultural diversity, often become the object of various trends and stereotypes, which can both enrich their experience and mislead them. Music, for example, can be a catalyst for social change and action, encouraging young people to speak out against social injustice. Art, in turn, provides young people with the tools to critically analyze the surrounding reality and form their own opinions. Fashion, often perceived as a superficial phenomenon, conceals deep social and cultural contexts, reflecting not only personal preferences, but also global trends. This interaction with music, art and fashion contributes to the formation of youth's identity, allowing them to find like-minded people and build communities. In turn, fashion becomes a reflection of this cultural diversity, the result of the interaction of local traditions and global trends. Young people express their individuality and belonging to a certain social group through the style of clothing and

accessories. Fashion movements are often associated with political and social protests, creating a platform for discussions about justice and equality.

Thus, the interaction of music, art and fashion serves as a key element in the formation of youth culture, playing an important role in creating new views on public issues. Studying these relationships will help to better understand the culture of today and the specifics of its transformation in the future.

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DIFFICULTIES IN ADAPTING INDIAN STUDENTS TO RUSSIAN CULTURE

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Today, educational migration in Russia is increasing and Russia is becoming more popular for students from India. The internationalization of higher education stimulates the study of predictors of socio-psychological and cultural adaptation of foreign students in the host country [5]. Russian culture and traditions are very different from Indian ones, so there are difficulties in the social adaptation of exchange students.

India is known for its caste system, which is foreign to Russia.

Indian culture is one the most ancient world cultures. Researchers describe India as a country of enormous variety, demonstrating a multitude of occupations, highly diverse beliefs, a wide range of traditions and a veritable feast of various points of view [2]. The university's adaptation strategy can be considered as a

mechanism that encourages foreign students to perceive both their original and the host culture more deeply [1].

Students from India, unlike students from other Arab countries, do not find it difficult to adapt to Russian universities. Indian students show a preference for the prosocial coping strategy which expresses as seeking social support. Indian students turn to their friends and relatives to ask for advice, they do not hesitate to ask others for help and support [3].

Society and culture of India are contradictory in many ways. People in India strive for material well-being, value success in business and highly praise creativity, especially in technology [4; 6]. Russia is a secular country, however, if we do not talk about culture, then people's desires are similar in both countries.

Indian students are often in no hurry to make friends with locals, preferring to form groups with other Indians. Unfortunately, this deprives foreigners of the opportunity to make new acquaintances and get into Russian culture.

Therefore, Indian students demonstrate the dominance of the prosocial coping strategy and the “interpersonal communication” adaptation factor, which may be explained by the fact that their culture can be described as polyactive and reactive using the typology created by R. Lewis. Indian culture is the most polychronic out of the four cultures studied; consequently, Indian students demonstrate lacking chronorhythmological anticipatory competence: they are not punctual and cannot anticipate events related to time [3].

From all that has been said, we can note a few more problems of adaptation of students from India:

1. The first and most difficult thing that all Indian students note is adaptation to the climate. India has a tropical and subtropical climate. When they first come to Russia in autumn, they face the cold weather without having the slightest idea how to adapt to it.

2. The second most important difficulty is the lack of habitual food. Indian cuisine differs from European cuisine in a large number of spices. The food in student canteens seems bland and tasteless to them.

3. Another significant problem for all foreign students is overcoming the language barrier. But this issue does not concern Indians as much as the previous two.

4. The most significant problem Indian students call a large amount of academic workload. A large number of new subjects, different from Indian study requirements.

Every foreign student goes through the process of social adaptation to life in Russia and to the process of studying at the university. Social adaptation is the process of integrating a person into society, assimilating the culture of this society, style of behavior, norms, and relationships. The systematic involvement of Indian students in the activities conducted by the university contributes to their social adaptation.

It is worth noting that in India, many people speak English, while in Russia it is not so common, so the problem of the language barrier is more relevant in Russian universities, unlike Western universities.

Medical training remains the most popular field of education among Indians. According to a study conducted by the Higher School of Economics, at the beginning of 2016, 237 thousand foreign students were enrolled in Russian colleges, which accounted for 5% of the total number of students. Medicine is one of the fields of education that is in high demand among Indian students.

Despite all the above problems, young people are increasingly choosing Russian universities because of high-quality education.

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CUBA – HEART OF CARRIBIAN SEA

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Introduction And Brief History of Cuba

Cuba is an island nation in the Caribbean Sea, south of the United States and east of Mexico. It is the largest island in the Caribbean and has

approximately 11 million people. Cuba's history is rich and complex, with influences from Native American tribes, Spanish colonizers, enslaved Africans, and the United States.

The first known inhabitants of Cuba were the Ciboney and Taino tribes, who lived on the island before the arrival of Christopher Columbus in 1492. The Spanish quickly colonized Cuba, and it became an essential source of wealth for Spain due to its natural resources and strategic location. The island remained a Spanish colony for over 400 years until its independence in 1902. After gaining independence, Cuba experienced a turbulent period of political instability and corruption, which led to the rise of Fidel Castro and the Cuban Revolution in 1959. The revolution led to the establishment of a socialist government in Cuba. However, it strained relations with the United States, which placed an economic embargo on the island in 1962 that continues to this day.

Geography of Cuba

Cuba is the largest island in the Caribbean. It is located in the western part of the sea, just south of the United States and east of Mexico. It covers an area of approximately 110,860 square kilometers (42,803 square miles) and has over 5,700 kilometers (3,500 miles) of coastline. The island is mainly flat, with a few mountainous regions in the southeast, including the Sierra Maestra range, the highest point in Cuba at 2,005 meters (6,578 feet). There are several rivers on the island, the longest being the Cauto River, which flows for 250 kilometers (155 miles) through the eastern part of Cuba.

Religion in Cuba

Technically a Roman Catholic majority, though the percentage drops precipitously for practicing Catholics. A variety of Afro-Cuban religions like Santeria and Abakua are widely practiced

The Most Popular Destinations in Cuba

Cuba is known for its rich culture, history, and natural beauty. It offers a range of tourist destinations to suit different interests. Here are some of the most popular destinations in Cuba:

1. Havana: The capital city of Cuba is known for its historic architecture, vibrant music scene, and cultural landmarks such as the Malecón seawall and the Museum of the Revolution.
2. Varadero: This beach resort town on the northern coast of Cuba is known for its white-sand beaches, clear blue waters, and all-inclusive resorts.
3. Viñales: A small town located in the western part of Cuba, Viñales is surrounded by lush green hills and tobacco fields, and it offers opportunities for hiking, horseback riding, and exploring local caves.
4. Trinidad: A UNESCO World Heritage site, Trinidad is a well-preserved colonial town with cobblestone streets, colorful buildings, and historical landmarks such as the Plaza Mayor and the Museo Romántico.
5. Cienfuegos: Known as the “Pearl of the South,” Cienfuegos is a coastal city with French-inspired architecture, a bustling waterfront, and several cultural attractions such as the Teatro Tomás Terry and the Castillo de Jagua.

6. Santiago de Cuba: Located on the southeastern coast of Cuba, Santiago de Cuba is known for its Afro-Caribbean culture, historical landmarks such as the Castillo del Morro, and vibrant music scene.
7. Baracoa: A small town located on the eastern tip of Cuba, Baracoa is surrounded by mountains and lush rainforests, and it offers opportunities for hiking, exploring waterfalls, and sampling local cuisines such as chocolate and coconut-based dishes.

Languages Spoken in Cuba

The official language of Cuba is Spanish, spoken by most of the population. However, due to Cuba's history and proximity to other countries, other languages are spoken in certain regions or by specific groups. In some parts of eastern Cuba, Haitian Creole is spoken by Haitian immigrants who have settled in the region. Additionally, many Cuban citizens who work in the tourism industry are fluent in English and other languages to serve international visitors better.

Landscape And Biodiversity of Cuba

Cuba's landscape and biodiversity are highly diverse, ranging from lush rainforests and coral reefs to arid plains and mangrove swamps. The country's unique geography and location have contributed to its high level of endemism, with many species of plants and animals found only in Cuba. One of the most distinctive features of Cuba's landscape is the mogotes, or limestone hills, that can be found in the Viñales Valley and other parts of the country. These towering formations are home to various unique plant and animal species, including the Cuban solenodon, a nocturnal mammal, one of the world's rarest and most ancient mammals.

Cuba is also home to several national parks and protected areas, which

preserve the country's rich biodiversity. The Ciénaga de Zapata National Park, is one of the largest wetland reserves in the Caribbean and provides habitat for over 900 plant species, 170 bird species, and numerous reptiles and amphibians, including the Cuban crocodile. Cuba's coastal areas are also rich in biodiversity, with extensive coral reefs that provide habitat for various marine life, including sea turtles, sharks, and numerous fish species. For example, the Jardines de la Reina, a group of islands and reefs off Cuba's southern coast, is one of the most pristine and biodiverse marine environments in the Caribbean.

Cuba's landscape and biodiversity are among its most unique and valuable assets, attracting tourists and researchers worldwide to explore its natural wonders.

Social And Cultural Customs of Cuba

Cuba has a rich and diverse culture, shaped by its history and influenced by various traditions and customs. Here are some social and cultural customs that are important in Cuban society:

1. **Family:** Family is central to Cuban culture, and many aspects of daily life focus on spending time with loved ones. Extended families often live together, and family gatherings are common.
2. **Music and dance:** Music and dance are integral to Cuban culture, with various styles and genres, including salsa, son, and rumba. Music and dance often allow Cubans to express their emotions and connect with others.
3. **Respect for elders:** Elders are highly respected in Cuban culture, and showing deference to older people in social situations is customary.
4. **Religion:** While Cuba is officially a secular state, religion plays a

vital role in Cuban society, with Catholicism and Afro-Cuban religions such as Santería being the most common.

5. Hospitality: Cubans are known for their warm and welcoming nature; hospitality is essential to Cuban culture. Guests are often treated like family and are offered food and drink as a sign of hospitality.
6. Clothing: Dress is generally casual in Cuba, with lightweight clothing being the norm due to the country's warm climate. However, more conservative attire is expected in more formal settings, such as church or business meetings.

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NEW YEAR'S EVE IN DIFFERENT COUNTRIES

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New Year. A wonderful holiday that adults and children are waiting for, because on this day all wishes come true, and miracles happen. And have you ever wondered how this wonderful holiday is celebrated in other countries, this work will clarify to the reader how I celebrate the New Year in other countries.

1. New Year in the USA:

New Year's Eve is celebrated across the US with parties, dinners, live music, and dancing. In Times Square, a large, illuminated ball drops at midnight, marking the New Year as people hug and exchange "Happy New Year" wishes. Many parties have dress codes and masks are worn until midnight. Families may celebrate at home with traditional meals like Hoppin' Johns and champagne. The day begins with greetings and picnics among friends and family, featuring the Tournament of Roses Parade and traditional football games like the Orange Bowl and Fiesta Bowl. (https://www.best-country.com/en/north_america/usa/new_year)

2. New Year in Japan:

In Japan, New Year's is the most important holiday of all. Celebrating the Japanese New Year, or Oshōgatsu (お正月) in Japanese, means spending time with family and loved ones while eating lots of food and praying for good fortune in the year to come. During the New Year's holiday, Japanese families gather and take part in a few different traditional and cultural activities. Most people in Japan have a holiday from December 29th to January 3rd, which makes it a perfect time to visit family. During New Year's it's also common to do a yearly cleaning

(お掃除, osōji) to purify the living space for the coming year. It is also the time for gift-giving.

3. New Year in China:

Chinese New Year, or Lunar New Year, is the most important festival in China and significant in other East Asian countries. It marks the start of the new year on the traditional Chinese lunisolar calendar, with Chinese New Year 2025 occurring on January 29th. The date varies yearly between January 21st and February 20th. Traditionally, it is a time to honor deities and ancestors, and now it is also celebrated with feasting and family visits.

4. New Year in Australia:

New Year is celebrated enthusiastically across Australia on January 1, with festivities continuing until January 6. On New Year's Eve, discotheques, pubs, and beaches are bustling with partygoers. As midnight strikes, people create noise with instruments and exchange well-wishes. New Year's Day is a public holiday, often spent with family and friends through outdoor activities like picnics and water sports. Australia attracts over 300,000 tourists during this time, making it a popular destination for New Year celebrations.

5. New year in Kazakhstan:

Kazakhstan celebrates New Year's Day on January 1, alongside many countries worldwide. The festivities begin on New Year's Eve, peaking at midnight. While Nauryz is celebrated as a traditional New Year, Kazakhstan has recognized January 1 since the mid-1900s due to Russian influence. On December 31, towns host open-air parties and events, with locals wishing each other a happy New Year. Father Frost and snow maidens often participate, and presents are placed under a family "New Year's tree." Families enjoy a feast and may stay up late celebrating. The president gives a speech on New Year's Eve, and most people enjoy the first two days of the year off work.

BELGIUM: THE HEART OF EUROPE AND ITS DIVERSITY

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Belgium is a very interesting country to explore, known for its diverse culture, rich history, and delectable cuisine. Situated in the heart of Europe, this small country often goes unnoticed by travelers, overshadowed by its neighboring like France and Germany. However, Belgium has so much to offer, making it an ideal for both tourists and adventurers.

Belgium has been called the «heart of Europe» because of its strategic geographical location. The country is located in Western Europe, connecting Germany, France, the United Kingdom and the Netherlands. Brussels, the capital of Belgium, is home to the headquarters of international organizations such as the European Union and NATO.

One of the most captivating aspects of Belgium is its unique cultural mix. Divided into three main regions – Flanders, Wallonia, and Brussels – each with its distinct language and traditions, Belgium is a true melting pot. Starting in Flanders, the northern part of the country, visitors can experience the Flemish culture, is deeply rooted in traditions like beer brewing, lace-making, and cycling. The picturesque cities of Bruges and Ghent are a testament to this region's charm and feature well-preserved medieval architecture that transports visitors back in time [1].

Venturing into Wallonia, the southern part of Belgium, travelers will discover a different ambiance. The lush green hills, meandering rivers, and quaint villages provide an idyllic setting for exploration. Wallonia proudly embraces its French-

speaking heritage, with charming cities like Namur and Mons showcasing a fusion of French and Walloon cultures.

Brussels is the most powerful capital of Belgium, central Belgium, on the Senne River and at the junction of the Charieroi-Brussels and Willebroek canals. The city lies within, but is not part of, Flemish Brabant. It is officially bilingual (French and Dutch), although French is more widely spoken. Brussels is an important administrative, financial, cultural, commercial, and industrial centre and a major rail junction [2].

Belgium is known for its linguistic diversity. There are three official languages: Dutch, French, and German. Dutch is spoken by the majority in Flanders (Northern region), while French is predominantly spoken in Wallonia (Southern region). German is spoken by a small community in the east. The capital city, Brussels, is officially bilingual, with both French and Dutch as its official languages.

One of Belgium's most iconic landmarks, the Atomium, is a symbol of scientific progress and innovation. Built for the 1958 Brussels World's Fair, it represents an iron crystal magnified 165 billion times. Visitors can explore its nine interconnected spheres, providing breathtaking views of Brussels.

Belgium is synonymous with delicious chocolates and mouthwatering waffles. Belgian chocolate is celebrated worldwide for its premium quality and variety. The country is home to numerous chocolatiers crafting delectable treats. Similarly, Belgian waffles are renowned for their light, fluffy texture and can be enjoyed with an array of toppings, such as fruits and chocolate sauce.

Nestled between Liège and Luxembourg, the picturesque city of Durbuy proudly claims the title of the smallest city in the world. With a population of just over 10,000, Durbuy offers enchanting medieval architecture, cobblestone streets, and a relaxing ambiance [3].

One of the pieces of Belgian nature undisturbed by man is the "High Marsh" national nature reserve. Founded in 1957, this reserve is today the largest in the state.

Its high marsh can be seen stretching over the eastern border of the country. Some fens are over 10 thousand years old. During the winter period, the slopes of the reserve turn into one of the country's best ski resorts.

The National Park in the Belgian region of Limburg is a unique nature reserve protecting and looking after 5700 ha of timberland and heathland. The park offers a great view with broad pine woods amongst purple blooming heathland, large lakes filled with rocks and extracted sands. The high peaks also offer a great view to the visitors. The Hoge Kempen is home to more than 6,000 types of fauna and flora. One can witness vultures, falcons and other prey birds swooping in between the trees [4].

In conclusion, Belgium is a captivating country that offers a unique blend of culture, history, and gastronomy. Despite its small size, it packs a punch when it comes to things to see and do. From the charming medieval towns of Flanders to the picturesque landscapes of Wallonia and the vibrant streets of Brussels, Belgium provides a diverse and enriching experience for all who visit.

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YOUNG CANADIANS: PORTRAIT OF GENERATION

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Canada is a country located in North America and is the second largest country in the world by total area, after Russia. Its geographic location is characterized by its coastal position (bordering the Atlantic, Pacific, and Arctic Oceans) and its proximity to the United States. Canada is a multicultural nation, with Anglo-Canadians (67%) and Franco-Canadians (22%) making up the majority of the population. Indigenous peoples, such as First Nations and Inuit, also reside in the country. The official languages of Canada are English and French.

Canadian culture is a blend of the traditions and customs of the various peoples who inhabit the country. The arts, music, literature, and film are well-developed in Canada. One of Canada's most recognizable symbols is the maple leaf, which is featured on the country's flag. In today's globalized world, where cultures are increasingly interconnected, the search for identity has become a pressing issue. Young Canadians, representing a multicultural society, face the challenge of combining various cultural elements into their own personal identity.

From a young age, Canadian children begin to understand their cultural belonging by learning the language, traditions, customs, and values of their family and community. This process of forming a cultural identity occurs through interactions with parents, relatives, and peers. They learn to respect and appreciate differences, and to accept and recognize the diversity of cultures around them.

To successfully navigate their search for identity, young Canadians employ various strategies. One strategy is to study and understand their own culture, history, traditions, and values. This helps them to better understand their place in the world and to strengthen their self-esteem. Young Canadians also connect with people who share similar cultural backgrounds, exchanging experiences and knowledge. This allows them to better understand themselves and their place within their culture. Respect and recognition of cultural diversity is also a crucial component of the search for identity. Young Canadians become open to understanding and appreciating the value of different cultures and their contributions to society.

Education plays a key role in shaping the cultural identity of young Canadians. By engaging with literature, art, film, and other resources, they expand their knowledge of different cultures and develop a deeper understanding of their own identity.

Technology plays a significant role in the lives of today's youth. From a young age, Canadian youth are surrounded by technology. Smartphones, computers, and the internet are an integral part of their lives. Technology allows young people to learn, communicate, be entertained, and access information from anywhere in the world.

Technology also contributes to the development of new professions and opportunities for young people. For example, IT, robotics, and artificial intelligence are rapidly developing sectors in Canada. This opens up numerous career prospects for young people. However, excessive use of technology can lead to negative consequences, such as reduced physical activity, impaired vision, and health problems. It is important to find a balance between using technology and other aspects of life, such as socializing, sports, and hobbies.

Canadian youth possess a unique worldview shaped by historical, cultural, and ethno-political factors. Young Canadians strive to preserve their national identity and develop a sense of pride in their country. Multiculturalism is a fundamental component of Canadian national identity. It allows young people to feel a sense of belonging to the various cultures and peoples who inhabit the country.

However, forming a national identity in a pluralistic society like Canada presents certain challenges. The government actively pursues policies aimed at fostering national unity, but the search for national identity continues to this day.

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YOUNG PEOPLE AT THE CROSSROADS: IDENTITY, VALUES AND CHALLENGES IN AN ERA OF CHANGE

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In recent years, we have heard a growing number of all age groups voices, saying that the mankind found itself to be at a crossroads after confronting a number of serious global problems, including those linked to globalization and technological progress, social inequality and moral degradation of many societies, climate change, etc.

1. Globalization and its challenges:

Globalization creates new opportunities, however, young people face problems of cultural assimilation and loss of local traditions.

2. Technological progress:

Modern technologies open up access to information, but also create difficulties in communication and interpersonal relationships. [1, p.28]

3. Cultural polarization:

The formation of different cultural groups leads to the polarization of opinions, which makes it difficult for dialogue between generations.

4. Environmental issues:

Young people take an active position on environmental issues, realizing the importance of sustainable development for future generations. [2, p.85]

5. Social inequality:

Young people are increasingly paying attention to social inequality and advocating for a more equitable distribution of resources.

6. Values of tolerance:

Young people actively support the ideas of Tolerance and inclusion, striving to create an inclusive society for all social groups.

7. The search for identity:

Young people strive to find their place in a rapidly changing world, which often leads to conflicts between traditional values and modern ideas. [3, p.20]

8. Modern ideas about love and relationships:

Young people are reconsidering traditional ideas about love and relationships, looking for more open and equal forms of interaction.

9. Spiritual pursuits:

Many young people seek spirituality outside of traditional religious structures, which leads to the emergence of new forms of beliefs and practices.

10. The role of the Bible in modern society:

The Bible continues to influence young people by offering moral guidelines and approaches to solving life problems.

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TO THE ISSUE OF SLANG EXPANDING NOWADAYS

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Nowadays, slang has become a rapidly developing field that reflects the constant changes in society, technology and communication. It has gone far beyond narrow subcultures and has become a part of everyday speech. With the development of society and the emergence of more and more innovations in it, speech is also expanding. The world is in an intense state of improvement, which means that language should not lag behind, as it may lose its communication functions. Through humanity's pursuit of new ideals and ideologies of society, a new linguistic culture is created.

We can't but admit that now, in times of technological progress, more and more youthful expressions have started to appear. Most of these expressions are borrowed from other languages – slang. «Slang is a very informal language that is usually spoken rather than written, used especially by particular groups of people [1, p.4]».

Examples of slang: props («proper respect») – is used to show respect; kudos (from Greek: «acknowledgement») – another word for appreciation; dig – chill out, be in ecstasies; ace – show off the awesomeness of something; bliney– is used to express admiration, surprise; cram – study hard for the exam, learn something by rote; crikey – astonished admiration; wicked – means the words «awesome», «brilliant».

Some linguists regard slang as a result of the rapid growth of the new words that happens as a creative of expression by people to make more simplified words easy to be uttered. Due to rapid development of language, the occurrence of slang words is very frequent even in the field of literary language. Slang expressions penetrate into public speeches, scientific language and break up the strict limits between literary and non-literary language. The spreading of slang also goes fast, especially among young people because of the influence of media. The processes of transformation expand the vocabulary by derivation, compounding or in the processes of abbreviation. New words are formed and this process is called neologism. One characteristic of modern slang is that, in addition to new words and meanings, it has produced new grammatical relationships among words [2, p.120].

It goes without saying that the internet and social media have become the main way slang is spread. New words appear and spread with incredible speed; the world can learn about a new word in a matter of days. It happens so quickly that new words do not have time to be firmly fixed in the speech of the people, and it is replaced by another word, which becomes more popular, as a result of which, the old word becomes irrelevant and simply forgotten. «Because of new inventions and changes, every language is in need of new words borrowed, derived or otherwise formed simply because new things need new words. When new inventions and changes enter our lives, we are in the need of naming them and of course to communicate about them» [2, p.119].

«Many people like using slang words in their casual talk because they find it more comfortable to speak in such a way. For example, lol-laughing out loud.

Moreover, they find slang words as a way of enriching their vocabulary with new words, because slang is innovative [2, p.120]».

These days, internet for young people has become an integral part of their lives. Now it is the main means of communication, a person can communicate with people from different countries. On the basis of this there appeared computer slang - abbreviations of words, so that people could quickly and clearly type a text message to the interlocutor. Examples of such slang are: bbl –be back later, brb–be right back; rofl– rolling on the floor laughing; ttyl-talk to you later; gg – good game (gamers), U – you; C – see; 2 – to, too, or two; ABT – about; AFAIK– as far as I know; AWHFY? – are we having fun yet? B4 – before; B4N– bye for now, etc. But this is only a small part of the computer slang. It seems that people have devised their own separate language for communicating with each other on social networks.

It is worth emphasizing that modern slang – is a process closely related to technological progress and changes in society. To this day, slang has not bypassed any culture of peoples. On the one hand, it enriches the language, contributes to the formation of a sense of community and self-expression, plays an important role in the formation of social groups and the development of language in general. On the other hand, the rapid variation of slang can create communicative barriers, reduce the clarity and accuracy of speech. Thus, we can say that slang in the modern world acts as a powerful tool reflecting the rapid changes in society and communication.

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BRAZIL IN THE GLOBAL WORLD

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Brazil as an Economic Power

Brazil's economy has seen substantial growth over the past few decades, making it one of the largest economies in the world. This growth has been driven by diverse sectors such as agriculture, mining, manufacturing, and services. The country is a leading exporter of commodities like soybeans, coffee, and iron ore, which significantly contribute to its GDP. The development of the economy has had a profound impact on the lives of its population, improving living standards, increasing access to education and healthcare, and creating more job opportunities. However, economic disparities remain, and poverty and inequality are still pressing issues.

In international economic relations, Brazil plays a crucial role as a member of BRICS (Brazil, Russia, India, China, and South Africa), the G20, and Mercosur (Southern Common Market). These alliances help Brazil to engage in international trade negotiations, influence global economic policies, and attract foreign investment. Brazil's strategic partnerships and trade agreements have positioned it as a key player in the global economy.

Brazil and the World

Brazil's foreign policy is characterized by its commitment to multilateralism, peaceful resolution of conflicts, and regional integration. The country has historically pursued a foreign policy that promotes cooperation and development in Latin America, Africa, and beyond. Brazil is an active participant in various international organizations, including the United Nations, the World Trade Organization, and the International Monetary Fund. Through its involvement in these organizations, Brazil

seeks to influence global policies on issues such as trade, climate change, and sustainable development.

Brazil's contributions to international peacekeeping missions, humanitarian aid, and environmental initiatives highlight its role as a responsible global actor. The country's leadership in global climate discussions, particularly in the context of the Amazon rainforest's significance, underscores its commitment to addressing environmental challenges.

Brazil and Russia: Points of Convergence

Brazil and Russia share a long history of diplomatic relations, with both countries being founding members of the BRICS group. This partnership has strengthened their economic and political ties, fostering collaboration in various fields such as energy, defense, and technology. The historical connections between Brazil and Russia date back to the 19th century, with both countries exchanging diplomatic missions and establishing trade relations.

In terms of cooperation, Brazil and Russia have potential for collaboration in several areas. Energy is a significant sector, with both countries possessing vast reserves of natural resources. They can work together on projects related to oil and gas exploration, renewable energy, and nuclear energy. Additionally, technological and scientific cooperation offers opportunities for joint research and development in fields such as space exploration, biotechnology, and information technology.

Cultural exchange is another area where Brazil and Russia can deepen their ties. Both countries have rich cultural heritages, and promoting cultural diplomacy through art, music, literature, and education can strengthen mutual understanding and friendship between their peoples.

In summary, Brazil's role as an economic power, its active participation in global affairs, and its strategic partnership with Russia highlight its significance in the global world. These elements showcase Brazil's influence and potential as a key player on the international stage.

Conclusion

Brazil's impressive economic growth over the past decades has solidified its position as one of the world's largest economies. This progress, driven by diverse sectors such as agriculture, mining, manufacturing, and services, has not only improved the country's GDP but also enhanced the living standards of its population. Brazil's active participation in international economic organizations like BRICS, the G20, and Mercosur has enabled it to influence global economic policies and attract significant foreign investment. Moreover, Brazil's strategic partnerships, particularly with Russia, open avenues for further economic collaboration and development. As Brazil continues to expand its economic influence, it remains a crucial player in the global economy, with vast potential for future growth and contribution to international trade and investment.

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TRADITIONAL CHINESE FESTIVALS AS A REFLECTION OF NATIONAL CHARACTER

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Traditional Chinese festivals are an integral part of the nation's cultural identity, serving as a reflection of its values, history, and philosophical outlook. These celebrations encapsulate the essence of Chinese society, emphasizing themes of family, community, and harmony with nature. Each festival carries its own unique traditions and practices, rooted in centuries-old customs that remain relevant in modern times.

The Spring Festival, also known as Chinese New Year, is perhaps the most celebrated and widely recognized event. It marks the beginning of the lunar calendar and symbolizes renewal and unity. Preparations start well in advance, with families thoroughly cleaning their homes to rid them of bad luck and make room for positive energy. The reunion dinner on New Year's Eve stands out as a cornerstone of the festival, bringing together family members to share symbolic dishes such as dumplings and fish, which represent prosperity and abundance. Red decorations and firecrackers are ubiquitous, warding off evil spirits and creating an atmosphere of festivity and optimism.

Another significant event is the Mid-Autumn Festival, celebrated on the 15th day of the eighth lunar month. This festival revolves around the themes of unity and gratitude, with the full moon symbolizing completeness and family togetherness. Mooncakes, the signature delicacy of this occasion, are shared among family and friends, embodying the spirit of connection. Legends like the tale of Chang'e, the

Moon Goddess, enrich the festival, weaving mythological and cultural narratives into the celebration.

The Dragon Boat Festival, held on the fifth day of the fifth lunar month, adds a dynamic and spirited dimension to Chinese traditions. It commemorates Qu Yuan, a historical figure renowned for his loyalty and integrity. The festival is marked by dragon boat races, symbolizing teamwork and collective effort, and the preparation of zongzi, sticky rice dumplings wrapped in bamboo leaves, which honor Qu Yuan's memory and foster a sense of community.

These festivals are deeply rooted in Chinese philosophical traditions, reflecting principles derived from Confucianism, Taoism, and Buddhism. The Spring Festival, for instance, emphasizes the Confucian value of filial piety, with its focus on family reunions and respect for ancestors. Rituals like offering sacrifices to honor ancestors underscore the interconnectedness of generations. The Mid-Autumn Festival aligns with Taoist ideals of harmony and balance, symbolized by the full moon as a representation of unity and completeness. Similarly, the Dragon Boat Festival embodies Confucian ethics of loyalty and collective responsibility, with its activities fostering teamwork and mutual support.

Moreover, these festivals maintain a close relationship with nature and agricultural cycles, reflecting the agrarian origins of Chinese society. The timing of the Mid-Autumn Festival, for example, coincides with the harvest season, celebrating abundance and expressing gratitude for the fruits of labor. The integration of natural elements into festival rituals highlights the enduring connection between humanity and the environment, a theme central to traditional Chinese philosophy.

In modern times, these festivals have adapted to contemporary lifestyles while preserving their cultural essence. The use of digital red envelopes during the Spring Festival, distributed via popular messaging apps like WeChat, illustrates how tradition and technology can coexist. Similarly, the global spread of these celebrations has introduced their rich symbolism and practices to diverse audiences, fostering cultural exchange and mutual understanding. Lunar New Year parades in

cities like New York, London, and Melbourne have become major events, attracting participants from various cultural backgrounds and showcasing the vibrancy of Chinese traditions on an international stage.

The role of traditional Chinese festivals extends beyond cultural preservation; they also serve as economic and social catalysts. During the Spring Festival, for instance, the phenomenon of “chunyun,” or the largest annual human migration, stimulates the transportation and hospitality sectors, as millions travel to reunite with family. Similarly, the increased demand for festive goods such as mooncakes, traditional decorations, and ceremonial attire boosts local economies and supports small businesses and artisans. These economic benefits, combined with the cultural and emotional significance of the festivals, highlight their multifaceted impact on society.

Furthermore, traditional festivals are powerful tools for fostering intergenerational connections and transmitting cultural values. Storytelling, ritual participation, and shared meals create opportunities for younger generations to learn about their heritage, ensuring the continuity of these customs in an increasingly globalized world. By emphasizing values such as loyalty, perseverance, and unity, these celebrations instill a sense of identity and pride that transcends geographical and temporal boundaries.

Ultimately, traditional Chinese festivals are more than annual celebrations; they are vibrant expressions of national character, cultural heritage, and communal spirit. Through their enduring rituals and adaptive practices, they continue to resonate deeply with people both within China and across the globe. As globalization reshapes cultural landscapes, these festivals stand as timeless symbols of resilience, harmony, and the enduring power of tradition.

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THE US JUDICIAL SYSTEM IN THE 19TH CENTURY

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The 19th century was a transformative era for the United States, characterized by rapid expansion, social upheaval, and evolving legal principles. The judicial system played a crucial role in addressing these changes, balancing individual rights with societal needs [1]. At the beginning of the 19th century, the US judicial system was primarily established by the Constitution, which created a federal judiciary. The Judiciary Act of 1789 laid the foundation for the federal court system, establishing district courts, circuit courts, and the Supreme Court.

1. Federal Courts: The federal judiciary was relatively limited in its reach. Federal courts dealt with issues arising under federal law, interstate disputes, and cases involving ambassadors.

2. Supreme Court was the highest court, tasked with interpreting the Constitution and federal laws.

3. State Courts: Most legal matters were handled at the state level.

Each state had its own court system, which included trial courts, appellate courts, and state supreme courts. State courts were responsible for a wide range of issues, including criminal cases, family law, and property disputes [2]. Several key developments occurred in the 19th century that significantly impacted the judicial system:

1. Judicial Review: One of the most important milestones was the establishment of judicial review in the landmark case of *Marbury v. Madison* (1803). This case asserted the Supreme Court's authority to invalidate laws that conflicted with the Constitution, solidifying its role as a co-equal branch of government.

2. Expansion of Jurisdiction: As the nation expanded westward, so did the judicial system. New territories and states required judicial structures to address local issues. The establishment of territorial courts helped manage disputes and enforce laws in these regions.

3. Legal Reforms: The 19th century also saw significant legal reforms aimed at making the judicial process more accessible and equitable. Changes included the abolition of fees for filing lawsuits and reforms in criminal justice that sought to reduce harsh penalties and improve defendants' rights.

4. Social Justice Movements: The judicial system was influenced by various social movements, including abolitionism and women's rights.

Courts often became battlegrounds for these issues, with landmark cases addressing slavery, suffrage, and civil rights [3]. Despite these developments, the judicial system faced numerous challenges throughout the century:

1. Regional Differences: The United States was deeply divided along regional lines, particularly regarding issues like slavery. Courts often reflected these divisions, leading to inconsistencies in legal interpretations and enforcement.

2. Access to Justice: Access to the judicial system remained limited for many individuals, particularly marginalized groups. Economic barriers and social prejudices often prevented fair treatment within the courts.

3. Political Influence: The judiciary was not immune to political pressures.

Appointments to the federal bench were often influenced by political affiliations, leading to concerns about impartiality and fairness. In conclusion, the 19th century was a pivotal time for the US judicial system. It evolved from a relatively simple structure into a more complex and influential institution capable of addressing the challenges of a growing nation. The principles established during this time continue to resonate in today's legal landscape.

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FOOD AS A VISITING CARD OF THE COUNTRY FOR TOURISTS

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Travelling provides a unique opportunity not only to see new places, but also to immerse oneself in culture through local cuisine. Recent decades have seen a growing interest in gastronomic tourism, making food an important aspect of the travel experience. Each region has unique flavours and cooking techniques that reflect its history and traditions.

Different regions of the world have developed their own unique cooking methods based on the availability of certain foods, climatic conditions and cultural traditions. For example, in warmer climates, the use of fresh fruits and vegetables became popular, while in colder regions the emphasis was on meat products and preserved foods [1].

Food is an important part of national cultures, without it it is impossible to know the country and its traditions. Every nation has a dish that is associated with it all over the world. This report contains information about the most famous dishes from different countries, which reflect not only their country and region, but also the culture and history of an entire nation over the years.

Indian cuisine, known for its pungent spices, has had a significant influence on British cuisine, leading to dishes such as curries. Similarly, Italian cuisine, with its emphasis on pasta and tomatoes, which were imported from the New World, became the basis for many other cuisines around the world [2].

Gastronomic festivals and events dedicated to national cuisine are an important part of a country's cultural identity and play a significant role in attracting tourists.

They not only provide an opportunity to sample unique dishes, but also immerse in the local culture, promoting cultural exchange and mutual understanding. These events support local economies, develop small businesses and promote sustainable development.

Japanese cuisine is also known for its attention to serving aesthetics, reflecting the 'wabi-sabi' philosophy that values simplicity and natural beauty. This attention to detail and respect for natural ingredients attracts travellers wishing to experience Japan's unique culture and traditions [3].

Culinary traditions can be a source of pride for a people. In some countries there are special organisations and initiatives aimed at preserving and promoting traditional recipes and cooking methods. In France, for example, there is a movement called Les Bonnes Tables, which aims to support restaurants offering authentic French dishes made with local ingredients.

Tea in China is not just a beverage but an entire culture, and different varieties such as oolong, pu'erh and green tea have their own unique flavours and aromas that can vary depending on the region and method of preparation [4].

Italy, known for its culinary traditions, gastronomic tourism brings billions of euros to the country's economy, supporting not only restaurants and cafes, but also farmers producing local products such as olive oil, cheeses and wines [5].

In emerging economies such as India or Mexico, the development of gastronomic tourism can be a catalyst for improving local economies by allowing locals to capitalise on their culinary traditions [6].

French cuisine is known for its variety and quality, making France one of the most popular countries for gastronomic tourism. Local specialties such as croissants, baguettes, cheeses and wines attract millions of tourists every year. Similarly, Japanese cuisine, with its emphasis on fresh and seasonal ingredients and aesthetic presentation, creates a unique image of Japan as a country of high culinary culture.

Tourists visiting these countries not only enjoy the local food, but also get the opportunity to learn more about the culture and traditions associated with cookery.

In conclusion, it can be said that studying and promoting a country's culinary traditions is not only a way to attract tourists, but also an important step towards preserving cultural heritage. Every dish, every recipe and every culinary tradition tells its own story, and these stories become part of the overall travelling experience.

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THE AMAZING REPUBLIC OF SOUTH KOREA

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South Korea, officially the Republic of Korea, is a country in East Asia. It constitutes the southern part of the Korean Peninsula and borders North Korea along the Korean Demilitarized Zone. The country's western border is formed by the Yellow Sea, while its eastern border is defined by the Sea of Japan. South Korea claims to be the only legitimate government of the entire peninsula and adjacent islands.

The Korean Peninsula was inhabited as early as the Lower Paleolithic period. Its first kingdom was noted in Chinese records in the early 7th century BCE. After the unification of the Three Kingdoms of Korea into Silla and Balhae in the late 7th century, Korea was ruled by the Goryeo dynasty (918–1392) and the Joseon dynasty (1392–1897). The succeeding Korean Empire (1897–1910) was annexed in 1910 into the Empire of Japan. Japanese rule ended following Japan's surrender in World War II, after which Korea was divided into two zones: a northern zone, which was occupied by the Soviet Union, and a southern zone, which was occupied by the United States. After negotiations on reunification failed, the southern zone became the Republic of Korea in August 1948, while the northern zone became the communist Democratic People's Republic of Korea.

In 1950, a North Korean invasion began the Korean War, which ended in 1953 after extensive fighting involving the American-led United Nations Command and the People's Volunteer Army from China with the Soviet assistance.

The Constitution of the Republic of Korea was adopted in a national referendum on October 27, 1987. According to its provisions, the ROK's jurisdiction extends to the entire Korean Peninsula.

The Republic of Korea is a republic with a presidential form of government. The President is elected in direct general elections by secret ballot, and is in power for five years and cannot be re-elected for a second term. He is the Head of State and Commander-in-Chief of the armed forces.

The population of South Korea according to 2021 record is 51.75 million people, the density is 515 people per square kilometer. Half of the country's population (25.96 million people) is concentrated in the metropolitan area (Seoul and Incheon, prov. Gyeonggi, 10% of the country's territory).

South Korea shares its traditional culture with North Korea, but the two Koreas have developed distinct contemporary forms of culture since the peninsula was divided in 1945. Historically, while the culture has been heavily influenced by that of neighboring China, it has nevertheless independently managed to develop a unique cultural identity in its own right that is distinct from that of its larger neighbor on the East Asian mainland. Its rich and vibrant culture according to UNESCO, is Intangible Cultural Heritages of Humanity, the fourth largest in the world, along with 15 World Heritage Sites. The Ministry of Culture, Sports and Tourism actively encourages the traditional arts, as well as modern forms, through funding and education programs.

Because of South Korea's tumultuous history, construction and destruction has been repeated endlessly, resulting in an interesting melange of architectural styles and designs. Traditional Korean architecture is characterized by its harmony with nature. Ancient architects adopted the bracket system characterized by thatched roofs and heated floors called ondol. People of the upper classes built bigger houses with elegantly curved tiled roofs and lifting eaves. Traditional architecture can be seen in the palaces and temples, preserved old houses called hanok,[325] and special sites like Hahoe Folk Village, Yangdong Folk Village and Korean Folk Village.

Traditional architecture may also be seen at several of the UNESCO World Heritage Sites.

In addition to domestic consumption, South Korea has a thriving entertainment industry where various facets of South Korean entertainment, including television dramas, films, and popular music, have garnered international popularity and generated significant export revenues for the nation's economy.

I would like to conclude my story by saying that South Korea is an amazing country. The Republic of South Korea has not only made a huge technological breakthrough in less than 60 years, but has also become one of the leaders in the world market. South Korea is a country with an amazing history, culture and national cuisine, but also a state that will be able to win even more love from tourists in the future.

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

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Youth, as the future generation, plays an important role in shaping the future of the world. Their view of the world differs from the views of older generations, due to different experiences, values and perceptions of the environment. In this context, regional studies and culture are becoming key disciplines that allow young people to understand and interpret the world in which they live.

Problems of regional studies

For young people, regional studies is an important tool for studying different cultures, societies and geographical areas. However, in the modern world, regional studies faces a number of problems:

- Globalization and interdependence: Globalization blurs the boundaries between regions, making it difficult to define them clearly. Young people should have a comprehensive understanding of the interdependence of regions and global issues.
- Information overload: Young people have access to a huge amount of information, which can lead to information overload and make it difficult to obtain reliable knowledge about the regions.
- Cultural barriers: Cultural differences can make it difficult for young people to understand other regions. It is necessary to overcome these barriers and promote intercultural dialogue. [1, с. 13]

Problems of culture

Culture plays an important role in shaping the identity of young people. However, modern culture faces a number of problems that affect young people:

- Mass culture: Mass culture often dominates the media space, which can lead to the standardization of culture and a decrease in diversity. Young people should be critical of popular culture and appreciate the uniqueness of different cultures.
- Commercialization of culture: Culture often becomes a commodity, which can lead to its devaluation. Young people should understand the importance of preserving and protecting cultural heritage.
- Digital technologies: Digital technologies provide new opportunities for access to culture, but can also lead to cultural isolation and dependence on virtual worlds. Young people should be able to use technology to broaden their cultural horizons. [2, c. 102]

The role of youth in solving problems

Young people can play an active role in solving problems of regional studies and culture:

- Intercultural dialogue: Young people can participate in intercultural exchanges, learn from other cultures and promote mutual understanding.
- Cultural heritage: Young people can participate in the preservation and promotion of cultural heritage by protecting historical monuments, supporting traditional arts and festivals.
- Global issues: Young people can raise awareness of and advocate for global issues such as climate change, poverty and conflict. [3, c. 28]

Thus, summing up all the above, we can say that the world through the eyes of youth is unique and requires special attention to the problems of regional studies and culture. Regional studies and culture are tools for understanding and interpreting the world. Young people can play an active role in solving problems related to these disciplines by promoting intercultural dialogue, preserving cultural heritage and

advocating for global issues. By supporting young people in their efforts, we can create a more inclusive, understanding and sustainable future for all.

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**CULTURAL FESTIVALS AS A MEANS OF UNITING YOUTH FROM
DIFFERENT COUNTRIES**

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In an increasingly globalized world, the interaction between diverse cultures has become more prevalent than ever. As young people traverse national boundaries for education, work, or travel, cultural festivals emerge as essential platforms for multicultural dialogue and interaction. This article explores how cultural festivals have been instrumental in uniting youth from various countries, fostering understanding, collaboration, and shared experiences.

The Role of Cultural Festivals. Cultural festivals play a significant role in showcasing the heritage of different communities. Cultural festivals are organized participatory functions that celebrate aspects of a community's heritage through specific programs that unify members of the community [9, p. 67]. They serve not

only as entertainment venues but also as educational opportunities, where young people can learn about and appreciate different cultures.

Opportunities for Interaction. One of the principal functions of cultural festivals is to facilitate interaction among peers. The immersive nature of these events encourages engagement and dialogue among participants from diverse backgrounds. Gilmore et al emphasize that "interactions at festivals promote understanding and respect among different cultural backgrounds [4, p. 294]. Such interactions can lead to lasting friendships and networks that transcend geographical boundaries.

Cultural Exchange and Learning. Cultural festivals provide a unique opportunity for cultural exchange, which is particularly important for youths who are often in the process of forming their identities. Exposure to different cultural practices, foods, music, and art forms broadens their perspectives. Cultural festivals enable young people to discover not only the cultural expressions of others but also their own cultural heritage [7, p. 122]. This mutual exploration fosters a sense of belonging and self-awareness.

Case Studies of Cultural Festivals and Youth Engagement

1. **The Edinburgh Festival Fringe.** The Edinburgh Festival Fringe, the world's largest arts festival, attracts artists and audiences from around the globe every August. This festival provides a platform for young performers and entrepreneurs to showcase their talents. Due to its inclusive nature, the Fringe draws significant youth participation. The festival "encourages young artists to take risks and express themselves in an environment that celebrates diversity [8, p. 149].

Impact on Youth. The Edinburgh Festival Fringe has been instrumental in shaping the careers of many young individuals. For instance, many famous comedians and theatre artists, including the likes of John Bishop and Phoebe Waller-Bridge, began their careers in the festival. The festival's environment encourages collaboration; for example, young artists often form collectives, enhancing their skill sets and promoting intercultural exchange.

2. Coachella Valley Music and Arts Festival. The Coachella Valley Music and Arts Festival, held in California, is one of the most famous music festivals in the world. It attracts a diverse audience from different cultural backgrounds. As Coachella promotes various music genres, it serves as a platform for youth to celebrate their shared love for music, regardless of their nationality.

Social and Cultural Impact. For many attendees, Coachella is a place to connect with others who share similar tastes in music. Research by Bolan et al reveals that "the festival fosters a sense of community among young individuals from different cultures, who come together to enjoy music and art [3, p. 33]. Additionally, Coachella often showcases global artists, which introduces audiences to different musical traditions and cultures, further enriching their experiences.

3. The Cannes Film Festival. The Cannes Film Festival is renowned for its celebration of film and its contribution to the global film industry. While primarily an industry event, it attracts a large number of young filmmakers and students from around the world. The festival serves as a crucial networking platform for youth interested in filmmaking and creative arts.

Youth and Industry Engagement. Cannes provides an invaluable experience to young filmmakers, allowing them to connect with industry leaders and other aspiring creatives [1, p. 88]. Workshops, discussions, and screenings not only educate young attendees about the film industry but also foster collaborations that can lead to innovative projects.

Challenges and Considerations. While cultural festivals offer numerous benefits, they are not without challenges. Issues such as accessibility, commercialization, and cultural appropriation should be addressed to ensure that these events remain inclusive and respectful to all cultures.

Accessibility. Many cultural festivals, particularly large ones, can be financially burdensome for young attendees. Ticket prices, travel costs, and accommodation can limit participation. Strategies to provide discounted tickets for

students and local attendees can help mitigate these issues. As highlighted by Krehbiel , "financial accessibility is key to ensuring diverse participation in cultural festivals [6, p. 112].

Cultural Appropriation. Cultural appropriation is another important challenge facing cultural festivals. There is a fine line between cultural appreciation and appropriation, and it is crucial for festival organizers to create respectful spaces. Festivals must prioritize authentic representation of cultures rather than superficial displays that may perpetuate stereotypes [9, p. 58]. Engaging community members in the planning process can help ensure that cultural expressions are honored and authentically represented.

The Future of Cultural Festivals. As the global landscape continues to evolve, so too will the nature of cultural festivals. With the rise of technology and social media, festivals are finding new ways to engage youth. Virtual and hybrid festivals became popular during the COVID-19 pandemic, allowing for broader participation. Going forward, the integration of technology can facilitate global connections beyond physical attendance.

The Role of Technology. Technology can play a transformative role in making cultural festivals more accessible. Virtual reality (VR) experiences, online workshops, and live-streamed events can provide opportunities for global youth to engage with cultural content in real-time, regardless of their physical location. Research by Gomez and Tavares (2022) suggests that "technology can enhance the inclusivity of festivals, creating a platform where youth from different backgrounds can share their stories [5, p. 139].

Conclusion. Cultural festivals serve as vital platforms for youth from various countries to come together, celebrate diversity, and engage in meaningful interactions. These events foster cultural exchange, understanding, and cooperation among young people. Despite the challenges, the future of cultural festivals is promising, especially with the integration of technology to enhance accessibility. As

cultural festivals continue to evolve, they will remain crucial in uniting youth and promoting a more interconnected world.

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THE MAFIA SYSTEM IN JAPAN

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The Japanese Yakuza accrued during the time of the Tokugawa clans in the 17th century. At that time, 10% of the population were samurai. The samurai had loosed their warlike duties and therefore offered the townspeople their protection, or the samurai became bandits, which developed later to the Yakuza [1]. The establishment of the "Tokugawa Pax" led to these men becoming unemployed, which led them to become criminals. They committed all sorts of atrocities against the Japanese people and were known for their extravagance and swordplay. However, no written source provides concrete evidence that asserts a relationship between the yakuza and these criminals. The yakuza claim on their own that they would be direct descendants of the Machi-Yakko (city servants) group. To defend themselves against the exactions committed by these fallen ronins (masterless samurai), some would have formed a group of vigilantes. It is moreover from these defenders of the widow and the orphan that the yakuzas draw their custom (yubitsume and irezumi). From then on, we distinguish two castes:

Bakuto: still called "professional gamblers," these practiced in the city as self-appointed vigilantes of the people. They were also known to dominate in the "gambling" market. Incidentally, these games remain the most profitable activity among the yakuza.

Tekiya: They were found in the streets where there were street vendors who sold many things, but at low prices [2].

The yakuza are known for their strict codes of conduct, organized structure, and unique rituals like yubitsume, the amputation of the left little finger. Members often appear as heavily tattooed men wearing fundoshi and kimonos or Western suits. The peak membership in 1963 was 184,100, but by 2023, it had declined to 10,400 members and 10,000 quasi-members, due to changing market opportunities and legal developments in Japan. The average age of members was 54.2 years in late 2022, with over half being 50 or older and only 5.4% in their 20s. While yakuza continue to engage in various criminal activities, many Japanese citizens remain fearful of them. Although no strict ban on yakuza membership exists, the Japanese government has implemented legislation to impede their revenue and increase liabilities for criminal actions [3].

The tattoo ritual: the Irezumi

This is the Nipponese ritual most practiced within the Yakuza community. It is an extremely painful process, performed in the traditional way with needles or stainless steel. It is also expensive, and it takes months or even years to complete fully. Yakuza are covered in it, and each clan has its own tattoo. This process comes from the tradition of bakuto, where each member would tattoo a black circle to quantify his crimes. It became, over time, a means of differentiation from other clans, but also a symbol of courage. In fact, tattooing oneself in this way is an irreversible process. Although the law prohibits civilians from using it, some young people are getting outraged and making these tattoos a fashion look.

The Yubitsume, or the removal of the little finger.

This is a traditional rite that is very important to the yakuza community. Indeed, when a yakuza violates the bushido, he must ask for forgiveness. This gesture of redemption is accompanied by a mutilation of the little finger in order to offer it to the sponsor. If despite this the yakuza persists in the error, he will repeat the

ceremony by mutilating his other fingers. This punishment comes from the bakuto tradition, and few people can claim to have almost their entire finger. The yakuza keeps the mutilated finger in a chemical solution like a disinfectant to remind himself of his mistakes [2].

Current activities.

In the 2010s and 2020s, the yakuza's main source of funding was a fraud known as tokushu sagi (特殊詐欺), which targeted the elderly. Methods include calls asking for money, posing as their sons, and visits posing as employees of financial institutions. In 2014, the tokushu saga accounted for 10.4% of all yakuza arrests. The damage from the tokushu saga in 2019 exceeded 30 billion yen. Although the yakuza make up less than 10% of lower-level cashiers, they make up nearly 40% of the main organizers of fraud schemes. The yakuza also controls the drug trade in Japan, especially methamphetamine, despite bans in some syndicates, such as the Yamaguchi-gumi. The most common charge in 2014 was violation of the Stimulant Control Act. Some groups engage in human trafficking, deceiving girls from the Philippines. The yakuza engage in a unique form of extortion called sokaiya, intimidating shareholders of large companies. The number of sokaiya has decreased, in 2023 there are about 150 of them [3].

The Yakuza, the world's oldest and most modern mafia

We have seen that the Yakuza family is one of the largest organizations in the world, alongside the Italian mafia and the mafia in China. The etymology of their name comes from a losing combination in a card game, dating back to the Tokugawa era. It is therefore an ancient organization that has endured through time and overcome adversity. The Yakuza follows a strict code of honor, which has earned them such a reputation around the world. But make no mistake: a yakuza is indeed a modern-day gangster [2].

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FORMATION OF THE AFRICAN CULTURE

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Africa is a vast continent where human settlements appeared much earlier than in other parts of the world. It was on these lands, in the Nile River valley, that one of the most ancient human civilizations arose.

African territories differ significantly in living conditions for humans. In the north, along the coast of the Mediterranean and Red Seas, there are fertile lands where the population has been engaged in agriculture and cattle breeding since ancient times. This region became the most densely populated on the continent. The proximity to Europe and the Middle East made North Africa attractive for trade and migration. In the Middle Ages, various highly developed states existed here. To the south is the largest African desert, the Sahara, which has always remained an extremely dangerous place for humans. To the south of the Sahara, there are hundreds of kilometers of hot savannahs and tropical forests.

Many indigenous peoples of Central and Southern Africa lived in tribes. The most important figures in the life of the tribe were the chieftain – a military leader and a shaman who carried out religious rituals. Most often, these roles were performed by the same person. Within the tribe, there was usually a division into clan communities. In the Middle Ages, many African tribes had no concept of the state as a form of social organization.

The indigenous peoples of Africa were pagans, expressed faith in magical powers and worshiped many gods. They revered the elements of nature and the spirits of their ancestors. Sacred animals and talismans often became objects of their cult.

Craftsmen decorated ceramics with images reflecting both religious and everyday aspects of life. Casting from metal alloys was widespread in Sudanese culture. Bronze, wooden and bone figurines, as a rule, represented images of kings, warriors, as well as scenes of court life and military battles.

Medieval Africa can be roughly divided into two parts – North and South. Northern Africa was strongly influenced by Arab civilization, which contributed to its active participation in international trade and cultural exchange with other regions of the world. These circumstances contributed to the economic and cultural development of the region. Southern Africa, located in the south of the Sahara, was more isolated from external influences. As a result, its development was slower and characterized by its originality.

During the era of colonialism, European artists and collectors began to acquire African works of art and often exported them outside the continent. However, colonial influence also stimulated the growth of new art forms in Africa, such as European-style painting and sculpture.

In the 1950s and 1960s, many African countries began to gain independence from colonial powers. This led to a revival of interest in traditional forms of African art, and many artists of the time began to actively use these forms in their works, interpreting them in a modern context.

Key elements of American culture include freedom and individualism, equality and opportunity, pluralism and pragmatism.

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**BRIDGING DIVIDES: YOUTH, INTERCULTURAL DIALOGUE AND
THE PURSUIT OF UNDERSTANDING**

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The digital revolution has drastically altered how youth experience and interact with culture. Internet access, social media, and streaming services dissolve geographical barriers, exposing youth to a global kaleidoscope of cultural expressions. This fosters global citizenship and cross-cultural dialogue, enabling hybrid identities transcending national boundaries. However, this digital influx presents challenges. Globalized media consumption can homogenize culture, eroding local traditions and languages. Algorithmic curation creates echo chambers, limiting exposure to diverse perspectives and reinforcing biases. Youth, active in this digital landscape, are both shaping and being shaped by these forces, navigating a complex

interplay of global and local influences. Further research is crucial to understand the long-term impacts on cultural identity and diversity [1].

Climate change, arguably the defining challenge of our time, is not solely an environmental issue but a deeply cultural one. Young people, bearing the brunt of the impending ecological crisis, are at the forefront of demanding systemic change. Their activism reflects a growing awareness of the interconnectedness between environmental degradation and social justice, challenging existing economic and political paradigms that prioritize profit over planetary well-being. This youth-led movement represents a cultural shift, advocating for a re-evaluation of societal values and a reimagining of sustainable futures. From advocating for renewable energy to promoting circular economies, young people are actively shaping a new cultural narrative that emphasizes environmental stewardship, intergenerational equity, and global cooperation. Their creative expressions, from art installations to digital campaigns, serve as powerful tools to raise awareness and mobilize collective action. Further study is crucial to analyze the evolving role of youth as cultural agents in driving transformative change towards a more sustainable future.

The proliferation of misinformation and disinformation, often amplified through social media, poses a significant threat to informed decision-making and democratic processes. Young people, growing up in this “post-truth” environment, face the challenge of navigating a complex information landscape where truth is often obscured by biased narratives and manipulative tactics. Cultivating critical thinking skills and cultural literacy becomes essential for young people to discern credible information from fabricated content and to engage in constructive dialogue across differing perspectives. Educational initiatives that promote media literacy, critical analysis, and intercultural understanding are crucial to equipping youth with the tools to navigate the complexities of the digital age and participate as informed and responsible citizens. Research focusing on the effectiveness of different pedagogical approaches to fostering critical thinking in youth is particularly relevant in this context [2].

Cultural heritage, encompassing tangible and intangible forms of cultural expression, plays a vital role in shaping individual and collective identities. Young people are increasingly engaging with their cultural heritage in innovative ways, utilizing digital platforms to document, preserve, and share traditional practices, stories, and artistic expressions. This active engagement with cultural heritage fosters a sense of belonging, strengthens intergenerational connections, and provides a foundation for future innovation. However, the transmission of cultural heritage can also be fraught with challenges, particularly in rapidly changing societies. Intergenerational dialogue is crucial to bridge the gap between generations, ensuring the continuity of cultural traditions while allowing for adaptation and reinterpretation in the context of contemporary realities. Further research is needed to explore the evolving relationship between youth and cultural heritage, and to identify effective strategies for promoting intergenerational dialogue and cultural transmission [3].

Storytelling, a fundamental human practice, holds immense power to connect people across cultures, foster empathy, and promote understanding. Young people are using diverse mediums, from spoken word poetry to digital filmmaking, to share their lived experiences, perspectives, and aspirations. These narratives offer valuable insights into the challenges and opportunities facing youth in different cultural contexts, providing a platform for dialogue and collaboration. By amplifying youth voices and promoting intercultural exchange through storytelling, we can build bridges of understanding, challenge stereotypes, and foster a more inclusive and equitable world. Further exploration of the role of storytelling in promoting intercultural dialogue and empowering youth is crucial for cultivating a more just and interconnected global society.

Youth see a world of interconnectedness and fragmentation, navigating it with digital tools to connect, amplify their voices, and advocate for change on identity, sustainability, and social justice. While redefining cultural identities and leading climate action, they also face misinformation and eroding traditions. Investing in their education, intercultural dialogue, and empowerment is key to unlocking their

potential and building a more just and sustainable future. Understanding their experiences is crucial for navigating the 21st century and building a better world.

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THE JAPANESE LEGAL SYSTEM

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The Japanese legal system is one of the most unique and interesting in the world, combining elements of traditional Japanese legal thought with Western legal concepts, particularly since the post-war period. In its modern form, the Japanese

legal system is based on norms borrowed from German and French law, while also retaining many national features, making it complex to understand and analyze.

The main features of the Japanese legal system can be traced through several aspects: sources of law, the judicial system, the role of administrative bodies, and unique aspects of legal consciousness.

The Japanese legal system relies on several key sources of law. The main sources include:

- The Constitution of Japan (1947), which is the fundamental law of the country and establishes the principles of the legal framework.

- Legislation – this includes civil, criminal, administrative, and other codes adopted based on Western models. For example, the Civil Code of Japan (1896), which is largely based on German law, as well as the Penal Code and the Code of Civil Procedure.

- Case law (judicial decisions) plays an important role in the Japanese legal system, although Japan is not a common law system. Decisions by higher courts can be significant in the interpretation and application of laws.

- Administrative regulations and subordinate legislation are also important sources of law, regulating more specific matters.

The Japanese legal system demonstrates a synthesis of elements traditionally associated with both common law and civil law traditions.

The judicial system in Japan includes three levels of courts: district courts, high courts, and the Supreme Court of Japan. While the system shares some features with Western legal traditions, it also has its own peculiarities:

- The Supreme Court of Japan is the highest judicial body, and its decisions are binding for lower courts. Its role in the legal system is especially significant, as it interprets the Constitution and plays an essential role in the protection of individual rights and freedoms.

- The system of lay judges is a unique feature of the Japanese judicial system, in which ordinary citizens, alongside professional judges, participate in trials. This helps to strengthen public participation in the justice process.

- The role of prosecutors is very prominent in the Japanese system. Prosecutors typically play a central role in investigations and in bringing charges, and their decisions often determine whether a case proceeds to trial.

One distinctive feature is the high level of public trust in the judicial system, combined with a low incidence of litigation. Japan is known for its high rate of settlements before trial, which helps avoid court congestion.

Japanese administrative law is characterized by a high degree of regulatory acts that govern broad aspects of societal life. In Japan, administrative bodies play a crucial role in the everyday lives of citizens, and legal norms regulating their activities are highly codified.

Administrative courts play an important role in settling disputes between government bodies and private individuals, as well as disputes between different state entities. A distinctive feature of the Japanese system is the close relationship between administrative law, politics, and economics.

Corporate law also plays a significant role, as Japan has a highly developed corporate culture and management system that is oriented toward cooperation and long-term relationships.

Japan's legal culture has unique characteristics that distinguish it from Western legal traditions. The Japanese tend to avoid litigation, preferring to resolve conflicts through mediation or reconciliation procedures.

One of the key elements is the strong public trust in government and its institutions. There is a deeply ingrained practice of respect for the law in Japanese society. Japanese people also display a high degree of social responsibility and collectivism, which is reflected in legal norms and judicial practice.

Despite the many positive aspects, the Japanese legal system faces a number of challenges:

- Inequality in access to justice. While Japan has efficient mechanisms for protecting rights, in practice, access to justice may be limited for poor and disadvantaged groups.
- Low rates of criminal prosecution. The Japanese criminal justice system is known for its high conviction rates, but there is criticism regarding the "overreach" of investigative authorities.
- Issues connected with women's rights. Despite efforts by the government, gender equality in the workplace and in personal life is still a topic of debate and criticism.

The Japanese legal system is a complex mixture of traditional and borrowed legal norms. It features elements of both Western and Eastern legal cultures, making it unique and multifaceted. This system while based on codified law and also incorporating judicial precedents functions well in a highly developed and technologically advanced society. Despite certain challenges, such as inequality in access to justice and gender equality issues, the Japanese legal system continues to evolve and adapt to the contemporary needs of society.

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OLD MONEY MUSIC: ELEGANCE OF SOUND

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In a world where cultural markers often define social status, the concept of ‘Old Money’ evokes images of timeless elegance, understated luxury and a rich heritage. This aesthetics extends beyond fashion and architecture, permeating the realm of music as well. Old Money Music embodies a unique sound characterized by sophistication, refinement and appreciation of tradition. It draws inspiration from classical compositions, jazz standards and the subtle nuances of other genres that have stood the test of time.

The genre rose to prominence in the early 21st century as a cultural response to the ostentatious themes associated with the nouveau riche found in the mainstream media. It takes cues from classical music, jazz and orchestral arrangements, blending these influences with modern production methods to produce a sound that is simultaneously nostalgic and modern.

What sets Old Money apart is not just its musical prowess but also its ability to craft narratives through sound. Its compositions often tell stories without words, using soundscapes to evoke emotions and paint vivid scenes in the listener’s mind. Whether it is the pulsating rhythm of a city street at night or the quiet introspection of a rainy afternoon, Old Money music transports listeners to places both familiar and fantastical.

Some of the most illustrative examples of the genre are:

1. Chris Isaak – ‘Wicked Game’

With its melancholic mood and Isaak's gentle vocals, this song perfectly captures the atmosphere of romance and longing. Its tune and lyrics create a sense of loss and desire, which makes it a classic piece of the Old Money sound.

2. Sting – 'Shape of My Heart'

This composition by Sting feels deeply philosophical and emotionally charged. The music and lyrics portray a person searching for meaning and understanding, which perfectly matches the spirit of Old Money.

3. Lana Del Rey – 'Salvatore'

Lana Del Rey maintains her authoritative style that combines nostalgia and modernity. 'Salvatore' is a song about love and morning, infused with the atmosphere of the old Europe, which makes it a new image of style.

4. Scorpions – 'Still Loving You'

This ballad of love and simplicity is filled with a sense of deep insight. The tune and high-pitched vocals make this an anthem of those who appreciate true feelings.

5. Alphaville – 'Forever Young'

This song about the desire for eternal youth and beauty can be labeled as classic. It is filled with nostalgia and dreams, which is why it has become a fiery sound.

As audiences keep exploring and connecting with Old Money's growing discography, it becomes clear that its impact goes beyond simple entertainment. Its music acts as a backdrop for self-reflection, a partner for adventure and a testament to the lasting allure of art that is both creative and deeply anchored in tradition.

When people listen to music in their headphones, they isolate themselves from external distractions, allowing themselves to fully immerse in the sound. Old Money music, with its rich melodies and intricate arrangements, can evoke a sense of intimacy and connection that is particularly profound. The whispers of soft vocals and the gentle strumming of guitars can envelop the listener, creating a cocoon of sound that feels personal and impactful.

Old Money music often draws on themes of the past, reflecting the lifestyles of the elite or moments of bittersweet reminiscence. This genre encourages listeners to reflect on their own memories while experiencing the music. The headphone

experience amplifies this effect, as the listener can dive deep into their thoughts and emotions without external interference. It becomes a space for contemplation, evoking feelings of nostalgia and wistfulness.

TikTok, the short-form video platform, has become a powerful tool for music discovery. Users create and share their content with background tracks, leading to viral challenges or trends that can catapult songs into the mainstream. A number of users are drawn to Old Money music due to its evocative nature, often using it as a backdrop for aesthetic videos that emphasize vintage clothing, elegant settings or nostalgic moments. The visual component combined with the music creates an immersive experience that resonates with viewers, encouraging them to explore the genre further.

Social media platforms, including Instagram and Spotify, play a crucial role in how people discover Old Money music. Influencers and music enthusiasts often curate playlists that include tracks of this genre, sharing them with their followers. These playlists can introduce listeners to lesser-known artists and songs that embody the Old Money style. As followers share these playlists or recommend songs, the reach expands, allowing even more individuals to connect with the sound.

The visual aspects of Old Money music often align with broader trends seen on the social media. Many users gravitate towards the elegance, luxury and nostalgia embodied in the genre, which meshes well with platforms that emphasize visual storytelling. Aesthetic feeds on Instagram, for example, often incorporate images that reflect the vibes of Old Money music, further fueling its popularity. This synergy between music and visual arts creates a cohesive brand identity that captivates the audience.

The act of listening to Old Money music in headphones also facilitates creating a warm personal atmosphere. Whether on a quiet evening stroll, or during a reflective moment at home, or while traveling, the music sets the mood. This genre's theme of aristocratic elegance combined with feelings of nostalgia transports the listener to a different realm, making everyday moments feel more significant and magical.

Old Money Music is more than just a genre; it is a carefully crafted atmosphere of refined elegance and melancholic beauty. Its enduring appeal lies in its ability to evoke a timeless feeling of sophistication, proving that true style transcends fleeting trends.

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***COOPERATION AMONG YOUNG PEOPLE AT THE INTERNATIONAL
LEVEL***

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International cooperation among young people is an important mechanism aimed at strengthening international relations and promoting mutual understanding. In today's world, where borders between countries are becoming increasingly blurred, the younger generation plays a key role in shaping global society. This collaboration allows young people to share experiences, culture and knowledge, which contributes to the development of creativity and critical thinking. International cooperation among young people pursues several important goals: firstly, the development of intercultural dialogue and mutual understanding based on awareness of the diversity

of cultures and values, for peaceful coexistence and solving global problems [1]. Secondly, expanding horizons and developing communication, adaptation, teamwork and problem solving skills through participation in international projects. Thirdly, cooperation allows young people to play a key role in the fight against global challenges such as climate change, poverty and inequality, joining forces to effectively counteract them. Finally, participation in international initiatives contributes to the formation of an active citizenship, responsibility and commitment to social development.

Forms of international youth cooperation:

1. Student and student exchange: Programs such as Erasmus+, Fulbright, as well as many other national and regional initiatives, open doors for young people to study or internships abroad. This not only promotes academic growth, but also enriches cultural experience, develops language skills and helps shape a global worldview.

1. Volunteering: International volunteer organizations like AIESEC, IVHQ, and many others offer opportunities to participate in projects abroad in various fields, from environmental protection to social work. Volunteering develops teamwork skills, responsibility, adaptability and an understanding of cultural characteristics [2].

3. Youth exchanges: Short-term programs aimed at sharing experiences and knowledge between young people from different countries. Participants participate in seminars, trainings, cultural events and joint projects. This helps in establishing contacts, exchanging ideas and strengthening intercultural dialogue.

4. International youth forums and conferences: Platforms for discussing current global issues, sharing experiences and developing joint solutions. Young people have the opportunity to present their ideas, make presentations and get to know representatives of various organizations and countries [3].

5. Online collaboration: In the era of digitalization, online platforms play an important role in international youth cooperation. Social networks, online forums and

projects allow young people to communicate, collaborate and implement joint initiatives, despite the geographical distance.

International cooperation contributes to the formation of a global consciousness among young people. The participation of young people in exchange programs and internships abroad allows them to understand and become aware of global issues such as climate change, social inequality and international conflicts. This leads to the emergence of active citizens who are ready to make changes in their communities and develop themselves personally.

In addition, working in international teams develops intercultural communication and tolerance skills. Young people are learning to accept different points of view, which is important in the modern world. These skills become valuable when looking for a job or creating projects that require collaboration with people from different countries and cultures. Another important aspect of international cooperation is the opportunity to participate in scientific research and innovative projects. Young professionals can share knowledge and technologies, jointly create new ideas and find solutions to current problems. This experience enriches their resumes and makes them more competitive in the international labor market.

As a result, international cooperation among young people plays an important role in the development of the global community. It not only enriches the personal experience of the participants, but also creates the basis for peaceful coexistence in the future, where cooperation and unity become the main factors of development.

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GUYANA: A DANGEROUS JOURNEY

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Guyana is a country that few people know about. However, it is quite an interesting place on the planet. So, let's begin our journey!

Guyana is unique in South America (and in the world!) for many reasons – and it's truly one of the world's best offbeat travel destinations. So yes, even though Guyana is indeed in South America, you'll feel as if you were in the Caribbean!

Guyana has a lot to offer: untouched rainforests, colonial architecture left over from the British, and it is one of the few countries in Latin America where you can speak English [1].

Guyana is a poorly urbanized country, with most of the population working in agriculture. It was a British colony for decades. The city of Georgetown itself, however, is comprised of many different “neighborhoods” such as Agricola, McDoom, Ruimveldt etc. Aside from the capital, Guyana consists of several towns. Between towns are villages and settlements. Some towns may consist of several neighborhoods. The country divided into three counties: Demerara, Berbice, and Essequibo [2].

Guyana, country located in the northeastern corner of South America. Indigenous peoples inhabited Guyana prior to European settlement, and their name for the land, guiana (“land of water”), gave the country its name [3].

While the Amazon further south might be the Queen Bee of rainforest, few people have heard of the Guiana Shield. This is one of the largest stretches of untouched tropical rainforest on the planet, covering 270 million hectares and

crossing into neighbouring Suriname, French Guiana, Brazil, Venezuela and some of Colombia. As a result, some 80 per cent of Guyana is covered in practically impenetrable rainforest. But what you will find here is disconnection from life and the opportunity to stop and appreciate pristine natural landscapes which are visited by few other human.

Guyana in the language of local Indians means "land of many waters", which is not surprising - there are about 5 thousand lakes and swamps, about 200 rivers, many of which are navigable in their lower reaches (the total length of navigable sections of local waterways exceeds 1600 km, although most of them are capable of passing large ships no further than 100-160 km from the sea), more than a thousand waterfalls and a huge number of small forest rivers [4].

In Guyana are three large rivers, the Demerara, Essequibo and Berbice River, which are also the names of Guyana's three counties. You'll also find lots of waterfalls, the best known of which is Kaieteur Falls, the largest single-drop waterfall in the world – much higher than Victoria Falls! [5].

Guyana is one of the last countries in South America that has preserved its natural ecosystem in a virtually untouched state - about 85% of the country's territory is occupied by evergreen forests. At the same time, the dense and almost impenetrable forests of Guyana's interior are widely known for their unique composition of flora and fauna. More than 25 thousand species of plants, more than 200 species of mammals, more than 700 species of fish (including the largest freshwater fish on the planet - arapaima), about 800 species of birds have been discovered here. Moreover, every year 10-11 previously unknown species of plants or animals are discovered here [4].

The northern coast of the country forms a belt of low-lying coastal plains, ranging in width from 8 to 65 km. Most of this region lies below sea level and is protected by a system of dams and canals, many of which were built in the 17th century. Large areas between the dams and the mainland have been either artificially washed up or filled with silt from the Demerara River and turned into agricultural land. It is in this narrow strip that about 90% of the country's population lives and

most of the agricultural crops are grown. However, the southeastern part of the region is very swampy, which creates a less than favorable climate in the region.

Guyana was believed to be home to El Dorado, a mythical city with a king covered in gold on the shores of a lake. Several adventurers, including the famous Sir Walter Raleigh, undertook expeditions to locate the lake – to no avail, of course.

There are many dangerous, but interesting places on our planet. The nature of the Earth is amazing and beautiful, and Guyana is worth visiting. If you love nature and adventure, and you want to visit a place that few others have seen before, get yourself to Guyana, South America as soon as possible! So - on a trip!

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DANZA DE LOS VOLADORES IN MEXICO

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The Danza de los Voladores, or the Dance of the Flyers, is one of Mexico's most fascinating and culturally significant traditions. This ancient ritual combines dance, music, and spirituality, and it has its roots in the pre-Hispanic cultures of Mexico, particularly the Totonac people of Veracruz. The performance is both an awe-inspiring spectacle and a sacred ceremony that embodies Mexico's rich indigenous heritage.

The Danza de los Voladores has ancient origins, dating back over a thousand years. It is believed to have been practiced by the Totonac people of the Veracruz region as part of their religious rituals. The dance was performed as an offering to the gods, specifically to request rainfall and ensure a good harvest. The Totonac people, who are closely connected to agricultural life, relied on this ritual to maintain the balance of nature and seek divine favor for their crops.

The dance involves five performers, one of whom ascends a tall wooden pole while the other four dancers remain at the base, playing music on traditional instruments. The dancer at the top, called "el volador," represents the sun and performs a dramatic descent, spinning in circles as he unwinds the rope tied to his body. The other dancers at the base represent the four cardinal directions: North, South, East, and West. These

directions are symbolic of the forces of nature, with each one associated with a different deity from the Mesoamerican pantheon.

The Danza de los Voladores is much more than a performance; it is a deeply spiritual ritual. Each aspect of the dance has symbolic meaning. The pole itself represents the central axis of the world, connecting the heavens, Earth, and the underworld. The flyer's climb and descent embody the movement between these realms. The flyer's spiraling descent is said to represent the movement of the sun across the sky and is a symbol of life, death, and rebirth.

The four dancers at the base of the pole play a crucial role in the ritual, as they represent the four cardinal directions. Each direction is associated with a specific deity. The North is connected with the god of death and the underworld, while the East is associated with the god of the dawn and renewal. The South represents fertility, and the West is linked to the goddess of the night. Together, these directions form a symbolic map of the cosmos, representing the interconnectedness of all natural forces.

Music is an integral part of the ritual, as the drumming and flute-playing help to invoke the gods and guide the flyer's descent. The rhythmic sounds are considered to hold spiritual power, further enhancing the ceremonial nature of the dance. The performance itself is an offering to the gods, a plea for fertility, rain, and protection.

Over the centuries, the Danza de los Voladores has endured despite the colonial suppression of indigenous traditions. While the Spanish sought to eradicate many aspects of indigenous culture, the Totonac people, along with other indigenous groups, continued to practice the dance in secret. Today, the Danza de los Voladores has evolved, but it has retained its

sacred meaning for the indigenous communities that perform it.

In 2009, UNESCO recognized the Danza de los Voladores as an Intangible Cultural Heritage of Humanity, acknowledging its importance in preserving the cultural traditions of Mexico. This recognition has helped ensure the dance's survival, allowing it to be passed down to new generations. Today, the Danza de los Voladores is performed at cultural festivals, religious ceremonies, and public celebrations across Mexico. It is particularly common in the state of Veracruz, where the Totonac people continue to practice it as part of their ongoing cultural identity.

While the dance is now performed for both indigenous communities and tourists, its spiritual significance remains strong. The Danza de los Voladores continues to serve as a symbol of Mexico's indigenous heritage and resilience, reminding us of the deep connection between the people, nature, and the divine.

The Danza de los Voladores is a powerful representation of Mexico's indigenous traditions and spiritual beliefs. Rooted in the ancient cultures of Mesoamerica, this ritual brings together the elements of dance, music, and symbolism to convey a deep connection between humanity and the forces of nature. Though it has been adapted for modern audiences, the dance remains a vital expression of Mexico's cultural identity. By preserving and honoring this tradition, Mexico continues to celebrate its rich indigenous heritage and the timeless connection between the Earth and the heavens.

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CULTURAL TOURISM AND ITS CONSEQUENCES

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Cultural tourism as a form of tourism focused on the knowledge and experience of the cultural heritage of the place visited. It includes visits to museums, historical monuments, participation in cultural events, and acquaintance with local traditions, art and cuisine. However, despite the obvious advantages, cultural tourism has both positive and negative consequences that require detailed consideration.

Positive effects of cultural tourism:

- Economic development: Cultural tourism is an important source of income for many regions and countries. It creates jobs in the field of hospitality, transport, catering, guides, souvenir trade and other related industries. Tourist revenues can be used to restore cultural monuments, develop infrastructure and support local communities.
- Preservation of cultural heritage: Income from cultural tourism can be used for the preservation and restoration of historical and cultural monuments. Tourism also promotes the popularization of local traditions and art, which can draw attention to the importance of their preservation.
- Intercultural exchange: Cultural tourism promotes mutual understanding and

respect between representatives of different cultures. Tourists have the opportunity to get to know other cultures from the inside, communicate with local people and understand their values and traditions. Such an exchange can promote tolerance and strengthen international relations.

- Improving the standard of living of the local population: Income from tourism can lead to an increase in the standard of living of the local population, creating new opportunities for business development and employment.

- Infrastructure development: To attract tourists, the infrastructure of the region is often developed – roads, hotels, museums and other facilities are being built. This can benefit not only tourism, but also local residents.

Negative effects of cultural tourism:

- Commercialization of culture: Desire to maximize profits can lead to the commercialization of culture. Authentic cultural traditions can be distorted or used for commercial purposes. Sometimes culture turns into a spectacle for tourists, losing its soul.

- Destruction of cultural heritage: A massive influx of tourists can lead to the destruction or damage of cultural monuments. The constant flow of people wears out the facilities, and insufficient funding does not allow for timely restoration work.

- Environmental problems: Cultural tourism can have negative environmental consequences, such as environmental pollution, depletion of water resources and destruction of natural landscapes. Sometimes tourism does more harm to nature than income.

- Social conflicts: A massive influx of tourists can also lead to social conflicts between the local population and tourists. Rising prices for housing and goods, street pollution, and the imposition of their culture by tourists can cause dissatisfaction among local residents.

- Authenticity and stereotypes: Cultural tourism often presents a distorted picture of local culture, focusing on stereotypes and simplistic representations. This can lead to a misunderstanding and simplification of the complex cultural reality.

- Infrastructure overload: One more result of a great amount of tourists is an

overload of infrastructure, which will create inconveniences for both tourists and the local population. Problems with transport, lack of places in hotels and restaurants, long queues at museums and other cultural institutions.

- Uneven distribution of income: Income from cultural tourism may be unevenly distributed, benefiting only certain groups of the population or companies.

In order to minimize the negative effects of cultural tourism, it is necessary to develop and implement sustainable tourism development strategies. This includes regulating the flow of tourists, creating special tourist zones, investing in infrastructure, protecting the environment and preserving cultural heritage, as well as training the local population in the field of tourism. It is also important to promote responsible tourism by encouraging tourists to respect local culture and the environment. Only with this approach, cultural tourism can become a real engine of economic development and preservation of cultural heritage.

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ECONOMIC CULTURE: THE ESSENCE AND CHARACTERISTICS

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Economic culture is the most important aspect of the development of society, determining both individual and collective behavior in the field of economic relations. It includes a set of knowledge, norms, values and traditions that shape the economic consciousness of citizens and influence their daily actions.

The relevance of this topic is due to the growing challenges of our time, such as globalization, digitalization and the need for sustainable development. In a rapidly changing economic environment, understanding and shaping economic culture are becoming crucial factors for achieving socio-economic goals.

The characteristics of economic culture include such aspects as the level of financial literacy, entrepreneurial activity, social responsibility and business ethics. The development of these components makes it possible to create a more efficient and adaptive economic environment that promotes innovation and improves the quality of life.

Economic culture is an essential component of the development of society, covering not only financial aspects, but also moral, ethical and cultural elements that influence the behavior of individuals and communities. It includes knowledge, skills and values that shape people's attitudes to economic processes and market interaction.

The development of economic culture contributes to the formation of a society focused on innovation and sustainability. In the context of globalization and rapid technological progress, it is necessary to develop critical thinking and financial literacy among the population, which will allow citizens to participate more actively in economic life.

The issues of economic culture were considered by a number of Russian scientists. It should be noted that Naidenova T. A. considers "... the content of economic culture as a set of values, norms, conditions of adaptation, as well as motives for activity in a society whose integral part of existence is the system of commodity-money relations ..." [1, P. 149].

Ledenev V. V. identifies economic culture with personality, arguing that "... it determines the creative orientation of human economic activity in the process of production, distribution and consumption ..." [2, p. 61].

Lopatkin G. V. notes the importance of economic culture, focusing on ethnic and social specifics. "... This specificity comes from various living conditions and is determined by these conditions..." [4, p. 106].

Thus, the study of economic culture becomes not only a scientific necessity, but also a practical tool for shaping a sustainable future based on responsibility and knowledge in the economic sphere.

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WELCOME TO AFGHANISTAN

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Afghanistan, officially the Islamic Emirate of Afghanistan, is a landlocked country located at the crossroads of Central Asia and South Asia.

Afghanistan has had a tumultuous recent past. In the last three decades, the country has been occupied by Soviet troops and US-led international forces, and in the years in between has been ruled by militant groups, including the infamously oppressive Taliban. Throughout the changing political landscape of Afghanistan in the last fifty years, women have been campaigning for their rights and made some gains but the issue has also been exploited by different groups for political gain, sometimes being improved but often being abused.

From 1954 to 1978, Afghanistan received over \$1 billion in aid from the Soviet Union to boost its economy and infrastructure. This aid aimed to foster relations and improve the quality of life for Afghans. While much of the world was embroiled in wars during the early 20th century, Afghanistan remained largely neutral, focusing on its development and modernization. During this period, Afghan women enjoyed equality, freedom in dress, and access to education. Today, however, women face severe restrictions and dangers for not adhering to strict dress codes or for seeking education. Back then, Afghanistan was breaking free from a closed mindset, allowing

its people to choose their own paths and live their lives freely. The shift from a traditional Islamic lifestyle to a more Western way of living frustrated some people, leading to the formation of an organized terrorist group that imposed their own laws. The Mujahideen, adhering to their ancient Islamic beliefs, resisted the changes brought by modernization. In the late 1970s, these extremists began revolting against the new ways, and in 1978, they committed their first killings. Since then, Afghanistan has never been the same.

Who Are The Taliban?

The Taliban is a group that emerged in 1994 after years of conflict. Many of their members were former Mujahedeen fighters who had been trained in Pakistan during Afghanistan's civil war in the '80s and '90s. They came together with the aim of making Afghanistan an Islamic state and ruled in Afghanistan from 1996 until 2001. Since then, the group has become notorious for their human rights abuses, especially towards women and girls. Under the Taliban, women and girls were discriminated against in many ways just for being women and girls. The Taliban enforced their version of Islamic Sharia law.

The new Taliban laws

The new Taliban laws, which prohibit women from speaking or showing their faces outside their homes, have been condemned by the UN and human rights groups. The Taliban introduced a series of new "vice and virtue" laws, approved by their supreme leader Hibatullah Akhundzada. These laws mandate that women must fully veil their bodies, including their faces, in thick clothing at all times in public to prevent leading men into temptation and vice.

Additionally, women's voices are considered potential instruments of vice, and under the new restrictions, they are not allowed to be heard in public. Women are also prohibited from singing or reading aloud, even within their homes. The new laws state that whenever an adult woman leaves her home out of necessity, she must conceal her voice, face, and body. If a mother needs to calm her crying baby in

public, she'd better not sing to the child or she may face punishment "in a manner deemed appropriate by Taliban officials," and if she must speak it would be just a whisper. The report makes no mention of exceptions made for emergency situations. Men are also required to cover their bodies from their navels to their knees when outside their homes.

Furthermore, Afghan women are now forbidden from looking directly at men to whom they are not related by blood or marriage. Taxi drivers will face punishment if they transport a woman without a suitable male escort.

Women or girls who fail to comply with these laws can be detained and punished as deemed appropriate by Taliban officials responsible for enforcing the new regulations.

In summary, the new laws in Afghanistan severely restrict women's freedoms, demanding they completely veil their bodies and prohibiting them from speaking or showing their faces in public. These measures represent a significant regression for women's rights in the country. The regulations not only curtail women's autonomy but also impose stringent controls on their everyday lives, sparking global condemnation from the UN and human rights organizations. The international community views these laws as an alarming step backward in the fight for gender equality and basic human rights in Afghanistan.

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INSPIRING ISTANBUL AS A CENTER OF ATTRACTION FOR YOUNG PEOPLE

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Istanbul is a city that mesmerizes and inspires with its rich history, cultural diversity, and vibrant energy. This metropolis, straddling Europe and Asia, serves as a magnet for young people from around the world. Istanbul attracts and inspires youth offers a deep dive into the unique atmosphere of a city where tradition intertwines with modernity, and innovation goes hand in hand with centuries-old customs. Young people flocking to Istanbul find not only opportunities for education and careers but also a space for self-expression and creativity. In this city, where every corner breathes history, young individuals discover an endless source of inspiration. Renowned cultural events, festivals, exhibitions, as well as street art and nightlife, make Istanbul a center of attraction for those seeking new experiences and wanting to be part of something greater [1].

Walking through Istanbul, one can witness the grandeur of its past in landmarks such as the Hagia Sophia, which stands as a symbol of the city's historical transition from a Christian basilica to a mosque, and now a museum. The Topkapi Palace offers a glimpse into the opulent lives of Ottoman sultans, while the Blue Mosque enchants visitors with its stunning beauty and serenity. The Grand Bazaar, one of the world's oldest and largest covered markets, continues to buzz with the same energy and

commerce that have thrived there for centuries [2]. The influence of different cultures on the lives of young people in Istanbul is profound and multifaceted. As a crossroads between East and West, Istanbul is a melting pot where diverse cultural traditions coexist and interact. This cultural diversity enriches the lives of the city's youth, offering them a unique blend of experiences and perspectives. Young people in Istanbul benefit from an environment where they can explore a variety of artistic expressions, from traditional Turkish music and dance to contemporary art and fashion. The city's cultural festivals and events celebrate this diversity, providing platforms for young talents to showcase their work and connect with like-minded individuals from around the world. Istanbul, as a vibrant and dynamic city, offers a wealth of educational opportunities and pathways for personal and professional development. The accessibility of education in Istanbul is bolstered by a wide array of institutions that cater to diverse academic interests and career aspirations. Education in Istanbul is generally accessible, with a comprehensive system of public and private schools, as well as numerous higher education institutions. The city is home to many reputable universities and colleges that attract students both from within Turkey and around the globe [3].

Examples of Educational Institutions: Boğaziçi University: known for its rigorous academic standards and strong emphasis on research, Boğaziçi University is a top choice for students pursuing degrees in engineering, natural sciences, social sciences, and humanities. Istanbul University: As one of the oldest and most prestigious universities in Turkey, Istanbul University offers a wide range of undergraduate, graduate, and doctoral programs. Koç University: a private institution renowned for its high-quality education and research output, Koç University provides programs in fields such as business, engineering, and social sciences. The university's strong ties with the industry and international academic partnerships enhance its reputation. The accessibility of education, combined with the quality and diversity of programs offered, ensures that students have ample opportunities for development and growth in this vibrant city. Istanbul, as one of the most significant economic hubs

in Turkey and the broader region, offers a robust and dynamic economic landscape. The city boasts a diverse economy, with strong sectors including finance, manufacturing, trade, tourism, and technology. The economic situation in Istanbul is characterized by its resilience and adaptability. Despite global economic challenges, Istanbul has managed to maintain steady growth, driven by its strategic location, entrepreneurial spirit, and well-established infrastructure. The city is home to many multinational corporations, regional headquarters, and a thriving small and medium-sized enterprise (SME) sector. Additionally, Istanbul's well-developed transportation and logistics network, including major ports and airports, supports its role as a key trade gateway between Europe and Asia. Istanbul is the financial heart of Turkey, with a concentration of major banks, financial institutions, and stock exchanges. Young professionals in finance have access to a wide range of career opportunities, from investment banking to financial analysis and consulting. As a major tourist destination, Istanbul offers extensive opportunities in the tourism and hospitality sector. Young professionals can find careers in hotel management, travel agencies, event planning, and cultural tourism. The city's ability to blend tradition with modernity, along with its strategic geographic location, makes it an attractive destination for those seeking to advance their careers and pursue new professional challenges [4].

In my opinion, Istanbul's allure for young people lies in its unique ability to harmoniously blend the old with the new. The city's rich cultural heritage, combined with its modern amenities and opportunities, creates a stimulating environment where tradition and innovation coexist. Young people are drawn to Istanbul's vibrant atmosphere, where they can pursue their academic and professional goals while immersing themselves in a culturally diverse and dynamic setting. The city's continuous evolution and adaptability ensure that it remains a center of attraction for future generations. In summary, Istanbul's rich history, educational opportunities, and economic prospects, along with its vibrant cultural scene and multicultural environment, make it a truly inspiring city for young people.

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THE CONCEPT AND HIERARCHY OF SOURCES OF LAW IN SPAIN

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In Spanish legal science, the concept of a source of law is used in several meanings. Firstly, it can refer to the source of the principles of law, which is examined through the lenses of philosophy, history, and sociology. Secondly, the source of law creation represents the form of its expression. Thirdly, the source of legal knowledge pertains to the methods by which law is understood and interpreted.

There are various classifications of sources of law, which can be divided according to several criteria: by form of expression (written and unwritten), by legal force (renewing and repealing), by chronological criteria, by the constitutional function of the issuing body, by the competence of state organs, and by normative hierarchy. At the top of the hierarchy of sources of law in Spain is the Constitution of 1978. It has a democratic character and guarantees the rights and freedoms of citizens, as well as autonomy and the separation of powers. The Constitution is considered the "supreme norm," a status confirmed by the rulings of the Constitutional Court, which emphasizes that it is directly applicable law and not a

programmatic declaration. Laws, as sources of law, are enacted by the Cortes, sanctioned, and promulgated by the King. In Spanish law, laws are divided into organic and ordinary laws. Organic laws develop the fundamental norms of the Constitution and pertain to the organization of the Spanish state and the rights of citizens. They require an absolute majority of votes for adoption and, by their nature, occupy a high position in the hierarchy of sources of law [1, c. 97-98].

Ordinary laws, in turn, are divided into those adopted in plenary sessions of the Congress chambers and those approved by legislative committees. Legislative committees may adopt bills on behalf of the Congress, but at any moment, the chambers may require discussion and voting in a plenary session. Among ordinary laws, there are harmonization laws, which are adopted to align the regulatory provisions of Autonomous Communities. Decrees and legislative decrees also play a significant role. Decree-laws are issued in emergency situations and must be immediately discussed and approved by Congress. Legislative decrees are adopted by the government based on powers delegated to it by the Cortes [2, ct. 133].

Finally, Spain also has subordinate legislative acts, such as royal decrees, government decrees, and ministerial acts at the state level, as well as acts of governmental councils and local authorities at the level of Autonomous Communities. All these acts must comply with constitutional requirements and are subject to parliamentary oversight, emphasizing the importance of maintaining legal order in the country [3, ct. 42].

Customs, as a source of law in Spain, is considered unwritten law and is recognized at the constitutional level. The Constitution contains provisions related to customs that pertain to various aspects of power, such as the titles of the monarch and the heir apparent, which are preserved by tradition (paragraph 2 of Article 56 and paragraph 2 of Article 57). It also mentions the historical rights of territories known as *fueros*, and the role of judicial bodies operating based on customs and traditions (Article 125). It is important to note that custom serves as a source to varying degrees across different branches of law. In constitutional law, the role of custom remains a

subject of debate, while in civil law, it is unequivocally one of the key sources of law, as indicated in Article 1 of the Spanish Civil Code, where it is mentioned alongside law and general legal principles.

General legal principles are also regarded as an important source of law. These principles are not always articulated in laws, but their knowledge and observance form an essential part of the legal culture necessary for effective participation in legal activities and the resolution of cases [4, ct. 37].

The rulings of the Constitutional Court of Spain have their own specificity and are often criticized as a source of law. Although the court's activity is aimed at strengthening and developing constitutional principles, its most notable cases often concern constitutional conflicts between authorities. An example is the ruling on the unconstitutionality of several provisions of the Statute of Catalonia, which was adopted in an established manner. Nevertheless, due to the court's active role in protecting citizens' rights and the large number of cases it has addressed, the interpretation of most provisions of the Constitution is no longer possible without considering its position.

International law is also an important source of law in Spain. A particularly significant group consists of acts of the European Union, whose characteristics should be taken into account in the context of the influence of international law and the law of regional international organizations. Furthermore, the decisions of the European Court of Human Rights are binding on Spain, underscoring the importance of international norms and standards in the Spanish legal system [5, ct. 89-95].

Thus, the system of sources of law in Spain represents a complex and multi-layered mechanism in which written and unwritten norms, as well as principles, court rulings, and international acts, interact to create a rich legal culture that contributes to the effective functioning of the country's legal system.

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SINGAPORE AS ONE OF THE FOUR ASIAN TIGERS

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The Four Asian Tigers is the informal name for the economies of South Korea, Singapore, Hong Kong and Taiwan, which demonstrated very high rates of economic growth from the early 1960s until the financial crisis of the 1990s. Singapore, being the smallest and southernmost of the Asian Tigers, has a rich history, starting from the Brittrading post in 1819 to its independence in 1965 after a brief union with Malaysia [1].

Ethnic diversity and tensions between the Chinese population and Malays played a key role in Singapore's independence, which was excluded from the Malaysian Federation in 1965. After gaining independence, Singapore faced high unemployment, crime, and low literacy rates, which cast doubts on its economic prospects [2].

Under the leadership of Lee Kuan Yew, who served as prime minister from independence until 1990, Singapore opened up to the world and actively developed its economy through investments and the creation of a favorable infrastructure. Political stability and effective governance are crucial elements that underpin Singapore's economic development. Low levels of corruption and the transparency of government operations make the country attractive to foreign investors and foster business growth. An efficient legal system based on common law and the observance of law and order creates a reliable environment for conducting commercial activities.

Singapore became a hub for the processing and transit of goods, leveraging its geographical position to establish a free trade zone and attract foreign investments, thanks to its deep-water harbor between Europe, Australia, and the west coast of the Americas. The establishment of the Jurong Industrial Centre and other manufacturing zones attracted foreign companies, helping Singapore become an important player in international trade.

Singapore became a leading financial center in the region, with a booming stock market and the establishment of the national airline Singapore Airlines, contributing to its economic prosperity and strengthening international ties. Singapore took a leading position in oil trading and refining, becoming the largest oil refining center in the world by the early 1970s. Singapore chose a path of economic growth without broad political freedoms, which enabled the impressive economic indicators, including an unemployment rate of 2% and a GDP per capita of over \$87 734,26 by 2023. The success of Singapore was part of a broader trend of growth among the Asian Tigers amid favorable global economic conditions in the 1960s, which ensured significant demand for goods and services [3].

The public sector is used both as an investor and as a catalyst for economic development and innovation. The government of Singapore has two sovereign wealth funds, Temasek Holdings and GIC Private Limited, which are used to manage the country's reserves. Initially the state's role was oriented more toward managing industries for economic development, but in recent decades the objectives of Singapore's sovereign wealth funds have shifted to a commercial basis. Government-linked corporations play a substantial role in Singapore's domestic economy. State ownership is prominent in strategic sectors of the economy, including telecommunications, media, public transportation, defence, port, airport operations as well as banking, shipping, airline, infrastructure and real estate [4].

A key factor in Singapore's success is its education system and the development of human capital. Significant investments in education allow for the formation of a highly skilled workforce, creating conditions for continuous innovation and increased productivity. This has contributed not only to economic growth but also to the improvement of citizens' quality of life.

Singapore is also known for its modern infrastructure, which is considered among the best in the world. Well-developed transportation systems and high-quality logistics services position the country as a key player in international trade. Furthermore, the government actively implements "smart" technologies that optimize urban infrastructure and enhance quality of life.

These points highlight Singapore's unique journey from a colonial past to an independent and economically successful state, based on the strategies of openness, industrialization, and effective governance. The state's social policy is aimed at ensuring a high quality of life for its citizens. The government pays attention to improving housing conditions, healthcare, and social protection, contributing to sustainable economic growth and social stability.

As one of the Four Asian Tigers, Singapore demonstrates that strategic management, a focus on education, political stability, and social initiatives can lead to economic prosperity and a high quality of life. The Singaporean development model

serves as a valuable case study for countries striving for sustainable economic growth and social well-being.

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CULTURE AND TECHNOLOGY

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Social media algorithms contribute to the creation of filter bubbles by limiting young people's access to different points of view and impeding intercultural understanding.

The growing number of online gaming communities promotes intercultural interaction and friendship, but also creates problems related to security and inclusivity on the Internet.

Young people's access to information about global events through digital media has increased their political awareness but also exposes them to disinformation and propaganda.

Travel, both real and virtual, expands young people's perceptions of different cultures, but it can also reinforce stereotypes and reinforce existing inequalities.

The consumption of global news media by young people shapes their understanding of international events, but it may be influenced by biases and differences in journalistic standards across countries.

Youth participation in volunteer activities and humanitarian initiatives reflects a growing sense of global civic responsibility and a desire to have a positive impact on the world.

The use of social media platforms by governments and political organizations influences how young people participate in political processes and form their political opinions.

Young people's understanding of history is often shaped by digital platforms and interactive technologies that can open up new perspectives but also create problems related to accuracy and bias.

The growing awareness of young people about social justice issues leads to the emergence of new forms of activism and social movements both online and offline.

The use of technology by young people affects their interpersonal relationships, communication styles, and overall social well-being, presenting both advantages and disadvantages.

The participation of young people in addressing global health challenges, especially those related to pandemics and public health crises, underscores the interconnectedness of the world and the importance of international cooperation.

Digital literacy and access to information play a crucial role in shaping young people's understanding of global events and their involvement in global issues.

Globalization promotes the spread of youth subcultures outside countries, promoting intercultural understanding but also creating problems related to cultural homogenization and the potential loss of local traditions.

Digitalization of cultural heritage provides greater access, but raises concerns about authenticity and the potential loss of traditional knowledge.

Social media platforms act simultaneously as distributors and translators of cultural norms and values, forming social interactions and influencing the formation of identity.

Streaming services promote cultural homogenization by favoring content that is popular worldwide and potentially displacing local and regional productions.

The use of technology in artistic creation expands the possibilities of artistic expression, challenging traditional ideas about art and creativity.

Virtual reality technologies provide immersive experiences that can enhance cultural understanding and empathy by simulating different cultural contexts.

Artificial intelligence (AI) is transforming cultural production through tools such as art, music, and literature created by AI, raising questions about authorship, originality, and artistic value.

Online communities and forums play an important role in the preservation and transfer of cultural knowledge, providing a space for the exchange of traditions and promoting intercultural exchange.

The use of technology in education can both promote and hinder cultural development, depending on pedagogical approaches and the availability of resources.

Digital technologies are changing the way oral traditions are preserved and transmitted, providing new tools for documentation and dissemination, but also raising concerns about authenticity.

JOURNEY TO JAPAN: "LAND OF THE RISING SUN"

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Japan, island country lying off the east coast of Asia. It consists of a great string of islands in a northeast-southwest arc that stretches for approximately 1,500 miles (2,400 km) through the western North Pacific Ocean. Nearly the entire land area is taken up by the country's four main islands; from north to south these are Hokkaido (Hokkaidō), Honshu (Honshū), Shikoku, and Kyushu (Kyūshū). Honshu is the largest of the four, followed in size by Hokkaido, Kyushu, and Shikoku. In addition, there are numerous smaller islands, the major groups of which are the Ryukyu (Nansei) Islands (including the island of Okinawa) to the south and west of Kyushu and the Izu, Bonin (Ogasawara), and Volcano (Kazan) islands to the south and east of central Honshu. The national capital, Tokyo (Tōkyō), in east-central Honshu, is one of the world's most populous cities.

The name for Japan in Japanese is written using the kanji and is pronounced Nippon or Nihon. Before was adopted in the early 8th century, the country was known in China as Wa and in Japan by the endonym Yamato. Nippon, the original Sino-Japanese reading of the characters, is favored for official uses, including on Japanese banknotes and postage stamps. Nihon is typically used in everyday speech and reflects shifts in Japanese phonology during the Edo period. The characters mean "sun origin", which is the source of the popular Western epithet "Land of the Rising Sun".

Contemporary Japanese culture combines influences from Asia, Europe, and North America. Traditional Japanese arts include crafts such as ceramics, textiles, lacquerware, swords and dolls; performances of bunraku, kabuki, noh, dance, and rakugo; and other practices, the tea ceremony, ikebana, martial arts, calligraphy, origami, onsen, Geisha and games. Japan has a developed system for the protection and promotion of both tangible and intangible Cultural Properties and National Treasures. Twenty-two sites have been inscribed on the UNESCO World Heritage List, eighteen of which are of cultural significance. Japan is considered a cultural superpower [1].

Japan has been inhabited since the Upper Paleolithic period (30,000 BC). Between the fourth and ninth centuries, the kingdoms of Japan became unified under an emperor and the imperial court based in Heian-kyō. Beginning in the 12th century, political power in Japan was held by a series of military dictators (shōgun) and feudal lords (daimyō), and enforced by a class of warrior nobility (samurai). After a century-long period of civil war, the country was reunified in 1603 under the Tokugawa shogunate, which enacted an isolationist foreign policy. In 1854, a United States fleet forced Japan to open trade to the West, which led to the end of the shogunate and the restoration of imperial power in 1868. In the Meiji period, the Empire of Japan adopted a Western-modeled constitution, and pursued a program of industrialization and modernization. Amidst a rise in militarism and overseas colonization, Japan invaded China in 1937 and entered World War II as an Axis power in 1941. After suffering defeat in the Pacific War and two atomic bombings, Japan surrendered in 1945 and came under a seven-year Allied occupation, during which it adopted a new constitution [2].

Japan has over 125 million inhabitants and is the 11th most populous country in the world, as well as one of the most densely populated. About three-fourths of the country's terrain is mountainous, concentrating its highly urbanized population on narrow coastal plains. Japan is divided into 47 administrative prefectures and eight traditional regions. The Greater Tokyo Area is the most populous metropolitan area

in the world. Japan has the world's highest life expectancy, although it is experiencing a population decline due to its very low birth rate [3].

Japan has the world's fourth-largest economy by nominal GDP, after that of the United States, China and Germany; and the fourth-largest economy by PPP. As of 2021, Japan's labor force is the world's eighth-largest, consisting of over 68.6 million workers. Japan was the world's fifth-largest exporter and fourth-largest importer in 2022. Its exports amounted to 18.2% of its total GDP in 2021. As of 2022, Japan's main export markets were China (23.9 percent, including Hong Kong) and the United States (18.5 percent). As of 2022, Japan has a low unemployment rate of around 2.6%. Its poverty rate is the second highest among the G7 nations, and exceeds 15.7% of the population. Japan has the highest ratio of public debt to GDP among advanced economies, with national debt estimated at 248% relative to GDP as of 2022. The Japanese yen is the world's third-largest reserve currency after the US dollar and the euro.

Japan is a country with a rich history, unique culture, advanced technology, and a strong economy. It is known for its beautiful landscapes, ancient temples, delicious cuisine, and traditional arts. The Japanese people are known for their discipline, politeness, and hardworking nature. Overall, Japan remains a fascinating and influential country that continues to captivate people from around the world [4].

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JAPANESE LEGAL SYSTEM

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The Japanese legal system has its roots in the Meiji Restoration period, which began in 1868. The modern legal system was established after the Meiji Restoration, influenced by German public law, the French Civil Code, and later by American law. The Constitution of Japan, which came into force in 1947, serves as the foundation for the legal system. The Japanese legal system is based on a civil law tradition, known as the “Roppo” system, which consists of a comprehensive set of laws. However, the system also incorporates elements of case law, making it a hybrid system. The Constitution of Japan, which was adopted in 1947, serves as the fundamental law of the country. It establishes Japan as a constitutional monarchy, with the Emperor as a symbol of the state and unity of the people [1].

The legislative power is exercised by a freely elected bicameral parliament, which is responsible for enacting laws. The executive branch is headed by the Cabinet and the Prime Minister, who are accountable to the parliament. The judicial branch operates independently, with the Supreme Court at the apex. The Japanese legal system is characterized by a comprehensive set of laws, including the Civil Code, which was first enacted in 1898 and significantly revised in 1947. The Civil Code governs civil, family, and property law. The Commercial Code, which was

enacted in 1889, has also been revised and supplemented by various “special laws” to keep up with changing business practices. The criminal justice system is based on the Criminal Code, which came into force in 1908 and has been revised multiple times. Some crimes are covered by “special laws” rather than the Criminal Code. The Japanese legal system is known for its low crime rate and emphasis on non-coercive measures during investigations. The judicial system consists of the Supreme Court, high courts, local courts, family courts, and disciplinary courts. The courts have numerous branches throughout the country. The Japanese legal system is undergoing reform to make it more accessible and efficient [2].

Additionally, it is important to note that the Japanese legal system places significant emphasis on alternative dispute resolution (ADR) methods, such as mediation and arbitration. These mechanisms are encouraged to resolve conflicts outside of traditional court settings, promoting amicable settlements and reducing the burden on the judicial system. In recent years, there has been a growing recognition of the importance of human rights within the legal framework, leading to increased efforts to protect individual rights and ensure fair trial standards. Furthermore, Japan's approach to criminal justice often focuses on rehabilitation rather than punishment, reflecting cultural values that prioritize social harmony and reintegration of offenders into society [3].

The Japanese legal system has evolved significantly since the Meiji Restoration, incorporating elements from various legal traditions. It has proven to be a successful model, providing a stable foundation for Japan’s post-war development and ongoing modernization.

CULTURAL ISSUES IN MODERN SOCIETY THROUGH THE EYES OF YOUTH

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The issue of the presence of a cultural component in the life of modern Russian youth is currently one of the priorities in the development of state youth policy. This is primarily due to the fact that building a civil society today is not possible without a comprehensively developed personality. The lack of a high-quality and meaningful cultural and educational process, the influence of a Western "cheap" cultural product and the dominance of entertainment content in the domestic media are a whole range of negative factors affecting the spiritual and moral development of young people, which in turn has a negative impact on the life of modern society. [1, с. 3]

In 2013, the Federation of Trade Unions of the Republic of Bashkortostan conducted a sociological study – "Modern Youth and Culture", the purpose of which was to determine the state of cultural life of such a socio-age group as youth. The questionnaire consisted of 15 questions that related to visiting cultural institutions, determining a favorite vacation spot, reading books or its absence in the lives of young people, knowledge of the history and culture of their native land, as well as recognition or denial of the process of dehumanization at the present time. In general, the test results were disappointing – the cultural perception of modern youth is at a low level. Moreover, over 75% of respondents admit that culture is currently being dehumanized. [2, с. 5]

As part of the Year of Culture announced by the President of the Russian Federation, on April 9, 2014, the Federation of Trade Unions of the Republic of Bashkortostan organized and held a round table on the topic "Modern youth and

Culture", which was attended by figures of education and culture, representatives of state authorities and public organizations. The participants of the round table came to the unanimous opinion that the creation of a unified cultural space in the Republic of Bashkortostan will contribute to improving the moral climate, curbing the spread of antisocial phenomena in society, being a powerful factor in the spiritual development of society as a whole and, most importantly, youth.

Cultural issues significantly impact modern society, shaping identity, values, and social interactions. Youth, as the most dynamic demographic, face unique challenges and perspectives regarding cultural phenomena. This thesis explores key cultural issues as perceived by young people, focusing on identity, globalization, social media influence, and social justice.

Many young individuals experience an identity crisis due to conflicting cultural influences from family, society, and global media. The struggle to balance heritage and modernity leads to questions about authenticity and belonging.

Globalization exposes youth to diverse cultures but can also lead to cultural homogenization where local traditions are overshadowed. Young people express concern over the loss of cultural diversity and the rise of a consumer culture that promotes conformity.

Social media platforms play a crucial role in shaping cultural narratives and trends, often amplifying issues of representation and diversity. Youth leverage social media to express their cultural identities, but they also confront challenges such as cyberbullying, misinformation, and unrealistic ideals. [3, c. 2]

The debate surrounding cultural appropriation versus appreciation is prevalent among youth, with a focus on respect and understanding of different cultures. Young voices often argue for more accountability and sensitivity in how cultures are represented and shared.

Youth are increasingly involved in social justice movements, utilizing cultural expressions such as art, music, and literature to advocate for change. There is a strong

desire among young people to address issues like racism, sexism, and climate change through a cultural lens. [2, c. 16]

The cultural issues observed by youth today highlight a complex interplay between tradition and modernity, local and global influences, and individual and collective identities.

Understanding these perspectives is crucial for fostering a more inclusive and aware society.

The cultural needs of young people should be considered in the dialectical interrelation of two forms of their manifestation, expressed in the production of culture and consumption of created cultural values.

Changes are taking place in the structure of the cultural needs of young people. If earlier it was dominated by a focus on creative activities, today the priority of creative activity has been lost.

In general, young people are not completely satisfied with the opportunities that cultural and leisure institutions can offer. Over time, both the cultural needs of young people and the opportunities to meet them have undergone significant changes. Research in the first half of the 90s noted a decrease in young people's interest in the book. If the number of active readers among the adult population was 75%, then in the youth audience it was only 40%. Today, libraries and reading rooms again have the largest audience of visitors among cultural institutions. [3, c. 4]

The youth returns to the book. 63% of young people claim to like reading, while 55% of young people say that it is related to work or study.

The topic of cultural needs is relevant because the culture of youth is generally a reflection of the culture of all people. Studying youth is an important process, because youth is the future of the country, and culture is the criterion for determining this future. The word culture is understood as cultivation, upbringing, education, development, reverence, it is a historically defined level of development of society and man, expressed in the types and forms of organization of people's lives and

activities, as well as in the material and spiritual values they create. In the modern definition, culture is common to all, relatively stable beliefs, attitudes and values that exist within an organization. If we consider youth by the second definition, as an organization, then it has its own culture, which is common to all. [4, c. 15]

In order to develop and spiritually renew all spheres of citizens' lives, society should be interested in people using their free time. This is a very important issue, as it concerns young people, and they are the most active social group and are at the stage of social formation and development. The cultural preferences of young people are diverse, but young people do not always choose them correctly and spend their time incorrectly.

Young people consider and highlight their culture, this is due to the fact that the roles of youth are not socially defined and young people are insecure about their social status, since young people are the most vulnerable group in society. [5, 7]

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FEATURES OF TOURISM ORGANIZATION IN THE CONTEXT OF MODERN CHALLENGES

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Tourism is an important component of the economic development of many countries. It not only beneficial for the budget of states, creating jobs and contributing to the development of infrastructure, but also promotes cultural exchange and international cooperation. However, in the face of modern challenges such as the COVID-19 pandemic, economic sanctions and political instability, financial constraints, security, cultural barriers etc., the organization of tourism faces a number of problems. In this article, we focus at the specifics of organizing tourism in such conditions and ways to get acquainted with the culture of the country of the target language.

Challenges faced by the tourism sector:

The COVID-19 pandemic. The worldwide pandemic of the coronavirus has critically affected all sectors of the economy, and tourism is no exception. Most trips were canceled and borders were closed, which led to a sharp decrease in the number of tourists.

Economic sanctions. In the context of international instability, many countries are facing economic sanctions, which makes it difficult to attract foreign tourists. This is especially true for countries that have traditionally depended on the flow of tourists.

Political instability. Conflicts, protests and other political crises can make the country less attractive to tourists, which negatively affects its economy.

Financial hardship. For many people, travel is becoming unaffordable due to economic difficulties caused by the pandemic and economic uncertainty.

Safety. The general concern about safety also affects people's desire to travel. The higher the crime rate or the threat of terrorism, the less likely it is to attract tourists.

Cultural barriers. One of the most important problems in the organization of tourism is cultural barriers, which can make it difficult for tourists to adapt to a new environment. Misunderstanding of local traditions, customs and language can lead to misinterpretation of situations and conflicts.

Ways to get acquainted with the culture of the country of the language being studied:

Despite all the challenges, there are effective ways to get to know the culture of the country of the target language, which can help tourists immerse themselves in the local culture even under restrictions.

Culinary tourism. Studying local cuisine through cooking lessons, participating in gastronomic festivals or visiting restaurants of national cuisine will help to understand better the culture of the country. Participation in cooking classes will also provide an opportunity to communicate with local residents.

Virtual tours and events. In the context of a global pandemic, virtual tours, workshops and seminars are becoming an excellent alternative. They allow people from all over the world to experience the local culture without leaving their home.

Exchange of experience and language courses. Participation in exchange programs or language courses of the country of the target language provides a unique opportunity to fully immerse yourself in the language environment and culture. Such programs often include cultural events, which enriches the communication experience.

Volunteering. Participation in volunteer projects aimed at preserving cultural heritage or developing local communities allows you not only to improve your language skills, but also to make a real contribution to the development of the country, which makes travel more valuable.

The organization of tourism in the face of modern challenges requires carefully thought-out strategies and innovative approaches. Despite the challenges posed by the pandemic, economic sanctions and political instability, opportunities to explore the country's culture and language remain available. Travelers can learn about the traditions, customs and lifestyle of local residents, as well as create meaningful connections and open new horizons in their understanding of the world. It is important to adapt to changing conditions and find ways to support and develop tourism as an important part of the social and economic structure of society.

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THE PROBLEM OF EDUCATION AND SCIENCE IN THE DPRK

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The Democratic People's Republic of Korea (DPRK) has a unique approach to education and science, heavily shaped by its centralized governance and the principles of Juche (self-reliance). The country has achieved significant strides in literacy rates and technical education but struggles with major systemic issues. Isolation from global advancements, severe resource constraints, and an ideologically rigid system stifle academic freedom and innovation. To ensure progress, the DPRK must balance political priorities with practical educational and scientific needs.

Education in the DPRK is a cornerstone of its nation-building strategy. From primary school to higher education, the system is designed to foster ideological loyalty and technical competence. Early education introduces children to the lives and contributions of the Kim family, emphasizing their role in shaping the country's identity and progress. Schools dedicate considerable time to studying the Juche philosophy and the principles of socialist patriotism.

In technical and professional education, the government focuses on training students in areas that align with national priorities, such as engineering, agriculture, and military sciences. Institutions like the Pyongyang University of Science and Technology (PUST) represent the apex of this effort, training specialists in fields vital to national development. However, even such institutions operate within the confines of state ideology, limiting exposure to alternative methodologies and global knowledge.

Challenges in Education:

1. Ideological Constraints

The curriculum in the DPRK prioritizes political indoctrination over holistic education. Students learn a skewed version of history and science that aligns with state propaganda. This restricts their ability to think critically or question established

narratives, creating a workforce that excels in technical adherence but lacks innovative capacity.

2. Resource Scarcity

Chronic economic challenges severely impact the quality of education in the DPRK. Many schools lack basic infrastructure, such as heated classrooms, modern teaching aids, or up-to-date textbooks. Laboratory facilities are often outdated, reducing opportunities for practical learning. Rural schools, in particular, face acute shortages of qualified teachers and equipment, creating a significant disparity between urban and rural educational outcomes.

3. Isolation from International Knowledge

Global sanctions and the DPRK's self-imposed isolation limit access to modern educational materials and technological advancements. This isolation makes it difficult for students and researchers to participate in international academic exchanges, attend conferences, or access scientific journals. As a result, even the most advanced institutions in the DPRK lag behind global standards in research and innovation.

4. Teacher Training and Support

The professional development of educators is another area of concern. Teachers are expected to adhere to strict ideological guidelines while also imparting technical knowledge. Many lack the training to integrate modern pedagogical techniques into their classrooms. Without continuous professional development, the education system risks becoming stagnant and unresponsive to the needs of a changing world.

Scientific research in the DPRK faces similar constraints. While the government heavily invests in areas like military technology and agriculture, these efforts are driven more by state priorities than scientific curiosity or global collaboration. Key areas of focus include:

- Defense Technologies: Research on missile technology and cybersecurity receives substantial funding, often at the expense of basic sciences.

- Agricultural Innovation: Given chronic food shortages, scientists focus on increasing crop yields and developing sustainable farming techniques, though limited access to modern tools hampers progress.
- Health Sciences: Efforts are made to develop indigenous solutions to medical challenges, but international sanctions restrict access to critical supplies and knowledge.

Although the DPRK's education and science sectors face systemic challenges, opportunities for improvement exist, even within the current political framework.

1. Incremental Opening to International Collaboration

Allowing controlled partnerships with foreign universities and organizations could provide access to new resources and methodologies. For instance, collaboration on neutral issues like climate change or sustainable agriculture could build trust and facilitate knowledge exchange without undermining the regime's authority.

2. Investment in Digital Resources

Expanding access to online educational materials and virtual labs could help bridge resource gaps. Carefully monitored internet access for educational purposes would allow students and researchers to benefit from global knowledge while maintaining state oversight.

3. Balancing Ideology with Practical Skills

A revised curriculum that balances ideological education with critical thinking and problem-solving skills could better prepare students for modern challenges. This approach would help foster innovation without compromising loyalty to the state.

4. Strengthening Teacher Training

Investing in teacher training programs, including collaborations with sympathetic international partners, could enhance pedagogical practices. Workshops and exchange programs could help educators adopt more effective teaching methods while remaining aligned with national priorities.

Education and science are essential components of the DPRK's vision for self-reliance and technological advancement. However, the rigid ideological framework, coupled with resource shortages and international isolation, presents significant barriers to progress. By cautiously embracing reform and international collaboration, the DPRK can address these challenges and unlock the full potential of its education and scientific systems. These changes would not only benefit the nation internally but also enhance its standing on the global stage.

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WELCOME TO THE UNITED ARAB EMIRATES

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The United Arab Emirates is a lifeless desert in which people have created blooming oasis resorts with fantastic skyscrapers, dancing fountains, huge water parks and grand shopping malls. The area of the UAE is 83,600 km². The Emirates are located on the Arabian Peninsula. Most of the coast is washed by the Persian Gulf, a small part of the coast belongs to Oman. The main biome is the desert. The UAE has turned oil money into a resort country. Parks, gardens, lakes, fountains are the result of hard work and huge financial investments. For example, watering one palm tree costs \$50 per day. The climate is subtropical, very sultry. In summer, the air temperature in the UAE exceeds +40, and the water temperature is +34. The weather is comfortable from November to March, when the average temperature is +25 °C. There are very strong temperature fluctuations in the desert: in summer, the sands can heat up to +70 °C, and at night you can't do without a jacket. The UAE is famous for its love of architectural masterpieces. One of the most popular is considered to be the Burj Khalifa, this is the tallest building in the world located in Dubai, whose height is 828 meters. However, the Emirates are not only the new wonders of Dubai, there are also quiet oases with a preserved atmosphere of Arab antiquity. There are only seven emirates in the UAE: Abu Dhabi, Ajman, Dubai, Ras al Khaimah, Umm al Quwain, Fujairah, Sharjah. The capital of the UAE is Abu Dhabi. Dubai is considered to be the largest and most popular emirate. But there is something in common that unites different emirates: a high-class beach holiday and an atmosphere of luxury that you want to immerse yourself in at least for a week. The UAE is a friendly and travel-friendly country, but with very high fines for a wide

variety of administrative violations. This makes the country safer and more comfortable in many ways than other countries in the Middle East.

Resorts of the United Arab Emirates:

Dubai is the most popular emirate with the best beaches and entertainment infrastructure. There are many fashionable beach complexes here, where not only the sea and sand, but also restaurants, parks, swimming pools, SPA centers, equipment rental and other pleasures. But along with these luxurious oases, there are many more democratic and free beaches, also with decent infrastructure. The main resort areas are Jumeirah, Deira and Bar Dubai. The largest beach complexes are Jumeirah Beach Park and Al Mamzar Park.

Abu Dhabi is the capital of the Emirates and a resort popular with families with children. It is more peaceful here and not as pretentious as in Dubai. The infrastructure is high-class, there is enough entertainment, there are beaches with paid and free entrance. The best place is considered to be the island of Sir Bani Yas with protected nature and excellent hotels.

Sharjah is a conservative emirate, and it is forbidden to appear in bathing suits on public beaches. Stricter alcohol laws. But the prices are more pleasant: there are many quite comfortable hotels with two and three stars, where you can come for a budget vacation. The sea in the area of Sharjah is especially loved by fans of water skiing and jet skiing.

Ajman is a small resort with a dozen hotels. The prices are definitely lower than in Dubai. The bonus of the resort is hot springs.

Ras al Khaimah is another small emirate, but with a large water park and SPA centers where healing mineral water is used in procedures.

Umm al-Quwain is small, slightly provincial, but therefore retains more of the national flavor. Date gardens, quiet lagoons and an uninhabited island with many wild birds await tourists.

Fujairah (Fujairah) on the shore of the Gulf of Oman. Here you will relax on the shores of the Indian Ocean, to which the bay belongs. The resort is famous for Al-Wurraya waterfalls, Ain al-Madhab gardens and Ain al-Gamur hot sulfur springs. It is popular with divers — there are beautiful reefs and interesting fauna in the depths of the Gulf of Oman. There are also sunken ships.

There are no natural ski resorts in the UAE, but there is a unique Ski Dubai, where 30 tons of snow are produced daily. You can go skiing, sledding, snowboarding and ice skating.

As a country, the UAE provides a huge number of opportunities for recreation and everyone can find what suits them best.

HISTORY OF THE PARLIAMENT OF ENGLAND

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The English Parliament is one of the oldest parliaments in the world. However, what is the relevance of this topic? Knowledge of the history of its formation can have a significant impact on the development of the parliamentary system of any country.

The English Parliament is the legislative body of Great Britain, as well as the well-known most important democratic institution in England, which has undergone considerable changes over its history. The Parliament heads the legislative system and judicial authority over the Supreme Court of the Kingdom.



The history of the English Parliament goes back a long time, for example, the Great Royal Council during the time of William or the Witenagemot during the Anglo-Saxon period of Great Britain. The king could gather his closest advisers to make decisions and discuss issues of the country, starting from about the eighth century and the parliament was born. The Witenagemot only gave advice to the monarch, but did not make any decisions, issue laws or collect taxes. Even then it became clear that the ruler could not do without the advice and support of the Witan.

After the Norman Conquest of England, Kings preferred a permanent, if smaller, council of advisers and officials. Soon the monarch would occasionally call a council of earls and barons, as well as churchmen (bishops and abbots), to gain approval for his decisions and actions, especially in the area of taxation. A large group of nobles

created the Great Council, the basis for the future upper house of parliament, the House of Lords.

At that time, there were also moots in each county. They discussed important issues and problems of county governance, and considered court cases. After the Norman conquest of England, these meetings were called "local county courts." These courts became the idea of representative governance of the country at the local level.

During his reign, John Lackland attempted to increase the collection of taxes from the knighthood, which led to misunderstandings and resentment. The conflict soon escalated into the Barons' Wars, which led first to the Provisions of Oxford and then to the convening of Parliament. It was in 1265, after the victory of Simon de Montfort, that Parliament was convened as a regular assembly, which significantly expanded the elected representation of urban communities and large farmers. And in 1297, the king confirmed the Magna Carta, promising not to levy taxes without the consent of Parliament.

Gradually, the parliament became bicameral, which were later given names: the House of Lords (upper) and the House of Commons (lower). There were changes in the term of parliament, which was usually dissolved after the death of the king, since sometimes the succession to the throne could be challenged. Currently, the death of the monarch does not affect the term of parliament.

Parliament enacts and establishes laws by its own acts, which may be extended and valid throughout the Kingdom. All members of parliament have legislative initiative, regardless of the Chamber in which it is a member. Sometimes members of parliament deal with issues of domestic and foreign policy, at least express their point of view on the problem that has arisen.

Today, the parliament passes and approves all laws that are valid in the kingdom. All members of parliament, regardless of the chambers, have the right to legislative initiative. Parliamentarians also discuss significant issues of domestic and foreign

policy, express their views and often form decisions on economic issues.

The legislative process requires interaction with the relevant chamber, which must be able to carry out its own rolls. The House of Commons is responsible for conducting electors, drafting financial legislation and drafting literary questions. The House of Lords carries out review functions, testing and introducing legislative initiatives proposed in the House of Commons.

If we study the history of the Parliament of England in detail, then its experience can be quite clearly traced in the formation of the parliamentary system in other countries. Understanding this topic will help in understanding the borrowed aspects of the Russian legislative system and the political and legal reality of our country.

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WELCOME TO MONGOLIA

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Mongolia is a country with a unique culture and a rich history, located in the heart of Central Asia. It is famously known as the homeland of Genghis Khan, the founder of one of the largest empires in human history. Covering 1,564,116 km², Mongolia is the second-largest landlocked country in the world. This land of contrasts is renowned for its endless steppes, majestic mountains, and the Gobi Desert, which occupies a significant portion of the country's southern region.

Mongolia is considered one of the coldest countries in the world. Its capital, Ulaanbaatar, holds the title of the coldest capital on the planet, with an average annual temperature of approximately -1°C. Winters can be harsh, yet they do not deter locals and tourists from enjoying the country's pristine nature, nomadic lifestyle, and cultural traditions. Nomads, who make up a significant portion of the population, have lived in gers (traditional round tents) for centuries. These portable dwellings are perfectly suited to the harsh climate.

The country is endowed with vast natural resources. Mongolia is a major global supplier of copper, coal, and gold, which form a significant part of its economy. Livestock farming is not only vital for the economy but also a cornerstone of nomadic culture. Mongolia is famous for its airag (fermented mare's milk), considered the national drink.

Mongolia's cultural heritage is truly inspiring. Ancient monasteries, such as the 16th-century Erdene Zuu Monastery, stand as testaments to its spiritual history. Traditional Mongolian sports—wrestling, archery, and horse racing—are at the heart of the annual Naadam Festival, the country's most significant celebration.

One of Mongolia's unique features is its "Three Manly Games," which are a core part of its culture. These include wrestling, horse racing, and archery, but unlike other festivals, the Naadam Festival also includes a children's version of horse racing where young riders, sometimes as young as five, compete over long distances.

Mongolia has one of the lowest population densities in the world, with just over two people per square kilometer. This vast, open space gives the country its nickname: "The Land of the Eternal Blue Sky," as Mongolia experiences over 250 sunny days a year.

The Gobi Desert, apart from its stunning landscapes, is a treasure trove for paleontologists. Some of the world's most significant dinosaur fossil discoveries, including intact dinosaur eggs, have been made there, shedding light on prehistoric life.

Mongolia is also at the forefront of wildlife conservation, with efforts to protect endangered species like the Przewalski's horse, a rare wild horse species successfully reintroduced to the country after near extinction.

Mongolia, a country that has preserved its traditions and authenticity, today captivates travelers seeking adventure and a glimpse into the past. It is a place where the grandeur of history meets untouched nature, creating a fascinating contrast between modernity and antiquity.

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INTERNATIONAL RELATIONS AND YOUTH DIPLOMACY

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In today's world, international relations are becoming increasingly complex and multifaceted. The landscape is shaped by globalization, which connects countries in ways that were unimaginable just a few decades ago. As nations confront shared challenges such as climate change, terrorism, economic instability, and health crises like the COVID-19 pandemic, the importance of dialogue and cooperation among states cannot be overstated. One of the key factors facilitating this dialogue is youth diplomacy—a new and promising approach that allows for the involvement of the younger generation in the intricate processes of international relations.

Youth diplomacy encompasses the active participation of young people in international affairs. This involvement can take place through official channels, such as youth forums and international summits, or through informal initiatives like volunteer projects, cultural exchanges, and digital activism. The youth, representing the future leaders of our societies, possess a unique ability to offer fresh ideas and innovative solutions to longstanding problems. Their perspectives are vital in addressing contemporary issues, as they often view challenges through a lens that is less constrained by traditional political ideologies and more focused on equity, sustainability, and social justice.

Education and exchange programs are important aspects of youth diplomacy. Initiatives such as Erasmus+ promote cultural exchange and understanding among young people from diverse backgrounds. These programs not only facilitate academic

growth but also foster personal connections that transcend national borders. By immersing themselves in different cultures, young people develop a broader worldview, which enhances their capacity for empathy and collaboration. This cultural competence is essential in our increasingly interconnected world, where misunderstandings can lead to conflict.

Furthermore, the participation of youth in international forums is crucial for fostering a sense of global citizenship. Young people are increasingly given the opportunity to participate in prestigious conferences such as the United Nations General Assembly, climate summits, and other international gatherings. This involvement not only allows them to express their opinions but also gives them the chance to influence decisions regarding global governance and policies that directly affect their futures. Engaging youth in these discussions ensures that their voices are heard and that their concerns about issues such as climate change, education, and human rights are prioritized.

The digital age has opened new horizons for youth diplomacy, allowing young people to harness the power of social media and technology to advocate for their causes. Platforms like Twitter, Instagram, and TikTok enable youth to discuss global issues, organize campaigns, and mobilize public opinion on a scale that was previously unimaginable. Digital activism has proven to be an effective tool for raising awareness and fostering solidarity among young people across the globe. This connectivity allows for the rapid dissemination of information and the building of networks that can amplify their voices in international debates.

One prominent example of successful youth diplomacy is the Fridays for Future movement, initiated by Greta Thunberg. This grassroots movement has united millions of young people worldwide who are fighting for environmental justice and demanding action from governments to combat climate change. The movement's impact is evident in the way it has brought environmental issues to the forefront of political discourse, compelling leaders to respond to the urgent calls for sustainable

policies. Such initiatives demonstrate how youth can influence international policies and bring critical issues to the forefront of global agendas.

Moreover, youth diplomacy is not limited to environmental issues. Young people are also actively engaging in discussions about social justice, gender equality, and peacebuilding. Initiatives like the Global Youth Summit and various youth-led NGOs are platforms where young leaders can share their experiences and strategies for addressing social inequalities and fostering peace. By collaborating on these issues, young people can create innovative solutions that address the root causes of conflict and promote sustainable development.

In conclusion, youth diplomacy plays a vital role in shaping international relations in the 21st century. Engaging young people in the decision-making process not only enriches international dialogue but also contributes to a more sustainable and equitable future. Their fresh perspectives and innovative approaches are essential for tackling complex global challenges. To achieve these goals, it is essential to continue developing programs and initiatives that support youth and provide them with platforms to express their ideas and opinions. Creating opportunities for young people to engage in diplomacy will not only empower them but also foster a sense of responsibility and agency in addressing the pressing issues facing our world. In this way, young people can become not only spectators but also active participants in international politics, shaping the future of global governance.

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CULTURAL SECURITY IN THE MODERN WORLD

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The modern world, formed in the conditions of highly developed information technologies, provides many times increased opportunities for solving a number of pressing issues of humanity. However, along with the old problems, new problems and contradictions have emerged: the contradiction between the North and the South, the threat of thermonuclear war, environmental problems, the aggravation of interethnic conflicts.

In recent decades, the process of formation of a single world system in all spheres of human life - politics, economics, culture, etc. - has been actively underway. In the modern world, this is called globalization. Russian scientist V.M. Mezhuiev speaks of globalization as "an increasingly increased interdependence of national states and regions that form the world community, their gradual integration into a single system with common rules and norms of economic, political and cultural behavior for all" [1].

As noted by leading researchers of globalization processes, the trends of globalization of social development are characterized by the following features:

- general convergence of nations, peoples and states;
- close convergence of the nature of social relations in various countries of the world;
- change in the essence of the state, which was forced to transfer part of its traditional functions to an association of states of a continental or global nature;
- unprecedented aggravation of competition between states [ii].

There is an information war going on, which is sometimes called the great hybrid war. The world is faced with the imposition of a digital dictatorship, a new form of non-traditional totalitarianism and manipulation of public consciousness by the West [iii].

The process of globalization is, of course, multifaceted, but first of all it affects the cultural side, that is, the formation of forms and structures common to all cultures of the world, ensuring communication between individuals, between groups and between an individual and a group. The processes of erasing cultural and ethnic differences are intensifying. There is a “cancellation” of culture, traditional values, violence against historical memory.

Thus, this process has naturally activated the opposite trend in world development - global localization. Countries and peoples strive to preserve political, economic, cultural sovereignty. Each of the regions is a specific socio-cultural environment that is subject to significant transformation in the context of globalization. This problem requires close attention from social scientists and politicians.

Cultural security in the modern world is an integral component of national security. In turn, an integral part of cultural security is spiritual security.

Spiritual values and ideological principles influence not only historical memory (interpretation of the past), but also the entire complex of social relations. The problems of integration facing the peoples of countries cannot be solved by material incentives alone. Without spiritual projects, values, ideology, there is no meaning, no unifying goals and symbols, it is impossible to define a strategy and implement it [iii].

Culture is the spiritual capital of society, which is important to preserve and increase. The main battlefield is the souls of people. In these conditions, the problem of cultural security is more relevant than ever. There is much in culture today that in fact does not contribute to the spiritual growth of a person, but to his enslavement by alien and foreign values (multiculturalism, LGBT, political correctness, etc.). Consumerism is becoming the key idea, a paradise for the chosen ones. The morality of permissiveness is increasingly triumphant. The line between what is possible and what is not is erased. In pursuit of material goods and external tinsel, people lose true beauty – the inner light of good feelings and noble deeds” [iv].

I fully agree with V. Mozheiko that "... cultural security presupposes the ability of society to preserve specific cultural characteristics, including the constancy of traditional patterns of language, identity, national and religious customs, while remaining open to all required constructive external changes" [v].

Some authors note that cultural security is not limited to cultural security. It is considered as a factor in ensuring the security of society and the state as a whole [vi].

An integral part of cultural security is spiritual security, because spirituality is a state of society and the individual that ensures their normal life. This is a state of protection of spiritual and moral values, a system of relations that provide favorable conditions for the development of spiritual growth of the entire society and its individual members.

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THE PRIORITIES OF THE TOURIST MARKETING DEVELOPMENT OF TERRITORIES

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In the previous decades, the tourism industry has increasingly become an important constituent part of the economies of countries, providing essential income flow to budgets of regions, cities and individual locations and contributes to the growth of small and medium-sized businesses.

The prospects for tourism development have intensified competition in order to attract tourists and investors to the regions and individual tourist destinations. To

achieve the best promotion results, each territory needs to develop a comprehensive strategy. This will help to attract tourists, tourism organizations and related industries, create a positive image of the region and increase its recognition.

Unfortunately, the Russian tourism industry lacks the comprehensive approach to marketing methods in the management of tourist destinations.

The purpose of this study is to identify the role and relevance of regional marketing and analyze proposals for its transformation, taking into account the challenges of modern times.

As part of the study, an in-depth analysis of trends significant for the future of tourism and the development of territories was carried out. Let's consider some of them:

1. Changes in the demographic structure of travelers - "In the majority of Russian regions most of the travelers are aged 25 to 44 years. They form 43% of the tourist flow. Tourists aged 45-54 are in the second place — 18% of the travelers belong to this age group" [1].

2. Modification of the demand for travel products - in demand are one-to-three days trips not only to the capital cities and iconic sights, but to the smallest towns or villages with unique atmosphere.

Most popular are: author's tours (for example, jeep tours, diving tours, adventure tours and horseback riding, eco-tours, yoga tours, etc. Tours with the "soul of the company" i.e. a public leader or a famous person, are very popular.

3. There is a demand for unique formats of tourism and tourist services like "slow tourism" - temporary residence in the out-of-the-way place with full immersion in lifestyle, traditions and culture; bleisure - combining tourism with your own business [2]; "solo tourism", the fastest growing kind of tourism in Russia, helps to fully immerse yourself in the culture of the country for self-discovery.

"Smart consumption", which means economical and environmentally friendly and "sharing economy" are growing as additional related services [3].

4. Total digitalization - nowadays territories without a high-speed Internet coverage will have a low mass tourism demand. Another obligatory service is the

ability to pay with bank cards through the terminal, as well as 24/7 customer technical support.

5. Creation and promotion of "smart" destinations which means the implementation of a comprehensive reference and information databases that meet the requirements of a tourist in English or another language and in a real-time mode like access to websites of museums, events or obtaining additional information by QR code.

6. Transformation of the tourism business.

The tourist market has been stratified into infrastructural (transport, accommodation, food, attractions, etc.) and content – based (the content part of the trip is a unique experience and opportunities to communicate with new people).

7. Modernization of channels for the promotion of tourist destinations in which media celebrities and bloggers play a special role.

Summing up, we can say that in modern conditions, the development of domestic tourism in Russia is becoming one of the priorities for ensuring the growth of local economies.

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FROM THE PAGES OF THE COUNTRY OF BRITAIN

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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. Likewise, 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].

From the pages of the country of Britain, one can journey through a rich tapestry of history and culture that has shaped the very essence of the nation. The rolling hills of the English countryside evoke images of pastoral life, reminiscent of the idyllic scenes captured by the Romantic poets. Each city, from the bustling streets of London to the quiet charm of Bath, presents a unique blend of the past and the present.

The landmarks tell tales of ancient times: the majestic Stonehenge, shrouded in mystery, and the iconic Tower of London, steeped in stories of intrigue and royalty. British literature, from Shakespeare's timeless plays to the whimsical tales of Lewis Carroll, continues to inspire generations and reflects the diverse psyche of its people[2].

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 [3].

Varieties exist in formal, composed English within the Joined together Kingdom. For case, the descriptive word small is nearly only utilized in parts of Scotland, North East Britain, Ireland, and once in a while Yorkshire, while «little» is predominant somewhere else. By the by, there is an important degree of consistency in composed English within the Joined together Kingdom, and this can be depicted by the term British English. The shapes of talked English, be that as it may, shift impressively more than in most other ranges of the world where English is talked, so a uniform concept of British English is more troublesome to apply to the talked dialect [4].

In Britain there are thousands of ancient traditions and conventions and numerous of them appear bizarre presently. A long time prior, British rulers and rulers moved from one castle to another went with by numerous subjects and hirelings. The Ruler rode in a notable plated carriage through the roads of London, went with by the court cavalry. Such a parade might as it were being seen when the Ruler went to the fantastic opening of Parliament from Buckingham Royal residence to the Royal residence 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.

Culinary traditions, such as afternoon tea and hearty meat pies, offer a taste of Britain's heritage, while modern innovations in art and technology showcase the country's forward-thinking spirit. Festivals and cultural events celebrate the pride of British identity, from the grandeur of the Changing of the Guard to the lively atmosphere of Notting Hill Carnival, all contributing to the vibrant mosaic of life in Britain.

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 [5].

Britain is undoubtedly one of the most fascinating countries in the world. With its exquisite beauty, rich history and vibrant culture, it leaves a lasting impression on everyone who visits it.

TRADE SECRET AND KNOW-HOW AS OBJECTS OF INTELLECTUAL PROPERTY RIGHTS IN THE USA

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The terms “trade secret” and “know-how” are often used interchangeably. However, each of them has a specific meaning.

It is undeniable that the right understanding the distinction between “trade secret” and “know-how”, and how one labels and handles different types of information is important in the valuation assessment process of a business or technology.

It is a well-known fact that trade secret encompasses confidential information importing substantial economic value to a business through an undisclosed competitive edge. This definition is consistent with the definitions set out in international treaty and legislation in Canada, the United States, Europe, China, as well as the common law definition in Singapore.

In the USA it enjoys statutory protection under federal and state law. It is licensable as intellectual property (in perpetuity) [0].

For a long time, trade secret in the US was governed by state (not federal) law alone. Nevertheless, the United States enacted the Defend Trade Secrets Act (USTSA) on May 11, 2016.

The USTSA is harmonising statutes that introduce a uniform approach in all states. Businesses will now benefit from being able to develop internal procedures and base commercial decisions on uniform overarching laws [0].

According to USTSA [0], “trade secret” means information, including a formula, pattern, compilation, program, device, method, technique, or process that: derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use, and is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.

In turn, in the US legal terminology, the expression “know-how” first appeared in judicial practice [0]. Thereafter the term became quite popular and was frequently employed in the literature and jurisprudence.

Know-how generally refers to technical skills, including information, knowledge, techniques, and experiences, that are difficult to reduce to tangible form. The term encompasses skills or other types of knowledge, typically acquired through experience, that provide an advantage to the person using it or an entity that controls or owns it. It is the knowledge of how to do something, and is usually acquired through experience.

Know-how often forms part of, and is inseparable from, a person's acquired or inherent state of knowledge. Know-how, unlike trade secret, may or may not be confidential.

In due time the distinction between what was know-how and what was a trade secret was examined in United States Court of Appeal decision, *Mallet and Company Inc. v. Lacayo*. In this case, the court was recognizing that the line distinguishing between an employee's general knowledge or skill and an employer's trade secret “may often be difficult to draw” [0].

US case law and scholarship also furnish examples where know-how is viewed as a concept similar to trade secret, but is perhaps broader in its scope.

Admittedly, for whatever reason, the UTSA's drafters did not attempt to elucidate the distinction between know-how and trade secret with any precision. By way of comment, the UTSA reveals that the words “method” and “technique” in the UTSA's trade secret definition were inserted to cover know-how. It seems that this acknowledged that know-how was distinct from trade secret.

Given the above, there can be a very fine line between know-how and trade secret. Ultimately, these terms are not synonymous. Know-how describes an employee's general knowledge and skill set as they relate to the specific field or industry of the employee. Trade secret are a work product that an employee creates for his employer through the application of the employee's or corporation's know-how.

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FINANCIAL CRISES

THE GREAT DEPRESSION IN THE USA

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Relevance of the topic: Financial crises are an integral part of the economic history of the United States. Studying their causes, consequences and response measures allows us to better understand modern economic challenges and develop effective strategies for preventing and mitigating crises.

Objective of the work: To analyze the most significant financial crisis in the history of the United States – the Great Depression. Particular attention is paid to the evolution of US monetary policy and its role in the fight against unemployment.

The Great Depression (1929–39) was a deep global economic crisis that began with the 1929 US stock market crash. The main causes of the crisis were a speculative bubble in the stock market, uneven distribution of income in society, weaknesses in the banking system, and a squeeze on credit. Artificially inflated stock prices led to market instability, and the subsequent crash triggered a chain reaction. Low incomes for the majority of the population limited demand for goods and services, which in turn undermined the economy. The weakness of the banking system made it vulnerable to crisis, which led to mass bankruptcies. Limited access to credit made the situation even worse, making it difficult for businesses to do business. The effects of the Great Depression were catastrophic. Mass unemployment engulfed many countries, with millions of people losing their jobs. Business failures became widespread, leading to a reduction in production and consumption. The result was social instability, expressed in mass protests and discontent. The Great Depression was one of the most serious economic crises in history and had a profound impact on the global economy and politics.

The Great Depression was a tragic lesson for the global economy, revealing a number of systemic problems and the need for radical changes. Among the key lessons of this period are the following:

The crisis showed that a market economy is not always able to overcome deep recessions on its own. The state must play an active role in stabilizing the economy by stimulating demand, supporting employment and regulating financial markets.

Freedom of financial markets, not limited by adequate regulation, can lead to the formation of speculative bubbles and financial crises. It is necessary to establish strict rules of the game in the financial markets to prevent such disasters from happening again.

A strong banking system is the foundation of any economy. A weak banking system, prone to panic and bankruptcies, can provoke a large-scale financial crisis. It is necessary to ensure the reliability of banks and create a deposit insurance system. The Great Depression became the starting point for the development of new

economic theories and practices aimed at preventing similar crises in the future. The lessons of this period are relevant today, reminding us of the need for a balance between market mechanisms and government regulation.

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ITALY: ALL THE WAY TO THE HEART OF ROME

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Italy, one of the most amazing and culturally rich countries in Europe, attracts attention not only for its rich heritage, but also for the unique way of life of its inhabitants. Located in the Apennines, it is famous for its historical monuments, fine cuisine and passion for life. Tourists are attracted by magnificent cities such as Rome, Venice, and Florence, full of architectural masterpieces and historical attractions.

Italian, which is the official language of Italy, has ancient roots and a rich history. Originating from Latin, Italian has a variety of dialects that can differ greatly from each other depending on the region. However, standard Italian, based on the

Tuscan dialect, is widely used in literature, art and everyday life. Italian is considered to be one of the most melodious and beautiful languages in the world, which makes it popular to study abroad. From a religious point of view, Italy, like the Vatican, is the center of Catholicism. The Catholic Church plays a significant role in the cultural and social life of the country, and most Italians call themselves Catholics. Catholic churches, cathedrals and temples are located throughout the country and are important historical and architectural landmarks. Given the historical importance of Rome and the Vatican for the Catholic Church, Italy is considered one of the key countries for Catholic Christianity [1].

An impressive symbol of Italy is its capital, Rome. The city, founded more than 2,500 years ago, is home to many historical monuments. One of the symbols of the country is the Colosseum, a majestic amphitheater that today embodies the greatness of the Roman Empire and its culture. St. Peter's Cathedral in the Vatican is considered another pearl of Italian art, combining the splendor of architecture and religious significance. Picturean Venice with its narrow canals and magnificent palazzos is a unique place where you can feel the spirit of ancient Italy [2].

The Italian city of Florence, considered the cradle of the Renaissance, is no less attractive. Here you can see the works of legendary artists such as Leonardo da Vinci and Michelangelo, visit the Uffizi museums and admire the works of art in the Cathedral of Santa Maria del Fiore. Florence is a real paradise for connoisseurs of art and culture. It is also necessary to mention Venice, a city on the water, which is unique for its romantic atmosphere, narrow canals and many bridges. Gondoliers, lush palazzi and narrow streets make this city truly unique. Venice is famous for its carnival and the La Fenece Theater, where musical works by Verdi and Puccini are still played [3].

In the field of art and culture, Italy is famous for its great artists and architects. The work of Michelangelo, Leonardo da Vinci, and Raphael remains an inspiration for many generations of art historians. Italy is not only about history and art, but also a wonderful cuisine recognized all over the world. Pizza, pasta, gelato, espresso are

just a small part of what Italian cuisine offers. The variety of regional dishes and high quality products attract gourmets and food tourists [4].

Thus, Italy is a country where the beauty of nature, the greatness of history and the passion for life have merged. Traveling through Italy immerses you in an atmosphere of comfort and harmony, leaving vivid memories of magnificent places, delicious food and hospitable people.

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CORRUPTION IN GREECE AS A CULTURAL PROBLEM

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Corruption in Greece is not just an economic or political phenomenon, but a deeply rooted cultural problem with a long history and complex relationships with various aspects of Greek society.

The vasilopoulou system, deeply rooted in Greek culture, is a complex network of personal connections and mutual support based on the principles of clientelism and nepotism. Historically, success and prosperity often depended not on objective

qualifications or merit, but on having strong connections and the support of influential people. This creates a system of mutually beneficial exchange of services and favors, where personal relationships have more weight than formal rules and procedures. In the context of state structures, “vasilopoulou” manifests itself in the fact that preference is given to relatives, close friends and acquaintances of influential people when appointing to positions, making decisions and allocating resources. At the same time, qualifications and competence often remain secondary factors. This not only leads to inefficiency of the state apparatus, but also creates favorable conditions for corruption. Internal circles are closed to external candidates, depriving the state of talented specialists and fueling a culture of impunity [1].

Such a system hinders transparency and fairness, since decisions are made not on the basis of objective criteria, but on the basis of personal connections and mutual benefit. This creates a closed circle from which it is difficult to get out and where external participants can hardly compete on equal terms. As a result, vasilopoulou not only promotes corruption in the literal sense, but also undermines trust in public institutions, reducing the effectiveness of public administration and hindering economic development. Changing this deeply ingrained cultural practice is one of the keys in the fight against corruption in Greece.

There is also a complex and contradictory attitude towards the law in certain segments of Greek society, which differs from what is accepted in many Western countries. This does not mean universal disregard for the law, but is characterized by a more flexible and pragmatic approach, historically conditioned by factors including the long-term influence of authoritarian regimes and the not always effective work of state institutions.

Distrust of government structures caused by history and the recent economic crisis leads to the perception of laws as not always fair or not always effectively applied. This does not mean denying the law in principle, but rather means skepticism about its ability to ensure justice and protect the rights of citizens. This attitude gives

rise to a pragmatic approach, where the result is more important than strict observance of the letter of the law.

In this context, “smart” circumvention of the law is sometimes perceived not as a crime, but as a manifestation of ingenuity, the ability to adapt to a difficult situation and find a workaround in an inefficient system. This perception is often reinforced by the feeling that the system is not fair and does not work in the interests of citizens, so circumvention of the law may be perceived as a necessary measure to achieve justice or simple survival.

This mentality not only reduces the effectiveness of the fight against corruption, but also creates an atmosphere of impunity. If circumvention of the law is not perceived by society as a serious crime, then the fight against it becomes less effective. To change the situation, it is necessary not only to strengthen the application of the law, but also to increase confidence in state institutions, making them more effective, transparent and fair. This is the only way to change the mentality and gradually form a culture of respect for the law and intolerance of its violation.

The deep economic crisis has significantly aggravated the existing problem. The unfavorable economic situation, characterized by high unemployment and a significant level of economic inequality, led to a situation in which many citizens were forced to resort to informal methods of solving problems, using corruption as a means of overcoming difficult economic realities. The scarcity of resources and the weakness of State institutions have contributed to the fact that corruption has become a necessary measure of survival for a significant part of the population. The inefficiency and lack of transparency of government structures, the lack of effective control and an independent judicial system create a favorable environment for the spread of corruption. The low level of responsibility and insufficient penalties for corrupt actions create an atmosphere of impunity, exacerbating the problem. Thus, corruption acts not only as a consequence of economic and cultural factors, but also as an independent destabilizing factor, undermining already weak state institutions

and exacerbating economic difficulties. To solve this problem, a comprehensive approach is needed, including reforming government structures, strengthening the independence of the judicial system, combating cultural norms that promote corruption, as well as solving economic problems [2].

In conclusion, the analysis of corruption in Greece as a cultural problem demonstrates the complex interweaving of historical traditions, socio-economic conditions and institutional shortcomings. Entrenched norms of clientelism and patronage, exacerbated by economic crises, have created a favorable environment for the spread of corruption. The weakness of State institutions and the lack of an effective fight against impunity exacerbate this problem, making it systemic and deeply rooted. Therefore, solving the problem requires not only political and economic reforms, but also fundamental changes in public consciousness and cultural norms. Only an integrated approach, including strengthening State institutions, transparency and responsibility of public figures, as well as targeted public campaigns to create a culture of intolerance to corruption, can bring a long-term positive effect. The path to overcoming this problem should be long and require efforts from all sectors of Greek society.

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JAPAN'S POSTWAR CONSTITUTION

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Introduction. Developing relations between countries in our global world requires deep knowledge of political, economic and judicial structure of the cooperating country. Modern Japan plays an important role in the world as one of the highly developed countries. The Constitution of Japan adopted in 1947, known as the "Peace Constitution," played a key role in shaping the country's postwar political structure and enshrining human rights. It was for the first time in the history of the country that the principle of sovereignty of the people was introduced. The Constitution limited the powers of the military and proclaimed abandonment of war as a method of resolving international disputes.

The object of the work presented is to trace back the path the Japanese state system has passed up to our days to have a deeper insight for a more fruitful cooperation with this country.

The main part. In Potsdam on 26 July 1945 the leaders of the United States, China and Great Britain laid down the terms of Japan's surrender: because of its defeat in World War II, Japan accepted the terms of the Potsdam Declaration and on 2 September unconditionally capitulated to the Allied Powers, thus accepting the prerequisites for democratic reforms. In October-December 1945, the headquarters of the occupation forces under the Commander-in-Chief organized an Advisory Council of representatives of the USSR, Great Britain and China. In accordance with the decision of the meeting of foreign ministers of the USA, Great Britain and the USSR,

the Far Eastern Commission was formed. Its competence included the formation of political principles and general principles to be followed by Japan. Even during the war, US State Department officials had formulated principles for Japan's post-war organization: they decided that the form of government of the defeated country should be reformed to end military domination and protect political freedom. They could not accept that the Emperor should continue to retain his influence. In February 1946, a draft Constitution drawn up by the Japanese government was published. It differed only slightly from the 1889 Constitution, so a different draft was drawn up at the headquarters of the American occupation forces, published in March. It was based on the provisions of the constitutional law of Great Britain and the USA, a private draft of the Constitution prepared by a group of Japanese intellectuals on the basis of the Weimar Constitution of Germany of 1919, and others. The new Constitution differed from the Meiji Constitution and was the most democratic of all post-war constitutions. It was the first in the world to enshrine social and economic rights alongside personal and political rights.

Structurally the Constitution of Japan consists of 11 chapters and 103 articles, which successively regulate the status of the emperor, the renunciation of war, the rights and duties of the people, the activities of the Parliament, the Cabinet and the judiciary, public finance, local self-government, and the procedure for amending the Constitution. Paying tribute to Japanese traditionalism, the Constitution puts the emperor in the first place: 8 articles are devoted to him. The role of the emperor has changed from head of state to "symbol of the state and the unity of the Japanese people". The most famous innovation of the constitution was Article 9, which states: "Aspiring sincerely to an international peace based on justice and order, the Japanese people forever renounce war as a sovereign right of the nation and the threat or use of force as means of settling international disputes. In order to accomplish the aim of the preceding paragraph, land, sea, and air forces, as well as other war potential, will never be maintained. The right of belligerency of the state will not be recognized."

A stormy debate on Article 9 was unfolded. SCAP had included language

from the Kellogg-Briand Pact of 1928 to ensure that Japan would "abandon force as a means of settling international disputes." Some legislators wanted to embrace this idea assertively to reflect Japan's commitment to peace and maintaining a stable world order. Others were less enthusiastic about limiting Japan's hand. In the end, Ashida presented a compromise, amending the article's second paragraph to read that Japan would not maintain armed forces for the purposes of aggression, thereby carving out Japan's right to self-defense, as stipulated in the UN Charter.

In conclusion it should be mentioned that according to the constitution of Japan the power of the monarch is limited severely. The Japanese Emperor is the "weakest" monarch (in terms of powers) among all other monarchs in the world.

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AMAZING JAPAN: CULTURE, LANGUAGE AND TRADITIONS

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Japan is an amazing country with a rich culture and history, which is an island state in East Asia. It is located in the Pacific Ocean off the northeast coast of the Asian mainland, and is bordered on the west by the Sea of Japan and extends from the Sea of Okhotsk in the north to the East China Sea in the south. The Japanese archipelago consists of four major islands—Hokkaido, Honshu, Shikoku, and Kyushu—and thousands of smaller islands. Japan has a population of nearly 124 million as of 2024, and is the eleventh-most populous country. Its capital and largest city is Tokyo [1]. In Japan, the Tokyo dialect of Japanese is considered the national language, although Japanese is the most widely spoken language. Earlier, in the 8th century, a language was used that came from China and was written in ancient Chinese characters. It is called Old Japanese or kanbun. Later, during the Edo period from 1603 to 1868, the modern Japanese language appeared. Modern Japanese has three alphabets – kanji (logographic Chinese characters), hiranga (phonetic Japanese alphabet) and katakana (phonetic alphabet used to designate foreign words) [2].

Japan is divided into 47 administrative prefectures and eight traditional regions. About three-quarters of the country's terrain is mountainous and heavily forested, concentrating its agriculture and highly urbanized population along its eastern coastal plains. Japan is a world leader in science and technology, as well as in the automotive, robotics and electronics industries. Japan's culture is well known around the world, including its art, cuisine, film, music, and popular culture, which includes prominent comics, animation, and video game industries. Anime is a modern type of animation of Japanese culture, which is characterized by focusing primarily on an

adult audience. Anime has become widespread all over the world. Japanese cuisine, which often is served raw or only lightly cooked, is noted for its subtle and delicate flavors. Perhaps the best-known dish worldwide is sushi—cooked, vinegared rice served with a variety of vegetable, sashimi (raw seafood), and egg garnishes and formed into various shapes; in addition, sashimi is commonly served on its own. Also, popular inside and outside Japan is tempura, usually consisting of portions of seafood and vegetables dipped in a rice-flour batter, deep-fried, and served over steamed rice. Other notable dishes include sukiyaki and its variation shabu-shabu and various noodle preparations, including soba. Ramen, a soup like noodle dish of Chinese origin, is a staple of Japanese fast food and is well known globally [3]. Classical martial arts are very common in Japanese culture. Their main relevant types include karate, judo, Aikido, jiu-jitsu, kudo and other types. In Japan, each martial art includes not only a set of applied techniques for fighting with and without weapons, but also its own philosophy. Thus, the philosophical basis of Aikido was called by its founder, the Japanese master Ueshiba, "love for the enemy" [4].

Japan has 15 national holidays. The New Year's Day celebration is traditionally regarded as the most important of these holidays, with millions of people engaging in a kind of pilgrimage to shrines and temples starting at midnight of December 31. For three days thereafter people visit shrines and temples, their families, and the homes of friends. In addition to the national holidays. May Day is celebrated by many workers. The occurrence of multiple holidays in late April–early May is one of the most popular vacation times for the Japanese, as is the week of the Bon festival in mid-July or mid-August, when the spirits of deceased ancestors are honored. Many temples and shrines celebrate their own specific festivals, attracting large numbers of people. City, town, and village authorities, as well as local communal bodies, often organize local festivals [3]. Among the ancient rituals and traditions that have remained relevant since the time of ancient Japan, the following can be distinguished: Culture of family relationships. The life of Japanese families is still strictly regulated by traditions. The competencies of the husband, wife and children are strictly

distributed, it is forbidden to violate borders. The choice of a bride at a wedding is still practiced, which in the age of capitalism resulted in the creation of special agencies ready to pick up a woman according to the required parameters for a wife. Tea ceremony. The traditional Japanese drink is mint tea, a light green drink of light brewing. However, the meaning of tea drinking is not only in drinking tea. The ceremony consists of several stages, during which snacks are served to guests, paintings and sculptures are shown. There is also a cultural program. The culture of drinking alcoholic beverages. In fact, the only and most ancient alcoholic drink in Japan is rice vodka sake, the reception of which has also been accompanied by obligatory cultural rituals since ancient times. So, it is not accepted to clink glasses in society. Making toasts is the same thing. It is only when the first glass is tipped over that "Kampai!" is usually pronounced, which literally translates as "dry bottom" [4].

We may say that Japan is an amazing country with its rich history, culture and traditions. Japan's culture and history are unique in many ways. The main reason for this was the geographical location of the country on the islands. While other regions and countries were continuously at war with each other, thereby producing a forced exchange of culture, Japan developed in isolation, and this isolation was formalized at the legislative level for a long time. This feature of development has created cultural, social and political forms unlike anything else.

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EDUCATION IN KOREA

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Education in South Korea is often regarded as one of the most rigorous and effective systems in the world. Characterized by high academic standards, intense competition, and a strong emphasis on technology and innovation, the South Korean education system has played a crucial role in the country's rapid economic development and societal advancement. This presentation explores the structure, challenges, and future directions of education in Korea, highlighting its historical context and cultural significance.

The roots of the Korean education system can be traced back to Confucian ideals, which emphasize respect for authority, the importance of education, and the value of hard work. Confucianism shaped educational practices for centuries, with a focus on moral development and scholarly achievement. After the Korean War (1950-1953), the government recognized the need for educational reform to rebuild the nation. As a result, significant investments were made in education, leading to the establishment of a structured system that prioritized universal access and quality education.

The South Korean education system is divided into several levels: elementary school (6 years), middle school (3 years), high school (3 years), and higher education (university and vocational training). Education is compulsory for the first nine years, covering elementary and middle school.

In addition to public schools, private institutions play a significant role in the education landscape. "Hagwons," or private tutoring centers, are prevalent and cater to students seeking additional academic support. These institutions often provide

specialized courses in subjects such as mathematics, science, and English, contributing to the high academic pressure faced by students.

The South Korean curriculum is designed to provide a well-rounded education, focusing on core subjects such as mathematics, science, language arts, and social studies. Recently, there has been an increased emphasis on technology and English language education, reflecting the globalized nature of today's economy. Students are introduced to computer science and digital literacy from an early age, preparing them for a tech-driven future.

One of the most notable aspects of the South Korean education system is the intense academic pressure experienced by students. The competitive nature of the system often leads to long study hours and high expectations from both parents and society. The "Suneung," or College Scholastic Ability Test, is a pivotal moment in a student's academic journey. This standardized test determines university admissions and, consequently, future career opportunities. The pressure to perform well on the Suneung can lead to significant stress and anxiety among students.

Cultural values play a significant role in shaping the education system in Korea. Confucian principles emphasize respect for teachers and the importance of academic success. Families often invest heavily in their children's education, viewing it as a pathway to upward mobility and social status. This cultural expectation can create immense pressure on students to excel academically, leading to a competitive environment that prioritizes grades over holistic development.

In recent years, the South Korean government has recognized the importance of integrating technology into education. Classrooms are increasingly equipped with digital tools, and online learning platforms have gained popularity, especially in light of the COVID-19 pandemic. Initiatives aimed at enhancing educational technology and promoting innovation have been implemented to prepare students for a rapidly changing job market. These innovations aim to foster creativity, critical thinking, and collaboration skills among students.

Despite its successes, the South Korean education system faces several challenges. The high levels of stress and pressure can lead to mental health issues among students, including anxiety and depression. Critics argue that the emphasis on rote memorization and standardized testing stifles creativity and critical thinking. As a result, there have been calls for educational reform to create a more balanced approach that prioritizes student well-being alongside academic excellence.

When comparing South Korea's education system to those of other countries, such as Finland and the United States, notable differences emerge. Finland's education system, for example, emphasizes student-centered learning, minimal standardized testing, and a focus on teacher autonomy. In contrast, South Korea's system is more rigid and competitive. However, South Korea's commitment to education has influenced global education trends, with many countries looking to adopt aspects of its rigorous approach.

Looking ahead, the South Korean education system is poised for potential reforms aimed at addressing current challenges. There is a growing recognition of the need to balance academic rigor with student well-being. Future initiatives may focus on reducing the emphasis on standardized testing, promoting creativity and critical thinking, and providing mental health support for students. As the global economy continues to evolve, education must adapt to prepare students for the demands of the future workforce.

In conclusion, education in South Korea is a complex and multifaceted system that has contributed significantly to the country's development. While it is characterized by high academic standards and technological integration, it also faces challenges related to student well-being and mental health. The intense pressure to succeed can lead to detrimental effects on students' mental health, highlighting the urgent need for a more balanced approach to education.

As South Korea continues to navigate the evolving landscape of education, finding a balance between academic excellence and holistic development will be essential for the future success of its students and society as a whole. The

government, educators, and families must work collaboratively to create an environment that nurtures not only academic achievement but also emotional resilience, creativity, and critical thinking skills.

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CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMIC SYSTEM

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The formation of economic system represents an important aspect in the development of nation-states. Nowadays, the system of the world economy is experiencing a number of changes under the influence of some factors that have formed into trends and patterns by the end of the twentieth century.

Initially, we would like to note that in modern economics there are two important concepts that have their connections, such as: globalization and “worldization”. By “worldization”, national economies mean the formation and development of international, world productive forces, factors of production, when the means of production are used internationally. Globalization degenerates in the formation by individual companies of economic objects in other states and the development of supranational forms of production relations between different national economies [2].

On the basis of different points of view of specialists, we have identified such a concept as: “global economic system” is a formed, general concept, which has a multistage structure and connects large-scale processes that cover the entire economy in an integral system of economic relations concerning all countries of the world.

The processes of globalization and internationalization of economic life are interrelated, for this reason people often do not clearly distinguish these terms, understanding globalization as a spatial association of markets separated by economic or state borders, and internationalization as the initial stage of development and interaction between several subjects of the world economy [1].

Internationalization, growing into globalization, transforms the whole world into the field of TNCs. However, recently such a stable trend as regionalization, characterized by increasing trade turnover and deepening integration processes within regional associations, has become visible.

Regionalization is the basis for international economic integration. One of the important features of regionalization is the orientation of developing countries and states with economies in transition towards developed countries in their foreign economic relations [2].

One of the most significant trends in the formation of the world economy is the process of transnationalization of state economies, the level of which is increasing. Transnationalization means the process of expansion of international activity of

industrial firms, banks, companies in the sphere of services and their going beyond the national borders of separate countries, leading to the growth of national companies into transnational ones. This direction is characterized by the intertwining of capitals through the absorption of firms from other countries, the creation of joint companies, the involvement of funds from foreign banks and others.

Thus, summarizing the results of our work we note the following, in order to improve and stable growth of the economy, it is necessary to improve the economic system, to analyze the emerging trends in the development of the global economy, to introduce new, the most innovative and relevant trends, avoiding the disadvantages of globalization, to seek ways to solve the existing distortions, and based on this, to solve problems in the field of economy. We should also note that the main trends in the development of world economy can have both a positive impact on the economy of countries - the formation of various international formations to achieve common goals of all member countries, and negative - which is manifested in the significant impact of TNCs on the national economies of the countries of their presence, standardization of culture, etc. The main task is to take a balanced approach to the development of the global economy. The main task is to make informed decisions in improving the concept of modern economic system to maintain the sustainability of the economy, increase the level of welfare and reduce the level of economic inequality and inequality of opportunities.

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WELCOME TO TURKEY

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Turkey is a state that emerged from the once powerful Ottoman Empire, which occupied vast territories in a rich cultural and historical region located at the crossroads of European and Asian civilizations.

The unique geographical position of Turkey, washed by three seas at once - the Mediterranean, the Black Sea and the Aegean Sea - had a significant impact on its development.

As of 2018, there were over 82 million people living in Turkey. Unfortunately, there is no official information about the ethnic composition of Turkey's population, as the government does not take ethnicity into account when conducting a census. However, it is known that Turks make up the bulk of the population and Kurds are the largest ethnic group among national minorities. Turkey's capital is Ankara, and its largest city with 14 million inhabitants and financial centre is Istanbul.

Three main climatic zones can be distinguished in Turkey:

1) On the Aegean coast, in the southern parts of the Sea of Marmara and in the Mediterranean part of the country, the subtropical Mediterranean climate prevails. Summers are hot and sunny and winters are cloudy and rainy.

2) In the south and south-east of Anatolia, the climate is continental. Summers are hot and dry and winters are cold and snowy.

3) The weather conditions on the Black Sea coast are different from other regions of Turkey. There is a lot of rainfall and summers are not as hot as on the Mediterranean coast. Winters are mild, which is characteristic of a temperate maritime climate [1].

Turkish culture is a unique phenomenon, combining elements of Western and Eastern traditions.

In modern Turkey, the most common form of literature is poetry, which includes both classical elements and borrowings from secular and Islamic poetic traditions.

Turkish architecture is world famous and is represented by such masterpieces as the Hagia Sophia Cathedral, the Blue Mosque and the Selim Yavuz Mosque.

Turkey also has an active film industry, with many Turkish directors being recognised at international film festivals. Cinema is an important part of Turkish culture and is popular among the population. Turkey is among the countries with the largest film industry in the world.

Turkey uses the Turkish lira as its official monetary unit. During most of the 1990s, the Turkish lira was one of the cheapest currencies in the world. The modern version of the Turkish lira was introduced in 2005 after the government enacted denomination laws to reduce inflation [2].

Turkey's economy is currently showing growth and is a combination of modern industry and traditional agriculture.

Turkey's main agricultural products are tobacco, cotton, cereals, olives, sugar beet, hazelnuts, pulses, citrus fruits and livestock.

Turkey's main industries are textiles, food processing, automobiles, electronics, mining, steel, petroleum, construction, timber and paper. Mining in Turkey mainly consists of coal, chromium, copper and boron.

The official language of Turkey is Turkish which is the native language of the majority of the population. Approximately 10% of the population speaks Kurmanji, a northern dialect of Kurdish, while a smaller percentage (2.93%) speaks Arabic and Zaza [3].

Clothing also played an important role in Turkey's history. The country was an important trading centre for high quality silk and linen fabrics from the East, which were highly sought after by wealthy Westerners. After Ataturk's reforms in the 20th century, traditional Turkish attire began to disappear and a more Westernised secular style became the dominant fashion trend.

Turkey is currently a republic with a parliamentary form of government. The highest organs of state power are the President, the Prime Minister and the legislative body, the unicameral Grand National Assembly of Turkey.

The judicial system of Turkey includes the Constitutional Court, the Supreme Court of Appeal, the Council of State, the Court of Accounts, as well as the Military Court of Appeal and the Military Administrative Court [4].

In conclusion, I would like to emphasise that Turkey is currently an attractive destination for beach holidays for Russian tourists travelling on package tours, as well as a source of positive emotions for European holidaymakers. Turkey is hospitable and accessible in every sense, as it still has a visa-free regime for Russian citizens. It is ready to entertain round the clock and surprise with its all-inclusive system. Turkey remains beyond competition when it comes to affordable sea holidays and fascinating excursions to archaeological sites.

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WELCOME TO SWEDEN

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Sweden, located in Northern Europe on the Scandinavian Peninsula, is a constitutional monarchy with a population of approximately 10.4 million. The name of the state comes from the canton of Schwyz, one of the three cantons that founded the Confederation. Its capital, Stockholm, is a cultural and economic hub. The country is known for its strong commitment to social democracy, a robust welfare state, and a highly developed economy that includes key industries such as manufacturing and renewable energy. Sweden's education system is free and inclusive, empowering youth to engage in their communities. Culturally rich and diverse, Sweden also leads in environmental sustainability, making it a unique landscape for addressing contemporary issues faced by its youth, including social democracy, education, and mental health [2].

Today, Sweden ranks among the top 10 countries with the highest Human Development Index, boasting exceptional living and working conditions, a well-developed education system, and a commendable environmental situation. In the 21st century, Sweden's economy is predominantly driven by high-tech industries and multinational corporations, including renowned global brands such as Scania,

Ericsson, Volvo, Oriflame, H&M, TetraPak, and TELE2. The life of Swedes can be characterized as stable, albeit not inexpensive. While high salaries are prevalent, they are offset by substantial taxes ranging from 30% to 55% of earnings. Furthermore, the more a Swedish citizen earns, the greater their financial obligation to the state [3].

Traditionally, Sweden is divided into three historical and geographical regions. Götaland is the most favored by tourists due to its mild climate and rich history, with locals claiming that the events of the Beowulf saga took place here. It is home to major cultural centers like Malmö and Gothenburg. Svealand, the central region, boasts the Swedish capital and is characterized by picturesque blue lakes, pastoral landscapes, and fairytale castles, making it ideal for those wishing to immerse themselves in the atmosphere of the past, including the ancient Viking capital of Sigtuna, where one can find numerous stone runes that linguists have yet to fully decipher. Lastly, Norrland, the northernmost region, is renowned for its spectacular ski slopes and breathtaking landscapes of snow and ice, as well as its moss-covered forests and roaming reindeer. This region also features the enchanting Lapland, home to the original inhabitants of northern Europe, the Sami people.

In Sweden, major cities like Stockholm offer a wealth of local craftsmanship and cultural experiences. The capital, known for its vibrant atmosphere, features the imposing Royal Palace, which boasts 600 rooms across four facades. Visitors can explore the colorful houses and cobblestone squares of Gamla Stan (Old Town), as well as the Nobel Museum, nestled in its charming alleys. For a glimpse into the past, the Gothic Vadstena Abbey houses the relics of St. Brigitta and a remarkable collection of medieval art. Music enthusiasts will enjoy the ABBA Museum, where they can don stage outfits and record their own renditions of the iconic band's hits. For those wishing to extend their Swedish experience, the ethnographic open-air museums provide a captivating insight into the country's heritage.

Swedish cuisine embodies simple, hearty home cooking rooted in Scandinavian traditions, emphasizing ingredients that withstand the rigors of cold climates. Traditional dishes eschew elaborate desserts in favor of robust flavors. Notable examples include Swedish-style stew, featuring tender beef or veal simmered with an array of vegetables and spices, often accompanied by pickles and mashed potatoes. Baked Hasselback potatoes are a delightful side, with large tubers sliced accordion-style and layered with cheese, bacon, or herbs before baking. Swedish meatballs, a classic, are boiled, fried, and baked, typically served with potatoes, cream sauce, and lingonberries. Unique to Swedish gastronomy is Yolebrod, a beer-based soup that replaces traditional broth. Due to Sweden's extensive north-south geography, regional variations abound; northern cuisine highlights reindeer and game dishes paired with lingonberry sauce, while southern fare favors fresh vegetables in salads and stews.

To sum up, Sweden stands out not only for its rich cultural heritage and progressive social policies but also for its breathtaking natural landscapes and commitment to sustainability. The country is a pioneer in environmental innovation, with ambitious goals to become carbon neutral by 2045. Additionally, Sweden's vibrant music scene, exemplified by its contribution to global pop culture, continues to influence artists worldwide. With its blend of tradition and modernity, Sweden offers a unique experience for both residents and visitors alike, making it a fascinating subject of study and exploration [1].

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THE GERMAN LEGAL

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Germany has a significant geopolitical significance as one of the important economic, cultural, scientific and political centres of Western Europe. The country occupies a large part of north-central Europe. Some aspects of Germany's geopolitical importance: •*The role in European integration.* Germany stood at the origins of European integration and served as the core for the unification of European peoples.

2

•*The regulator of processes in Europe.* Due to its geographical location, Germany acts as the main regulator of processes in Europe. 2

•*Membership in international organizations.* Germany is a member of the United Nations, the Council of Europe, NATO and the OECD, as well as one of the founders of the European Union, G7 and G20.

Unique Legal Framework.

The unique legal system of Germany is a civil law system based on codes and statutes, with a strong emphasis on legal certainty and predictability. It combines elements of Roman law, customary law, and statutory law, and is heavily influenced by the principles of the Napoleonic Code. The German legal system is known for its highly detailed and comprehensive regulations, as well as its complex court structure and legal procedures.

Human Rights Issues.

Human rights in Germany are protected by the Basic Law for the Federal Republic of Germany, which guarantees fundamental rights such as the right to personal freedom, equality before the law, freedom of expression, and the right to privacy. Additionally, Germany is a party to several international human rights

treaties, including the Universal Declaration of Human Rights and the European Convention on Human Rights, which further protect the rights of individuals in the country.

Economy and Trade.

Germany has the largest economy in Europe and is known for its strong emphasis on exports. The country is a major player in international trade, particularly in machinery, automobiles, chemicals, and electronics. Germany is a member of the European Union and benefits from the EU's single market, which allows for the free movement of goods, services, and people within the bloc. The country also has a strong social market economy that combines elements of capitalism with social welfare policies. Germany is home to many multinational corporations and is a leading exporter of goods to countries around the world.

The Management Board

Every German public company must have a management board. In accordance with the basic principle that the supervisory and management functions must be separated, the management board is primarily responsible for managing and directing the business of the corporation. Before rights and responsibilities of management board members concerning their managing tasks are dealt with in detail, those legal principles which have been set up to govern the basics of the management board member's role are outlined. [5, c. 40-41].

The main part.

The German legal system is based on the following: Legal system. It includes the federal legal system, the so-called "competence of competences", implying the supremacy of federal law and the right of the federation to change its own powers through various acts, as well as regional legal systems, which are represented by the legal systems of the subjects of the federation - the lands.

Historical context. Historically, German law was formed under the significant influence of Roman law. By the time of the fall of the Western Roman Empire, the

Germanic tribes already had a legal system and codes of laws. When these tribes began to settle in the former lands of the Roman Empire, they had to include elements of Roman law in their laws, as this right was enjoyed by the local population. In the early Middle Ages, there were no sets of German laws yet, their role was played by the laws of the Roman Catholic Church. During this period, the laws of the Roman Catholic Church applied not only to the clergy, but also to the poor, widows, orphans and crusaders.

Distinctive features. Based on a fairly high legal technique, the development of new legislative acts aimed at regulating various spheres of social relations in the country.

It is worth noting that law in Germany can be called the result of a fairly long historical development of all German states (states).

Types of Courts.

The judicial system in Germany is structured and operates with a clear hierarchy, encompassing various types of courts that handle different legal matters. Here's a detailed overview:

A. Ordinary Courts

These courts deal primarily with civil and criminal cases and are divided into three levels:

- Local Courts
- Handle minor civil cases, family law matters, and criminal cases involving less severe offenses (misdemeanors).
- They serve as the first point of contact for most legal disputes.
- Regional Courts (Landgerichte):
- Handle more serious criminal cases and larger civil disputes.
- They also serve as appellate courts for decisions made by local courts.
- Higher Regional Courts (Oberlandesgerichte):
- Act as appellate courts for regional courts and handle particularly significant or

complex cases.

- They also have jurisdiction over certain criminal matters.

B. Specialized Courts

These courts address specific areas of law:

- Administrative Courts (Verwaltungsgerichte):
 - Deal with disputes between citizens and government authorities, such as issues related to permits, licenses, and public services.
- Finance Courts:
 - Handle tax-related disputes and issues concerning financial regulations.
- Social Courts:
 - Address matters related to social security, health insurance, unemployment benefits, and labor disputes.

C. Federal Constitutional Court

- The highest court in Germany concerning constitutional matters.
- It ensures that laws comply with the German Constitution (Grundgesetz) and protects fundamental rights.
- It also resolves disputes between federal and state authorities

Separation of powers

Bundestag. a unicameral body of people's representation (parliament) of Germany, which is elected every four years. Competence: adoption of laws, adoption of the federal budget, resolution of the issue of confidence in the Federal Government and control over its activities.

Bundesrat. One of the five permanent constitutional bodies in Germany. It consists of members of state governments representing 16 states of Germany. Competence: All bills considered by the Bundestag are also sent to the Bundesrat. The bill cannot be adopted without the approval of the Bundesrat if it concerns issues of taxation and budget policy, territory and boundaries of the lands, the organisation of power at the regional level or other issues attributed to the competence of the

Lands by the Basic Law. The Bundesrat can protest other bills, after which the bill must be reconsidered by the parliament.

The judiciary. The judicial system in Germany is complex, which is predetermined by the federal structure of the country and the multifaceted judicial jurisdiction. There are six branches of justice: constitutional, general, administrative, financial, labour and social.

Federal government. This is the executive body of Germany. It consists of the Federal Chancellor and cabinet ministers. The basics of the organisation of the cabinet, as well as the procedure for its election and appointment, as well as the procedure for its dissolution, are set out in Articles 62-69 of the Basic Law of the Federal Republic of Germany.

Main branches of German public law

- state and constitutional law ('Staats- und Verfassungsrecht');
- administrative law ('Verwaltungsrecht');
- tax law ('Steuerrecht');
- criminal law ('Strafrecht');
- procedural law ('Prozeßrecht');
- public international law ('Völkerrecht'). [4, c. 25].

Human rights

Struggle for women's rights. Already in Kaiser Germany there was a powerful social movement for women's rights. In 1894, its representatives united into the Union of German Women's Organisations (Bund Deutscher Frauenvereine), which launched the struggle for women's suffrage. The coming to power of the National Socialists in the 1930s put the movement for women's rights back several decades ago. Nevertheless, by the end of World War II, there were about 500,000 female volunteers in the service of the Wehrmacht. The same number served in civil Defence. More than 400 thousand women worked as nurses.

The Men's Rights Movement (MRM). Consists of various groups and individuals who deal with general social problems and specific public services that negatively affect men and boys or, in some cases, discriminate against them structurally. Common topics discussed in the men's rights movement include family law (e.g. child custody, alimony and distribution of spousal property), reproduction, suicide, domestic violence against men, false accusations of rape

Conclusion

In conclusion, the legal system in Germany is a intricate and well-developed framework that is based on the principles of the rule of law and protection of individual rights. The system is characterized by a strong emphasis on judicial independence, a clear separation of powers, and a commitment to upholding the rule of law. The German legal system is highly regarded internationally for its efficiency, transparency, and commitment to protecting the rights of its citizens. It serves as a model for many other countries around the world and continues to evolve and adapt to the changing needs of society.

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CHINESE CULTURE IN THE DIALOGUE OF CIVILIZATIONS

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Over the course of five millennia, Chinese culture has significantly influenced global civilizations, serving as a model for Eastern societies and fostering a dialogue with the West. It plays a vital role in shaping a new order in intercivilizational relations, actively contributing to the preservation of cultural and ethnic diversity.

Throughout its history Chinese culture has demonstrated remarkable resilience adaptability and a commitment to self-improvement. Chinese people recognizing the value of exchanging experiences have learned from other countries contributing to the development of their own culture. The periods of the Han and Tang dynasties (2nd century BCE - 10th century CE) were characterized by cultural flourishing and exchange with other nations leading to the opening of the Silk Road by Zhang Qian and the pilgrimage of Xuanzang who spread ancient South Asian culture. Explorer Zheng He advanced Chinese culture to distant lands in the 14th and 15th centuries [1, p. 102]. After the isolationist period of the Qing Dynasty (1616-1912) educated Chinese actively embraced Western ideas stimulating reforms and societal development. Modern China in its process of modernization emphasizes openness and cooperation with all countries worldwide [2, p. 65].

Chinese culture also exhibits an assimilative nature in its interaction with other cultures. Buddhism originating from India in the 1st century CE underwent transformation in the Chinese context incorporating elements of local beliefs Daoism and Confucianism. This Chinese variant of Buddhism spread to neighboring countries and even reached Europe and North America under the name Zen Buddhism. This adaptive quality is also evident in the interpretation of Marx and Lenin's ideas in the

works of Mao Zedong. In contemporary China the «sinicization» of Marxism has led to the formation of a unique concept of socialism with Chinese characteristics [3, p. 44].

Fundamental values of Chinese culture such as "humanism" or "benevolence" form the basis for openness and harmony in relationships between individuals and the surrounding world. Concepts like "humanism" and "Da Tun" in Confucianism express a desire for societal harmony emphasizing the importance of friendship and neighborliness among nations. Just as sunlight consists of seven colors the world full of cultural nuances owes its richness to each country and nation with its unique history and culture. China calls for mutual respect learning from one another exchanging positive experiences and advancing together aiming to achieve a symphony of civilizations based on equality and unity. Confucianism emphasizes that unity is achieved through the diversity of opinions.

The diversity of cultures like the various colors of sunlight constitutes the richness of the world. Each country has its unique history and cultural tradition. Mutual respect learning from one another and exchanging positive experiences enable all nations to progress together. Chinese culture with its principle of «Unity is achieved through a multitude of diverse opinions» can serve as a significant stimulus for the development of inter-civilizational dialogue fostering the convergence of civilizations in the spirit of equality and unity while preserving cultural uniqueness [4, p. 21].

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THE LEGAL SYSTEM IN GERMANY

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The law of Germany, that being the modern German legal system, is a system of civil law which is founded on the principles laid out by the Basic Law for the Federal Republic of Germany, though many of the most important laws, for example most regulations of the civil code were developed prior to the 1949 constitution. It is composed of public law, which regulates the relations between a citizen/person and the state (including criminal law) or two bodies of the state, and the private law, which regulates the relations between two people or companies. It has been subject to a wide array of influences from Roman law, such as the Justinian Code the Corpus Juris Civilis, and to a lesser extent the Napoleonic Code.

The country of Germany is a Federal Republic: it includes 16 federated states, that have political autonomy as to the domestic policies, while remaining within the political and legal borders of the state or Federation per se. Thus, the country's political system includes the federal (or state) and regional levels, each of which has their own system of legislative, executive and judicial powers. Yet, the federal law takes precedence over the law of the federated states [1].

As the party list system suggests, German democracy is based around political parties - organizations set up to follow common sets of principles, and synchronize their efforts in the various political institutions.

The Federal Finance Court in Munich examines the official notifications issued by the tax and revenue offices and customs authorities on their legal correctness. The BFH is the final court of appeal for fiscal jurisdiction to ensure a uniform application of tax laws. It is the supreme federal court for customs duties and taxes [2].

The procedural system of Germany is based on a highly active role of the judge or the judges. In court, both parties have the same rights and duties. Each side can (in higher courts must) require the services of one or several attorneys. They present facts and evidence for their version of the case of their own accord and without the help of the judge, who then makes his judgement independently. With the exception of Social Law and some parts of Labor Law, the costs of all the participants of the lawsuit (including the costs of the opponent) have to be paid by the unsuccessful party to the extent that it did not prevail.

The administrative law system in Germany allows individuals to challenge decisions made by public authorities, reflecting a commitment to accountability and transparency in governance [3].

German law encourages mediation and settlement as means of resolving disputes, promoting efficiency and reducing the burden on the court system. The German legal system is heavily influenced by European Union law, which has primacy over national law in many areas, thus integrating Germany into a larger legal framework.

Confinement begins immediately after the judgment of the court is announced at trial, unless an appeal is pending. In this case the judgment doesn't become legally effective until and unless the appeal is denied or withdrawn.

Although German law protects the accused from being repeatedly prosecuted or subjected to double jeopardy, the prosecution as well as the defense may appeal a

court judgment, and such an appeal by the prosecution is not considered double jeopardy. Notification for appeal must be submitted within one week after the oral announcement of the court's judgment. A brief supporting the appeal must be submitted within 30 days.

Attorney fees depend on the length of the trial and the complexity of the case. They can be quite high if the trial takes more than a day, or if representation is by an attorney of high repute [4].

Germany is experiencing significant demographic changes, including an aging population, low birth rates, and increasing immigration. These trends have profound implications for its legal system. Aging Population: As the population ages, laws regarding healthcare, pensions, and elder care are increasingly important. Reforms are continuously made to address the needs of the elderly, ensuring their rights and welfare.

Germany has seen an influx of immigrants, particularly from conflicts in the Middle East and Africa. This has led to changes in laws related to asylum, integration, and labor rights.

The Integration Act was established to promote the social and economic integration of immigrants, emphasizing language acquisition and employment. The legal system in Germany is robust and responsive to the demographic changes facing the nation. The interplay between demographic trends and legal reforms will shape the future of German society, ensuring that it remains a nation that upholds justice and equality for all its citizens [5].

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THE IMPACT OF THE INTERNET ON LANGUAGES

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The new age of the internet has exerted quite a big impact on every field of life and [technology](#). Today, one can execute tasks that were impossible to do so a few decades ago. Not only that, the internet has opened doors for innovation and improvement in all aspects of life, be it business, science, or technology.

Technology has significantly affected the way we communicate. Language, in particular, has seen a significant change since the advent of the internet. Text messaging and the use of translation applications has diluted and altered various languages to a certain extent.

Clearly, a lot has changed in recent years, for better or for worse, depending on how you look at it. However, it's safe to say that with the advent of the internet, our

language has certainly been affected. English — or any other language, for that matter — has seen far more changes in the past 2 decades than it did in the last century. [1]

Social media has also had a significant impact on linguistic norms of communication. On platforms such as Twitter, where character limits are set, users have developed innovative ways to succinctly express complex ideas. This has led to the popularization of practices such as omitting vowels (“gr8” means “great”) or using symbols and numbers instead of letters (“2” means “to” or “too”). Moreover, the constant familiarity with different language styles and variations in social media has led to a wider acceptance and integration of non-standard forms of language. Slang, regional dialects and even Internet-specific jargon have found their way into the mainstream of communication, blurring the boundaries between formal and informal language. [2]

The spread of the “internet” language has a tendency to be adopted quickly by its users — the terms written by a specific group quickly become a part of the communication of a larger community on the internet.

These internet activities taking place by the users signify the value of short words and terms. In fact, it can be said that the major contribution of the impact of internet on the growth of language is the encouragement of using shorter forms of words instead of using lengthy and hard-to-type terms.

People who say that the internet will make a fresh international creole form of a language actually have misunderstood the development of creole languages. Creole languages are created by the fusion of different languages. Sometimes this fusion is adopted as a language.

For instance, in Haiti, Haitian Creole is used as an official language. However, the internet is not “creolizing” the chief body of the English language, even with various non-native speakers texting in their own languages online. [3]

However, on one side of negative influences, there is a positive side:

1. Language creativity and innovation. Users co-create new words, expressions, and memes that spread rapidly across platforms.

2. Improved literacy. Literate writing in text messages, comments, and posts has become a criterion for “screening” in online communities. People who write illiterate texts are not taken seriously and are often criticized.

3. Languages diffusion. For example, on the Internet one can find the necessary literature and methods for developing language abilities. International communication has also increased in popularity: people are interested in communicating with foreigners, which allows them to communicate directly with native speakers.

Although the internet language has contributed strongly to making advancements in the field of business, science, and technology possible, its contribution to the [world of languages](#) is sometimes overlooked. Unconsciously, it has changed the way people communicate with each other via the internet, on social media platforms, and through emails. However, while the effect has mostly been to “shorten” the language, it has also made communication much faster and easier than before.

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RUSSIA AND THE WORLD: ART WITHOUT BORDERS

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In 2024, many cultural events were organized both in Russia and abroad. Russian culture has won the hearts of residents of Vietnam, China, Thailand, and other nations. As a result, several important cultural events were held, in which both domestic and foreign nations participated.

Undoubtedly, China is the most significant country on the list. Holding the Russia-China Years of Culture on the 75th anniversary of the establishment of diplomatic relations between the two countries is of great symbolic significance. The International Festival ‘Russian-Chinese Culture and Art Fair’ took place in Tynda, Blagoveshchensk, Heihe, and Harbin from June 27 to July 3. This event has already become a good tradition over the past few years.

The Year of Cultural Exchange and Tourism officially started in Russian-Thai relations at the end of April 2024, with Thailand taking the lead in this initiative. The opening ceremony in Bangkok was vibrant and colorful. The State Academic Russian Folk Choir named after Pyatnitsky performed for a Thai audience, and two significant exhibitions were held: one from the Peterhof Museum-Reserve and another titled ‘Discovering Russia’ showcasing a photo gallery of the most picturesque Russian landscapes.

In July 2024, the Days of Vietnamese Culture took place in Moscow and St. Petersburg. The opening ceremony was scheduled for July 2 at the Zaryadye Concert Hall in Moscow. The concert program included traditional and contemporary

Vietnamese music, classical performances, and showcases by Vietnamese famous singers and dance groups, as well as a demonstration of the national ao dai costume. Nguyen Van Dung, Vietnam's Minister of Culture, Sports and Tourism, emphasized that these events aim to familiarize Russian audiences with the rich and distinctive aspects of Vietnamese culture.

There is a long history of cultural cooperation between South Ossetia and Russia. The Russian audience especially warmly welcomes the performances of the State Song and Dance Ensemble of South Ossetia, 'Simd' named after Galaev, frequently touring our country. This year, the first performance of the ensemble took place in Moscow on March 11 on the stage of the Tchaikovsky Concert Hall. The repertoire of the famous 'Simd' ensemble, which was established in 1938, focuses on the best Ossetia folk song and dance traditions. The ensemble's artistic expression prominently features heroic songs that honor national heroes, as well as ritual, drinking, and humorous songs.

Russia and Abkhazia have long-standing and close cultural ties. Abkhazian theaters and national troupes are actively performing throughout Russia. On April 27, for instance, the Tsargush State Honored Folk Song and Dance Ensemble of the Republic of Abkhazia performed on the stage of the Saratov Regional Philharmonic named after Schnittke. Additionally, on June 12, the State Chamber Orchestra of Abkhazia, led by People's Artist of Abkhazia David Terzyan, conducted a concert featuring the Piano Duo, as part of the initiative 'Exchange Cultural Events of Russia and Abkhazia' in Sochi.

Two ballet companies performed in the capital of Belarus. From March 28 to March 31, the St. Petersburg State Academic Ballet Theater of Boris Eifman presented the ballet 'Eugene Onegin' and the play 'The Seagull. Ballet history'. Later, from July 9 to 14, the Mari State Academic Opera and Ballet Theater named after Eric Sapaev toured Minsk, offering audiences productions such as 'War and Peace', 'Russian Hamlet', and 'Romeo and Juliet'. In turn, Belarusian theaters toured Russian cities; specifically, on June 25 and 26, the Mogilev Regional Drama Theater

participated in the ‘Big Tour’ program at the State Academic Russian Drama Theater of Bashkortostan.

Thus, worldwide cultural cooperation programs allow our artists to travel to friendly nations and foreign theaters and famous ensembles to visit Russia. The peaceful growth and fruitful life of troupes from many towns and nations are facilitated by active communication, live interaction, viewing, and discussing performances.

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NATIONAL ETIQUETTE: TRAVELLING THROUGH COUNTRIES

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The world around us is full of diverse cultures, traditions and customs. Every corner of the earth has its own unique features. Travelling through different countries, we encounter various norms of behaviour that can differ significantly from those we are accustomed to at home. Understanding national etiquette becomes an important aspect of effective communication and interaction between people from different nationalities.

In today's world, interactions between individuals from different nations are becoming increasingly frequent. Knowledge of national etiquette can help avoid misunderstandings and conflicts, promote the establishment of trust-based relations, and enhance effective communication. Understanding and keeping with the traditions and customs of another country demonstrates respect for its culture.

The significance of morality and etiquette in society has always been substantial. Etiquette is inherently linked to the existing system of cultural values. An individual's social behaviour serves as a kind of business card, by which you can find out how he or she was brought up and where he or she grew up, how he or she treats others, and how comfortable his or her life is.

Let's look at some aspects of etiquette in different countries.

The British follow a rather strict introduction procedure. When meeting English people, it is essential who is introduced first. Discussing business with an Englishman after the working day is considered bad manners. This rule also applies during dinner

with your business partner, as the British take table manners very seriously [2, p. 159].

In Sweden, you should keep personal distance and not touch people when talking to them. You should follow appropriate table manners and never discuss religion or politics. Being silent during conversation is not considered awkward. Being a man of few words is preferable to being a man of many. When dining out, don't drink until the host makes a toast.

In Israel, people should be greeted with a warm handshake, a sincere smile, and the suggestion that they call you by name. If someone is 15-20 minutes late or calls during your meeting, don't take it personally. If you are asked personal questions, answer in a generalized way [3].

In Germany, Italy, France, and Russia, people greet each other with a handshake. However, Anglo-Saxons do not consider a handshake a necessary condition for greeting and contact. They believe that a friendly nod along with a polite word is the proper way to greet someone. In Japan, it is obligatory to bow in response to a greeting. Indians, when meeting, place their hands together as in prayer and press them to their chest. In Arab countries and South America, men greet each other with hugs [4].

The French value punctuality, so it is customary to arrive 5-10 minutes earlier than the appointed time for a meeting. It is preferable not to be late, but if you are ten minutes late, it will be treated with understanding. It is customary to begin and end any business meeting with a quick and light handshake.

American etiquette allows for a firm handshake, casual claps on the shoulder, and the use of shortened names. In the United States, it is customary to address each other simply and informally, even if there is a significant age or social status difference between the interlocutors. A broad smile is an essential part of greetings and any communication among Americans.

The Chinese tend to use minimal facial expressions and gestures when communicating with strangers. A Chinese keeps his face and body still, sits up straight, and speaks in a voice close to a whisper. Speaking very loudly is considered

unacceptable for a Chinese person. During conversations, they avoid looking directly at the interlocutor because, in their view, so do enemies or people who hate each other.

When communicating with the Japanese, you should not sit down unless you are invited to do so. You should not look around, as this means you are distracted and inattentive. Japanese society is based on a strict hierarchical system of 'senior-junior'. In communication, even a one-year age difference is significant. Seniors and juniors are defined by both age and social status [1, pp. 40-54].

Therefore, etiquette is not just a set of rules but a reflection of people's values and worldviews. Respect for cultural differences and the desire to understand the peculiarities of communication in other countries enrich our experiences and contribute to more harmonious coexistence in a diverse world. Ultimately, knowledge and adherence to the etiquette of different countries become an important tool in building effective cross-cultural relations and mutual understanding.

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DIGITALIZATION OF CULTURE: FEATURES AND PROSPECTS

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Our culture is our history: technical means and spiritual values, research discoveries, monuments of literature and writing, political theories, legal and ethical forms, works of art, etc. However, in the modern world, most of the population uses digital tools in all areas of life. Thus, a new form of cultural heritage is being born. The development of cultural institutions in the context of digitalization is a complex process, because it requires a special approach to the development of growth toolkit.

Over the past two decades, there have been revolutionary changes in the forms of access, participation, dissemination, creation and production of cultural values in various industries: cinema, libraries, museums, book publishing, music, etc. Conducting culture and arts communication, which could be defined as the management of the communication process about culture and arts contents, via digital media with the use of some means such as cell phones, organizational web sites, social media accounts and e-mail addresses has become an important topic of discussion in today's world [1]. This is how the national project "Culture" appeared.

There is a real hype of interest in cultural events in Russia, and digital technologies play a significant role in this. Digitization must be accompanied by enlightened cultural policies, if opportunities for access and participation, individual and collective creativity are to be fully used [2].

Museums are integral to preserving a country's cultural heritage, offering enriching experiences for both locals and international visitors. Digitalization can

equip these cultural sites with modern tools to enhance administrative efficiency and enrich visitor experiences, potentially increasing visitor numbers and contributing to the cultural economy [3].

Digitalization of culture solves 5 relevant problems:

- 1) *Accessibility of cultural heritage;*
- 2) *Adaptation of culture to modern trends;*
- 3) *useful and informative leisure option for children;*
- 4) *multilingualism;*
- 5) *View of culture from a new perspective.*

It is worth noting that practice shows that many cultural institutions respond to changes in audience requests with delay. Or they don't do it at all. This is due to both a limited budget and a lack of readiness for changes.

Digitalization of culture has many advantages: it makes cultural heritage accessible to more people, helps preserve cultural heritage for future generations, and can stimulate innovation in the field of culture and art.

Thus, the digitalization of culture has an impact on all social relations.

Culture should be considered as a factor of socialization, a set of knowledge, beliefs and norms of behavior that regulate the spheres of human interaction at all levels – from everyday to global.

However, digitalization has an opposite side. One of the humanitarian problems that arise under the influence of digital technologies is a distorted understanding of the importance of information and information irresponsibility. Digital technologies create open virtual platforms. The ease of access to information, its abundance and lack of censorship, as well as the low level of education of the participants in the discussions contribute to the formation of "information noise".

Therefore, digitalization of the sphere of culture and leisure is designed to improve the quality of life of the population. Despite a number of negative aspects, it is impossible to imagine cultures without the use of digital technologies: people find

out about exhibitions online before visiting, buy tickets for performances and events, and research reviews before booking a trip, via the websites and social media profiles [4].

However, the project raises several important issues. First, is viewing art online a worthy substitute for viewing art in a regular gallery, and will the virtual experience ever be the same – or better - than in reality? At the moment, the answer is no. Is viewing an image on a screen, even on a very large screen, not a substitute for standing directly in front of a real object? after all, an object is something more than its image.

In real life a painting or work of art inhabits physical space and this somehow connects to us as physical beings, especially when we are looking at something in the presence of other human beings. The fact that the environments in which these objects are usually displayed are themselves beautiful cannot be discounted either. And then there's the argument that scarcity creates value in the sense that museum and art gallery visitors have often travelled a great distance to see these objects and the effort is itself part of the experience [5].

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SOCIAL INTERACTION OF CIVIL SOCIETY AND CULTURE ON THE EXAMPLE OF AUSTRALIA

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Civil society is a collection of various forms of self-organization of citizens who act outside the framework of State control and interact to solve social, cultural and political issues. It is in Australia that social interaction between civil society and culture develops in a unique way, not only reflecting local realities, but also demonstrating global trends. Manwaring emphasizes the importance of cultural diversity, which forms dynamic links between different ethnic and cultural groups, which creates a platform for active civic participation [1, p. 123].

Australian civil society actively supports cultural diversity through a variety of non-governmental organizations and initiatives aimed at involving different segments of the population in social processes. Thus, the Federation of Ethnic Communities' Councils of Australia initiates programs that focus on the issue of migrant integration and provide access to cultural resources [2]. Such initiatives help not only community groups, but also the whole society, which is achieved through the interaction of culture and civic participation.

The Australian Constitution and The Age Discrimination Act 2004 form the basis of the normative legal framework on the equality of all citizens regardless of

their cultural affiliation, creating conditions for active participation of citizens in the cultural life of the region. In particular, any actions that promote discrimination are subject to criminal prosecution, which also actively emphasizes the importance of maintaining cultural diversity as one of the fundamental principles of modern Australian society.

Among the many cultural expressions that are reflected in civic initiatives, art, music and national holidays stand out. For example, the celebration of Australian Culture Day promotes the integration of various ethnic groups and becomes a platform for the exchange of cultural values. At such events, citizens show their civic activism by participating in the organization of events and carrying out cultural exchange [3]. Research conducted by other authors confirms that such events have a positive impact on public opinion and strengthen ties between different groups.

The culture of the Australian Aborigines also occupies a significant place in the context of civil society and cultural interactions. Over the past few decades, there has been a growing awareness of the importance of including Aborigines in cultural and social dissonance, which is associated with the recognition of their right to their own identity. As Yu.Yu.Kravinskaya and E.V.Polkhovskaya rightly point out, the establishment of the legal framework guaranteed by The Native Title Act 1993 is interpreted as an important step towards restoring justice and recognizing the cultural heritage of indigenous peoples [4, p. 47]. The juxtaposition of Aboriginal and recent immigration culture enriches social interaction and contributes to the formation of an inclusive civil society.

Local communities are actively using new media platforms to maintain their traditions and cultural ideas. In the context of digitalization, social movements in Australia use social networks and Internet platforms to create cultural content and communication. Yu. A. Puzentsova emphasizes that such initiatives not only create an opportunity for comprehensive support of local culture, but also connect citizens to larger global networks [5, p. 226].

It is important to note that under the influence of modern globalization, changes are taking place in social interactions between civil society and culture. Indigenous

Australians and non-indigenous communities are stepping up their human rights services, specifically focusing on the unique needs of ethnic groups. For example, the North Australian Aboriginal Justice Agency, which provides criminal and civil services to the indigenous people of the Northern Territory of Australia, acts as cultural human rights defenders.

Thus, the interaction of civil society and culture in Australia is a dynamic process in which mutual understanding and support for cultural diversity form a unique social context. Openness to various forms of self-organization and active participation of citizens in cultural life contribute to strengthening ties between different groups, ensuring the further development of civil society. Each of these aspects, linked to the richness of Australian culture and traditions, creates a solid foundation for future interaction in the social sphere.

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WELCOME TO CHINA

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China, or Zhongguo, as the Chinese call it, is one of the most amazing and mysterious countries in the world. The birthplace of paper and printing, gunpowder and compass, silk, porcelain and other useful discoveries. Located in the southeast of the Asian continent, its outlines resemble a huge bird soaring in the sky. Modern China is the heir to a great civilization, which is about five millennia old.

China is also called the Celestial Empire, which is patronized by the sky. The ancient Chinese revered their rulers as "sons of heaven." This poetic name may also be associated with the Himalayas, the highest mountain system on the planet [\[1\]](#).

Weather conditions in China are very diverse, due to the location of the country at different latitudes. In the southeastern regions, the climate is subtropical, in the northwestern regions it is sharply continental. A significant part of the territory is located in a temperate climate zone. Knowing the nature and climate of China, you can plan your trip [\[2\]](#).

A trip to China will be one of the most unforgettable and informative, because of the unique sights, some of which are over five thousand years old.

The history of China begins in 2700 BC and is associated with the rule of various Chinese dynasties. During their reign, the Silk Road appeared, unique

inventions and Buddhism spread. Therefore, you can start your journey from the largest architectural monument – the Great Wall of China, built to protect against enemies [3]. It is definitely worth visiting the Forbidden City in the center of the capital of China, built in the XV century. Until 1912, it was the main residence of the great Ming and Qing emperors. Where you can see the "celestial throne" of Chinese emperors and huge bronze lions [3]. The tourist will be interested in the Temple of Heaven, where sacrifices were made to the Great Sky.

While walking around Beijing, take a look at Tiananmen Square with the mausoleum of Mao Zedong in the very center of the capital. For tourists, any city in China will be attractive and memorable. The city of Shanghai will surprise you with the Garden of Joy, the Oriental Pearl TV Tower, the temple of the Jade Buddha and the Shanghai Tower, the second tallest in the world [4].

In Xi'an City, you should definitely see a life-size terracotta army of 8 thousand soldiers made of clay. The warriors are armed with swords, crossbows and spears [3].

In Wuhan city at the zoo, you will get acquainted with pandas, the main symbol of Chinese diplomacy. And on the territory of the Guiyang Buddhist Temple, tourists can beat the ancient bell, making their most intimate wishes.

To forget about the daily hustle and bustle, take a break from the noise of megacities and get vivid and unforgettable impressions, the nature of China seems to be specially created for this. The calm and grandiose Tibet, the majestic Himalayas, the unique landscapes of Gansu province, the Gobi Desert in the north and the warm seas in the eastern part of the country – all this is China. In Tibet, the Potala Palace, the official residence of the Dalai Lama since 1959, will be interesting [3].

On Hainan Island, at the foot of Nanshan Mountain, there is the Nanshan Buddhist Center, the largest in Asia [5].

You will be able to visit many major historical and cultural centers, see thousands of beautiful monuments and enjoy the incredible beauty of the landscapes. And everyone will definitely find entertainment to their liking. Beach lovers will find

entertainment on the seashore. Diving and sports rafting on the river are waiting for you on Hainan Island [6].

Ski resorts will give you an unforgettable experience. The most popular of them is Yabuli, where the Winter Olympic Games were held in 2008 [7].

The Chinese attach great importance to food, it is a kind of ritual that has a philosophical meaning. Confucius also compared a well-cooked dish with a prosperous state in which everyone is in their place.

The vast territory of China is divided into provinces, each of which has its own gastronomic preferences and traditions, the most famous of which are Cantonese, Sichuan, Shandong and Jiangsu. In the north of the country, the main ingredient of dishes is noodles, which are fried, boiled and baked. In the south, tortillas, bread and desserts are made from rice. In Tibet, barley is used to make dough for noodles and dumplings, and local barley beer has a sweet and spicy taste. Guangzhou Province in southern China is known for a variety of meat dishes, including snakes and snails. Poetic names can be confusing, but after familiarizing yourself with the ingredients, you can safely enjoy the taste [8].

For many years, China has been ranked first among countries producing a variety of goods. Markets and shopping streets such as Nanjing Street in Shanghai provide unique opportunities for shopping and exploring the local culture. Here you can find everything from souvenirs to jewelry, fashion, electronics and cars. You can come to China not only for sightseeing, but also for shopping of your dreams [9].

China has a well-developed infrastructure. There are also hotels with a high level of service in the province, you can easily find a place for temporary accommodation for every taste and budget. You can travel around China both by plane and by train.

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CULTURAL PARADOXES OF JAPAN: PRESERVING HERITAGE AMIDST GLOBALIZATION

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Japan, officially known as the Empire of Japan, is an island nation in East Asia, located in the Pacific Ocean east of the coast of mainland Asia. The country includes four main islands — Honshu, Hokkaido, Kyushu and Shikoku, as well as many smaller islands. Japan covers an area of 377.975 km², making it slightly larger than Germany and slightly smaller than the state of California in the United States.

The concept of cultural identity in Japan is deeply entrenched in its historical context. With a past that includes periods of isolation and intense modernization, Japan has cultivated a unique culture that amalgamates indigenous traditions with foreign influences. Today, globalization presents both an opportunity and a challenge, as Japan strives to uphold its cultural essence while participating in an interconnected global community. To fully understand the cultural paradoxes Japan faces, it is essential to delve into the profound influence of globalization and the measures Japan is taking to preserve its cultural identity.

Globalization is characterized by the exchange of ideas, values, and goods across borders, facilitated by advancements in communication and transportation technologies. For Japan, globalization has brought about significant cultural exchanges, influencing fashion, technology, entertainment, and even language. The global appeal of Japanese pop culture, including anime, manga, and J-pop music, exemplifies this exchange, showcasing Japan's ability to export its culture worldwide.

However, globalization also introduces challenges to cultural preservation. The pervasive influence of Western culture, from fast food chains and Hollywood films to Western fashion trends, risks overshadowing traditional Japanese customs. This cultural syncretism raises concerns among cultural purists about the erosion of Japan's unique cultural identity.

Recognizing the potential threats posed by globalization, Japan has undertaken various initiatives to safeguard its cultural heritage. The Japanese government and numerous cultural organizations actively promote traditional arts, crafts, and practices through festivals, exhibitions, and educational programs.

One notable initiative is the designation of "Living National Treasures" (Ningen Kokuhō), honoring individuals who have achieved mastery in traditional Japanese arts and crafts. This program not only recognizes exceptional talent but also ensures the transmission of these skills to future generations. Additionally, Japan has made concerted efforts to preserve historical sites and ancient practices, fostering a sense of continuity and cultural pride.

Education plays a pivotal role in preserving Japan's cultural identity. The national curriculum includes components that emphasize Japanese history, language, literature, and traditional arts. Schools and universities promote cultural festivals and events, encouraging students to engage with their cultural roots.

Moreover, international exchange programs allow Japanese students to experience different cultures while fostering an appreciation for their own heritage. These educational initiatives instill a sense of cultural pride among the younger generation, ensuring that Japan's cultural legacy endures amidst global influences.

Japan's culinary scene is another sphere where globalization's impact is evident. While sushi, ramen, and other traditional dishes enjoy international acclaim, fast food, and Western culinary influences have permeated Japanese society. Fast-food chains and convenience foods have become ubiquitous, reflecting changing lifestyles and preferences.

To counterbalance this trend, there is a burgeoning "slow food" movement in Japan, emphasizing locally sourced, seasonal, and traditional cuisine. This movement seeks to preserve Japanese culinary traditions, such as kaiseki and Washoku, while adapting to modern tastes. The recognition of Washoku as a UNESCO Intangible Cultural Heritage underscores Japan's commitment to preserving its culinary heritage amid global influences [1, p.42].

In the realm of fashion, Japan navigates the dichotomy between traditional attire and contemporary trends. Kimono, once every day wear, is now reserved for special occasions, replaced by Western-style clothing. However, kimono continues to symbolize Japan's cultural elegance, with designers reinterpreting it for modern audiences [2, p.56].

Japan is also renowned for its technological innovation and leadership in industries such as robotics, electronics, and automotive manufacturing. However, this technological prowess coexists with a deep reverence for nature and traditional craftsmanship. This paradox is evident in Japan's approach to architecture, where futuristic urban landscapes harmonize with meticulously preserved historical structures [3, p.45].

Ultimately, Japan's journey in navigating the tides of globalization offers valuable insights into maintaining cultural identity in a rapidly changing world. By embracing its cultural paradoxes, Japan not only preserves its heritage but also enriches the global cultural landscape, exemplifying the harmonious coexistence of tradition and modernity [4, p.34].

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LEGAL SYSTEM OF IRAN

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Introduction. There are several reasons why it is important to study the legal system of Iran

1. Geopolitical Significance. Iran is a key player in the Middle East with significant political, economic, and cultural influence. Understanding its legal system provides insights into how the country navigates international law, sanctions, and treaties, especially in the context of its nuclear program and diplomatic relations with global powers.

2. Unique Legal Framework. Iran's legal system is based on a combination of Islamic law (Sharia) and civil law, creating a specific model. For legal scholars this fact provides valuable insights into the integration of religious principles in state governance.

3. Economy and Trade. Iran's legal system plays a crucial role in shaping its economic policies, including foreign investment, oil and gas regulations, and handling foreign sanctions. Understanding the legal structure is essential for businesses and governments dealing with Iran.

4. For comparative legal scholars Iran provides a unique opportunity to study how legal systems can evolve under different political, religious, and cultural influences.

The work aims at highlighting the legal system of Iran for better understanding other countries' legal systems.

Iran's legal system is deeply rooted in Islamic principles, specifically those of Twelver Ja'fari Shia Islam. *Sharia* (Islamic law) governs many aspects of legal, social, and political life of Iran. Before the 1979 Islamic Revolution Iran had a more secular legal system influenced by Western models, particularly French and Belgian codes. Post-revolutionary changes shifted the system significantly toward Islamic jurisprudence.

The Constitution of Iran was adopted in 1979 after the Islamic Revolution.[1] This document declares Iran an Islamic Republic, based on *Sharia*. The constitution confirms the principle of *Velayat-e Faqih* (Guardianship of the Islamic Jurist), which gives the Supreme Leader substantial authority in all aspects of governance, including the legal system.

The Iranian legal system blends secular and Islamic laws. For example, the Civil Code, which governs contracts, torts, and commerce, is based on a combination of Western legal traditions and Islamic principles.

Areas such as marriage, divorce, inheritance, and custody are governed by *Sharia* principles, often disadvantaging women. Family courts strictly apply Islamic law, particularly in issues of divorce, child custody, and inheritance.

The state power of Iran includes the following branches: theocratic elements, executive branch, legislative branch, judicial branch. The Supreme Leader, currently Ayatollah Ali Khamenei, holds the highest authority in Iran's legal system. He has the power to appoint the head of the judiciary, and other key positions within the military, media, and other influential sectors. The Supreme Leader ensures that the

judiciary follows the principles of Islamic law and can intervene in judicial matters, making the judiciary semi-autonomous but subordinate to religious authority.

Judiciary is highly centralized under the Ministry of Justice.

The court system is highly diversified. It includes: Criminal and Civil Courts, Revolutionary Courts, Special Clerical Court, Religious Courts, each having special functions. Most judges are clerics trained in Islamic jurisprudence. Their rulings are influenced by their interpretation of religious law, particularly in areas of criminal justice and family law.

The Iranian legal system blends secular and Islamic laws. For example, the Civil Code, which governs contracts, torts, and commerce, is based on a combination of Western legal traditions and Islamic principles.

The appeal courts review cases of lower instance courts. However, in high-profile or politically motivated cases the appeal process is often opaque, and defendants may face additional legal restrictions or be denied fair hearing.

Islamic Penal Code is based on *Sharia* and incorporates specific Islamic punishments. *Hadd* Punishments defines penalties for crimes such as adultery, theft, and apostasy, which may include flogging, amputation, or stoning. In cases of murder or bodily injury, the victim or their family can demand *qisas*(retaliation), often leading to the death penalty or other serious punishment. *Diya* (Blood Money) provides compensation for injury or death, usually an alternative of retribution.

Certain crimes like blasphemy, apostasy (renouncing Islam), and adultery carry the death penalty, highlighting the influence of Islamic law in criminal justice.

Legal system of Iran has been criticized internationally for its treatment of human rights. Issues include restrictions on freedom of speech, assembly, and press, as well as the arbitrary detention of political dissidents and activists.

Women are legally required to adhere to Islamic dress codes and are often subject to discrimination in areas like marriage, divorce, and inheritance.[2] For example, a woman needs her father's or male guardian's permission to marry. Men

can unilaterally divorce their wives, while women must meet specific criteria to file for divorce. Women inherit a half of what men do under Islamic inheritance laws.

Conclusion. The legal system of Iran is a complex fusion of Islamic jurisprudence and modern legal structures. The religious foundation of the system ensures that Islamic law remains at the core of legal ruling, while modern legal codes coexist with religious principles. However, the influence of the Supreme Leader and religious clerics means that the legal system remains heavily tilted towards theocratic governance, with limited room for secular legal reforms.

INDUSTRIAL DONBASS

Суптеля К.К.

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Donbass is situated in the steppe and forest zones. It lies in the steppe landscape, surrounded by scattered woodlands, hills (spoil tips), rivers, lakes. The Kalmius river links with the Sea of Azov. There are many species of wild plants: willow, oak, maple, birch, alder, wild apple-tree and pear-tree. There are many flowers we can find in the steppe: saffron, hyacinth, tulip, coltsfoot, iris, violet, etc.

Donetsk stands on the banks of the river Kalmius. It was a small mining settlement but in the upper part of the River Kalmius it had rich stores of coal, and very quickly it grew into a huge mining and industrial centre.

There are many industrial enterprises, construction associations and different organizations. Today there are many other colleges, institutes, universities, where study students. There is also the Philharmony, a circus, a planetarium, a great number of Palaces of Culture, many museums, libraries, clubs and cinemas. From 1924 to 1961 it was called Stalino, and only in 1961 it became Donetsk. Our land is rich in deposits of various mineral resources. Our region has the largest deposits of iron, large deposits of coal, its proven reserves are about 10 billion tons

including 5.7 billion tons of coke coal. Our land is a large industrial territory with a highly developed heavy industry: coal, metallurgy and machine building. There are hundreds of large industrial enterprises, building organizations, agricultural complexes. The availability of own fuel and energy resources, a network of motor and railroads, an outlet to the sea and high level of urbanization create unique conditions for the development of economy and business.

A characteristic feature of Donbass is a combination of powerful industry and diversified agriculture with the developed transport system. We have enterprises of metallurgical complex which produce a full range of metal products to export to many countries (Donetsk, Makeyevka, Enakievo); chemical enterprises (Gorlovka “Stirol”, Donetsk); machinery equipment enterprises (Donetsk, Yasinovataya, Gorlovka). Machinery specializes in manufacturing equipment for mining and metallurgical industry, heavy machinery, power equipment, agricultural machinery and chemical industries. All these companies provide most of the needs of our region. Coal mining industry is highly developed in our region. There are many mines (in Donetsk, Makeyevka, Snezhnoe, Shakhtersk, etc.) which are the basis for the development of fuel, coke coal mining, power industries.

Iron ore is the second most important resource, used for steel production. Donbass is a significant supplier of iron ore, which supports the development of the metallurgical industry. Donbass has traditionally been known for significant deposits of coal, iron ore, limestone, and gypsum, making it one of the major centers of the mining industry. Although Donbass is not a major oil and gas production region, its deposits contribute to the country's energy balance by reducing dependence on imported hydrocarbons and providing an additional source of energy for the local economy. Natural gas deposits were discovered long ago, but new deposits of the blue fuel are still being developed. In the north, the Donetsk basin has a gas field with a deposit capacity of 1400 million m³. A total of 15 potential fields are being developed.

Industry supplies us with most other basic and luxury goods, from freshwater to computers. Trade is the process of buying and selling. The seller gets the products

from the people who make them to the people who need them. And through trade, manufacturers can buy the raw materials they need to supply their factories and keep production going. Food and light industries are also well-developed in Donetsk.

Not only coal and ores are famous for minerals of Donetsk region. There are the richest reserves of rock salt, gypsum, chalk, flux, building limestone, unique varieties of clay, glass, building sandstone, dolomite, etc.

Donetsk is a large industrial, scientific and cultural city. We have scientific-research institutes, higher educational establishments, theatres. Donetsk is the city of million roses. A rose is a symbol of Donetsk. The Donetsk people started planting roses in the 60s of the 20th century.

The unique world of animals and plants, large deposits of mineral resources, a moderate continental climate and favorable geographical position give our land an opportunity to become a prosperous region.

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THE ROLE OF YOUTH IN PRESERVING WORLD CULTURE

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In the modern world, where technology is developing rapidly and information flows are continuously increasing, the preservation of cultural heritage is becoming one of the key tasks of society. Culture is the basis of a nation's identity, its spiritual wealth and a source of inspiration for future generations. A particularly important role in this process is played by young people – an energetic, creative and open to new ideas part of society. They not only inherit the traditions and customs of their ancestors, but also actively rethink them, adapting them to modern conditions. In this context, young people become a link between the past and the future, contributing to the transfer of cultural values and the formation of new cultural identities.

The preservation of culture is not only a matter of transferring knowledge about traditions, language and art, but also active participation in the cultural life of society. Young people use modern technologies to popularize their culture, creating new forms of self-expression and interaction. Social media, music platforms and other digital resources are becoming arenas where young people can share their views on culture and its importance in their lives [1, p.42].

Young people can actively participate in the creation of new cultural forms, assimilating and processing traditions. This is evident in music, literature, cinema and visual arts. For example, modern performers can take traditional folk melodies and combine them with elements of electronic music, creating a new genre that will resonate with a young audience. In literature, young writers can use forms and themes typical of classical works, but at the same time interpret them through the prism of

topical social issues such as ecology or equality. This not only enriches the cultural landscape, but also gives new voices the opportunity to be heard [1, p.65].

The active participation of young people in cultural events such as exhibitions, concerts, festivals and other events helps to preserve cultural traditions. For example, folk music festivals, where participants not only listen to performances, but also learn to play traditional instruments, contribute to the transfer of knowledge and experience. In addition, such events create a platform for dialogue between different generations, where young people can interact with experienced craftsmen and teachers [2, p.83].

Young people can study the culture of their people, as well as other cultures, which is an important aspect of their role in preserving heritage. For this, for example, young people can participate in educational projects or courses where they learn the language, traditions and customs of their people. The use of social media to publish cultural heritage artifacts, such as oral traditions or ornaments, also indicates that young people are taking responsibility for preserving this information for future generations.

The promotion of cultural exchange is also very useful for young people. They can participate in exchange programs such as student exchanges or international youth forums that promote intercultural dialogue. For example, participation in cultural exchanges allows young people to learn about the traditions and customs of other countries, which enriches their own cultural experience. This not only helps to develop tolerance and mutual understanding, but also creates conditions for the integration of different cultures, which enhances cultural diversity [2, p.103].

Based on this, young people play an indispensable role in preserving culture. The preservation of culture becomes a joint task of all members of society, and youth is its most important engine. Their ability to adapt to changes and use modern technologies allows them not only to preserve traditions, but also to give them new meaning.

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WELCOME TO THAILAND

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Thailand is a country located in the center of mainland Southeast Asia, known for its diverse ecosystems ranging from hilly forested areas in the north to fertile rice fields in the central plains and rugged coasts along the southern peninsula. Historically, Thailand was known as Siam until 1939 and was unique in the region for never being colonized by European powers

Discover Thailand, the Kingdom in Southeast Asia. The country is bordered in west and northwest by Myanmar (Burma), in south west by the Andaman Sea, in east and north east by Lao PDR, in south east by Cambodia, in south by the Gulf of Thailand (an inlet of the South China Sea), and by Malaysia. In south the country occupies a part of the Malay Peninsula. The country is divided into five distinct regions: the northern and western mountains, the Khorat Plateau in the northeast, the Chao Phraya River basin in the center, the maritime southeast, and the peninsular southwest. The Chao Phraya River basin is particularly significant as the cultural and economic heartland of the country.

Adventure Thailand - the Land of Smiles, this is a virtual guide to "Muang Thai" - often translated as the "Land of the Free", as the Thais call their country. Despite the fact that Thailand was governed by martial law until March 2015, after a military coup in May 2014. The Royal Thai Armed Forces dissolved the elected caretaker

government, likewise the senate, repealed the constitution, and established a military junta.

Thailand's landscapes vary from low mountains to fertile alluvial plains dotted with rice paddies to sandy beaches set amid the equatorial latitudes of the Asian monsoons. The country is divided into five distinct physiographic regions: the folded mountains in the north and west, the Khorat Plateau in the northeast, the Chao Phraya River basin in the centre, the maritime corner of the central region in the southeast, and the long, slender peninsular portion in the southwest.

Etiquette and customs in Thailand are deeply ingrained within society and its people, and part of Thai culture as a whole that dates way back – influenced by neighboring countries and Theravada Buddhism.

Most visitors coming to Thailand for a holiday or short visit do not really need to understand many of Thai customs to get along very well here. You'll be surprised how far just a polite smile can get you!

Central to Thai culture is the traditional greeting known as the wai, as in the animation. Unlike the handshake common in Western cultures, Thais greet with a bow, known as the sawasdee gesture. This unique custom is one of the first things the kids are taught, bringing pride to Thai parents when they see their little ones bowing. The wai is not just a greeting but also signifies respect, gratitude, and apology. There's a precise protocol for performing the wai, which varies based on the situation and social status of the person you're greeting. The higher the wai – palms are pressed together in front of the chest or face, accompanied by a bow. The more one dips the head, the more respect is shown. Thai children are educated from a young age on the proper ways to perform the wai for different occasions.

Thai cuisine is renowned for its vibrant flavors and the balance of four fundamental elements: sweet, sour, salty, and spicy. This isn't just a combination of ingredients, but a carefully calibrated harmony creating a unique gastronomic experience. Spices play a crucial role: chilies, lemongrass, galangal, kaffir lime leaves, coriander, and many more. Coconut milk is widely used, lending dishes a

creamy texture and mildness. Rice forms the base of most meals, while seafood, meats (chicken, pork, beef), and vegetables serve as complements. Noodles, soups (tom yum, tom kha), curries (green, red, yellow), and salads (som tum) represent just a fraction of the diversity of Thai gastronomy. It's important to note regional variations: Southern cuisine features an abundance of seafood, while Northern cuisine is spicier and more intensely flavored.

In conclusion, Thailand is a country with a unique blend of ancient history, rich culture, and a rapidly growing economy. Its political system, while not always stable, is still evolving, seeking a balance between traditional and modern values. Thai culture, rooted in Buddhism and deep-seated traditions, continues to influence all aspects of society.

The economic development of Thailand, driven by tourism, industry, and agriculture, presents both opportunities and challenges. It requires careful balancing between growth and preserving the country's unique cultural heritage. Further research is necessary to better understand the intricate relationships between different aspects of Thai life and to predict the future trajectory of this fascinating nation.

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THE CRADLE OF ITALY

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Florence is not just a tourist destination, it is a real cultural and artificial treasure. The city, located about 145 miles (230 km) northwest of Rome, is surrounded by gently rolling hills that are covered with villas and farms, vineyards, and orchards. Florence was founded as a Roman military colony about the 1st century BCE, and during its long history it has been a republic, a seat of the duchy of Tuscany, and a capital (1865–70) of Italy. During the 14th–16th century Florence achieved preeminence in commerce and finance, learning, and especially the arts [1, c. 122].

The uniqueness of Florence is that it combines a rich history and magnificent art that can be found in every corner of it. The city is full of attractions, ranging from beautiful cathedrals such as Santa Maria del Fiore Cathedral or Santa Croce Cathedral, to fantastic museums such as the Uffizi Gallery and the Accademia Gallery, where you can see masterpieces such as Giannini Versace or Michelangelo's David [2, c. 41].

Florence was originally founded by the Etruscans between the VI and VII centuries BC. This civilization came from Asia Minor, and then settled in the area of Tuscany. Since Florence was located at the foot of the Apennine Mountains, the Etruscans preferred to build their city on a slope a few kilometers from the city for better protection, based where modern Fiesole is located. During this period Florence was completely dependent on Fiesole [3, c. 69].

Florence was occupied by the German army in the last stages of World War II. The anti-Fascist resistance was very strong in the city and in the Tuscany region, and

the fighting was heavy. Leaving Florence, the Germans blew up all the bridges over the Arno River, but spared the famous Ponte Vecchio. After the war, the debate about the reconstruction of the city arose again. In the 1950s, Florence expanded to its periphery, and in 1962 a plan was developed, partly aimed at directing expansion beyond the Florence-Prato agglomeration. Despite some innovative qualities, the plan failed, and now two cities, except one, make up one large urban area. In the 1980s, Florence's population reached over 400,000, but soon fell slightly below that level. Since the 1980s, the main problems of the city have been environmental. A huge influx of tourists threatened to flood the city in every sense of the word, and the city center began to lose its distinctive character and its craft workshops. Pollution has reached record levels due to the mass ownership of motor vehicles and the special geographical location of the city. In the 1980s, drastic measures were finally taken when the city center was closed to private cars. This policy has to some extent helped to ease the pressure on the city, but the area is still choked by thousands of scooters and buses, and the city is still subjected to a constant tourist onslaught. Florence faces the danger of turning into a commercialized provincial town full of bric-a-brac shops, overpriced bars and crowded museums. Like Venice, it seems to be organized mainly for tourists and students, as well as for Florentines working in industries directly related to them. Of course, the dynamic economic area adjacent to Prato cannot be compared to the city itself, which continues to benefit from the past. Thus, the label "museum city" is perhaps best applied to Florence today, despite the fact that it is the capital of a highly productive region [1, c. 134].

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**THE IMPORTANCE OF STUDENT TRIPS AS A TOOL FOR IN-DEPTH
INTERUNIVERSITY EXCHANGE OF KNOWLEDGE AND CULTURAL
EXPERIENCE**

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In today's world, where globalization and international cooperation are becoming an integral part of the educational process, student trips play a key role in the in-depth exchange of knowledge and cultural experience between universities in different countries. Such trips create unique conditions for improving the educational level of students, developing intercultural competence and expanding their horizons.

Student trips provide an opportunity to gain not only theoretical knowledge, but also practical experience in various fields. Studying at another university abroad or even in another city can help students understand how educational systems work in other countries and learn new approaches to learning. This is especially important for students studying disciplines such as international relations, economics or sociology, where understanding different cultures and management systems plays an important role.

Study trips often include participation in lectures, seminars and master classes conducted by leading experts in their field. This not only deepens students' knowledge, but also expands their professional horizons, opening up new prospects for future careers. Establishing contacts with foreign professors and researchers can lead to the possibility of cooperation in research projects, participation in exchanges or internships.

One of the most significant aspects of student trips is the development of intercultural competence [1]. Students have the opportunity to immerse themselves in a new cultural environment, which contributes to the formation of a respectful attitude towards differences, understanding of other values and traditions. Such experience significantly enriches personal and professional growth, allows you to develop a more open and tolerant worldview.

Communication with representatives of other cultures also helps to develop skills in working in an international team, which is an important requirement in today's labor market. The ability to interact cross-culturally and adapt to new conditions is becoming increasingly relevant in the context of globalization, when employees often work in multinational teams.

Student trips contribute not only to personal development, but also to the expansion of academic cooperation between universities [1]. The exchange of knowledge and experience between educational institutions leads to an improvement in the quality of education and the introduction of innovative approaches. Universities can conduct joint research, create double degree programs and organize international conferences, which facilitates the exchange of ideas and the formation of new scientific directions.

This collaborative approach also helps universities attract international students, which in turn creates a more diverse and rich educational environment. This allows students not only to share their knowledge, but also to learn from others, which contributes to the creation of a global community focused on the exchange of knowledge and experience.

In conclusion, student trips are undoubtedly a valuable tool for in-depth interuniversity exchange of knowledge and cultural experience. They open up new horizons for students, promote the development of intercultural skills and create favorable conditions for academic cooperation. In today's world, where borders between countries are becoming less significant, such training programs are

becoming not just useful, but necessary for the training of highly qualified and socially responsible specialists ready for the challenges of global society.

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TOURISM IN INDIA

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India is a country located in South Asia. In this ancient country, which is at least 5,000 years old, different cultures and beliefs are intertwined, creating an exciting atmosphere for tourists all over the world. The country is rich in historical sights, sacred temples, natural parks and mountain resorts for a good time. India is a country of contrasts that will make you love and hate it, marvel and bewilder, laugh and cry [1]. This is indeed true, because the impressions you get when you visit India are completely up to you. This country is very diverse, and everyone sees and perceives it differently, but absolutely everyone remembers it for the rest of their lives.

Today, India can offer tourists a wide variety of destinations for a pleasant stay.

Lovers of breathtaking architecture should definitely visit the city of Jaipur [2], or as it is called the 'Pink City' because of the unusual pink colour of the stone. This city is one of the most popular tourist centres in India, known for its palaces, forts, and cultural heritage. Jaipur's calling card is the Palace of the Winds Hawa Mahal. The palace is as beautiful as the world's famous buildings. Externally, the building

looks like an incredible sized theatre or, as the locals say, a big jewel box. The facade of Hawa Mahal is decorated with numerous loopholes and balconies, decorated with oriental domes and pink sandstone lace. Inside, the palace is built in such a way that there is not a single staircase, and going higher and higher, tourists will see more and more beautiful rooms. The pinnacle of elegance is the Moroccan-style hall: tall white-washed arches, colourful stained glass windows and expensive carpets. If you visit the palace, you will hear the building singing its own melody, created by the wind coming through the hundreds of windows of the structure [3].

An equally fascinating architectural structure of Jaipur is the Amber Fortress Palace [4]. Visitors to the palace can enjoy not only the rich cultural heritage of India, but also the views of the surrounding hills and Masta Lake. You can climb up to the palace on the back of an elephant, which allows travelers to feel like real maharajas. Inside the palace, many historical halls will open, such as the Hall of Mirrors, the Hall of Pleasure and the Hall of Public Audiences. You can also get to festivals in Amber. Music and dance performances, exhibitions and light shows are regularly held on the territory of the palace.

For those who want to immerse themselves in the culture of India, it is necessary to visit the city of Delhi [8] - the cultural and religious capital of India, which is famous for ancient and significant temples reflecting the rich history and diversity of religious traditions of the country. Among the most popular temples that tourists should visit are Akshardham, Lakshmi Narayan, Lotus Temple, Chhatarpur and Hanuman Mandir. All of them represent architectural and cultural attractions, visiting which you will be surprised how multifaceted India is.

If you love nature, beaches and outdoor activities, then the best solution for you is to visit Goa [5]. Due to its warm climate and long coastline, it is one of the most popular tourist regions in India. Its picturesque beaches, azure waters and relaxing atmosphere create stunning conditions for a good holiday.

Goa is divided into Northern and Southern regions, each of which offers unique leisure opportunities [6]. North Goa is famous for the beaches of Calangute, Baga and

Anjuna, with many clubs, restaurants and bars on the coast. South Goa, by contrast, is known for the quieter and more secluded beaches of Palolem, Putnam and Agonda.

If you want to admire the beauty of the local nature, then the Dudhsagar and Arvalem waterfalls are located here, which are spectacular natural complexes.

For outdoor enthusiasts, the popular beaches of Baga, Calangute and Mandrem offer water sports such as parasailing, water skiing and diving. In the mountainous areas of North Goa, you can enjoy trekking and explore the caves of Pandava and Arizona.

However, India attracts tourists not only with its magnificent vacation spots, but also with something else

That is of course its traditional cuisine [7]. Indian cuisine is known for its variety of tastes and flavours and for tourists, it is an integral part of immersing themselves in the culture of the country. India's traditional dishes surprise with their richness of spices, textures and cooking techniques that vary from region to region. The must-try dishes are curries, biryani, kichari, burfi, jalebi, puri, chapati. Every tourist can find something unique for themselves, as the palette of flavours of Indian cuisine is greater than anywhere else.

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CULTURAL EXCHANGE THROUGH YOUTH FESTIVALS AND EVENTS

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Cultural exchange is an important process that promotes interaction between different cultures, allowing them to exchange ideas, traditions and experiences. In recent decades, youth festivals and events have become one of the most effective tools for implementing this exchange. They create unique platforms where young people from different parts of the world can meet, share their cultural characteristics and learn something new. Young people, as active participants in cultural exchange, play a key role in building mutual understanding and integrating different cultures.

Youth festivals serve as a space for dialogue and exchange of opinions. They attract participants not only from different countries, but also from different social and cultural backgrounds. This creates an opportunity for open discussion of topical issues such as human rights, ecology, social justice and many others. In such conditions, young people can share their views on important issues and find like-minded people, which contributes to a deeper understanding of cultural differences and common values.

Participation in youth festivals also helps strengthen cultural identity. Through interaction with representatives of other cultures, young people have the opportunity to better understand their own culture, its characteristics and values. Festivals often include a variety of programs, such as master classes, performances and exhibitions, which allow participants to immerse themselves in the culture of other nations. This enriches their cultural experience, promotes the development of creativity and broadens their horizons.

Successful examples of youth festivals include such events as the Slavic Bazaar, Kinotavr and various international music festivals. These events do not only demonstrate cultural diversity, but also contribute to the development of new talents. Participation in such festivals helps young artists and creative individuals find their audience and make a name for themselves on the international stage. Music festivals, such as Glastonbury or Coachella, bring together musicians and spectators from different countries, creating a unique atmosphere of unity and mutual understanding.

Sporting events also play an important role in cultural exchange. The events like the Special Olympics or the Youth Games promote inclusion and equality among young people. Sport is a universal language that unites people regardless of their cultural background. Participation in sports competitions allows young people not only to demonstrate their skills, but also to establish friendly ties with people from other countries.

However, cultural exchange through youth festivals faces a number of challenges. One of them is the commercialization of cultural events. In the context of increasing competition for the attention of participants, some festivals may lose their cultural value, turning into purely commercial projects. This may lead to a decrease in the quality of programs and a decrease in the emphasis on cultural exchange. In addition, language barriers can become a serious obstacle to full-fledged communication between participants from different countries. Restrictions in communication can hinder the exchange of experiences and ideas, which reduces the effectiveness of cultural interaction.

An equally important problem is the uneven access to festivals for young people from different regions. Young people from remote or less affluent areas may face financial difficulties when trying to participate in international events. This creates an imbalance in opportunities to participate in cultural exchange and limits opportunities for many talented young people.

Despite these challenges, the prospects for developing cultural exchange through youth festivals look promising. The integration of technology opens up new opportunities for organizing virtual festivals and events. The use of digital platforms allows young people from different parts of the world to participate in cultural exchange without having to physically attend the event. This is especially relevant in the context of global challenges such as the pandemic.

The introduction of sustainability principles into the organization of events is also becoming an important direction. Youth festivals can focus on environmental initiatives and social responsibility, which will help to form an active civic position among participants. Cooperation between countries to organize joint events will be another step towards strengthening intercultural ties.

In conclusion, it is worth noting that cultural exchange through youth festivals is a necessity in the context of globalization. These events play an important role in creating conditions for the exchange of cultural experiences between young people from different countries. They contribute to strengthening intercultural ties, forming a new generation open to diversity, and developing an active civic position among young people. Supporting initiatives to organize cultural events can increase their effectiveness and scale, which will lead to greater participation of young people in this important process of exchanging cultural experiences and values.

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PADMANABHASWAMY TEMPLE: THE RICHEST TEMPLE IN INDIA

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In Hinduism, a temple is a divine home where the human soul meets Brahman, the Ultimate Reality. Every part of the temple, from the entrance gate to the sanctuary, is filled with symbolism.

It is believed that the holy place is indirectly mentioned in the six Puranas. In particular, in the Varaha Purana, God notes that He lives on the land south of Mount

Malaya and north of the ocean - which is called Shayanadura. In the Brahma Purana, Vishnu is referred to as Shayanadura Purusha, and his abode is called the city of Shayanadura puram. There is also a story about the temple and the sage Divakara. In the Padma Purana, Padmanabha Temple is mentioned along with other famous pilgrimage sites - Mathura, Tirumala and Srirangam.

For most visitors, the entrance to the temple complex passes through the main raja gopuram, a seven-storey tower, which is an example of a mixture of architectural styles of Kerala and Tamil Nadu. The tower has a pyramidal shape and because of the small angle of inclination it seems not so much high as wide. Work on its construction began in 1565, and was fully completed two centuries later, in 1753. About 400 supporting columns decorated with bas-reliefs and a circumferential wall have been preserved in the temple complex. The main hall of the temple is decorated with granite sculptures. On the way to the main temple there is an open gallery, a mandapa named after Alvar Kulasekhara. It is decorated with 36 exquisite sculptures of the goddess Deepalakshmi, or Lakshmi, holding oil lamps[1].

In addition to the main temple, there are small temples of other deities around. These include Krishna, to whom a separate shrine is dedicated, the Thiruvampadi Sri Krishna Temple in the form of Parthasaratha, the divine charioteer of Arjuna; and Narasimha, represented in a ferocious form. It is believed that the descendants of Vrishni (to whom Krishna belonged) brought the granite image of Krishna to South India from Gujarat. The image of Krishna has two hands, one holding a charioteer's whip, and the other lying on his hip. In addition to them, the temple complex contains images of Ganesha; Rama, Lakshman, Sita and Hanuman; Ayyappa; Vishvaksen, as well as Sri Kshetra-pal (the guardian deity of the temple). Puja is performed for each of the listed deities. Before entering the main temple, visitors pass by the images of Hanuman and Garuda. Hanuman is smeared daily with unsalted pure oil. It is believed that the oil applied during the ritual to Hanuman never becomes rancid. Garuda is washed with sesame oil on some days. Both are satellites.

The temple is famous for its festivals, which are held twice a year. The first, Alpashi, takes place in October-November, the second, Panguni, in March-April. Each lasts for ten days. On the ninth day, a solemn procession with the participation of the Maharaja of Travancore takes place in the city. A notable feature of the Panguni festival is the procession of giant figures of the Pandava brothers. During the celebration, the portable murti Padmanabha travels through the city in various carts during the procession, symbolizing the vahanas (sled animals and birds) of Vishnu. During the festival, there is a solemn procession of the portable murti Padmanabha accompanied by members of the Maharaja's family to the shore of the Indian Ocean. It is preceded by a theatrical "hunt", ending with the "murder" of a demon symbolizing evil. Murtis bathe in oceanic waters to purify them after a "bloody battle"[2].

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SOUTH KOREA'S LEGAL SYSTEM

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The legal system of South Korea, also known as the Republic of Korea, is a complex and dynamic system that has undergone significant changes since the country's independence from Japan in 1945. The South Korean legal system is a unique blend of traditional Korean law, Japanese law, and American law, with a strong emphasis on Confucian values and social norms.

Prior to Japanese colonization in 1910, Korea had a traditional legal system based on Confucian principles and Chinese law. During the Japanese colonial period, the Japanese legal system was imposed on Korea, and many Korean laws were replaced with Japanese laws. After independence in 1945, South Korea adopted a constitution and began to develop its own legal system, heavily influenced by American law.

The historical development of South Korea's legal system begins with the moment of independence from Japan in 1945. The legal system of South Korea has undergone significant changes under the influence of traditional Korean law, Japanese law and American law.

The main sources of law in South Korea are: the Constitution, statutes, ordinances, case law, customary law, and the Constitution is the supreme law of the country.

The judicial system of South Korea is a three-tier system consisting of district courts, higher courts and the Supreme Court, which places great emphasis on the independence and impartiality of judges.

Enforcement of court decisions in South Korea is carried out through the enforcement system, where bailiffs can apply various measures to enforce decisions. This includes the seizure of property, the seizure of bank accounts and other measures.

Criminal law in South Korea is also based on written laws, and criminal procedure is regulated by the Code of Criminal Procedure. The trial is mostly adversarial, and the prosecution must prove the guilt of the accused. The right to protection is guaranteed by law.

The Constitution of South Korea was adopted in 1948 and has been revised several times since then. It guarantees the basic rights and freedoms of citizens, such as freedom of speech, the right to participate in elections and protection from arbitrary arrests. The Constitution is the supreme law of the country.

The Supreme Court is the highest instance and hears important cases and issues of constitutionality. Court proceedings are conducted on the basis of the adversarial principle, where the parties present their evidence and arguments.

The Constitutional Court of South Korea considers issues related to the constitutionality of laws and government acts. He can also make decisions on cases of violation of citizens' rights. This institution is essential for the protection of human rights and democratic principles. South Korea has a legal aid system for citizens who cannot afford legal representation. Public and private organizations provide the services of lawyers and legal consultants.

The legal profession in South Korea is highly competitive and prestigious, and lawyers play a crucial role in ensuring access to justice for citizens and businesses. To become a lawyer, you must successfully pass the bar exam and complete an internship. Lawyers play a key role in the judicial system, representing the interests of their clients and protecting their rights. The criminal justice system in South Korea

is based on the principle of "guilty until proven innocent", with a strong emphasis on protecting human rights and preventing miscarriages of justice.

South Korea's civil and commercial law is based on the German Civil Code, which has been heavily influenced by Japanese and American legislation, and aims to promote economic growth and development. Confucian values and social norms continue to play an important role in shaping South Korea's legal system, especially in areas such as family law and inheritance.

The South Korean legal system is largely based on civil law, which means that it relies on systematized codes and laws, and not on precedents, as in the common law system. The Civil Code was first adopted in 1958 and has been amended several times since then to take into account social and economic changes.

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CULTURE OF THE NATION OF GREAT BRITAIN

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The culture of Great Britain is a vibrant and intricate tapestry, woven from a rich history, diverse traditions, and a multitude of influences. It encompasses a wide array of elements, including literature, art, music, and social customs, all shaped by the unique interactions of its constituent nations: England, Scotland, Wales, and Northern Ireland. The cultural landscape of Great Britain has been profoundly shaped by its historical events, such as the Roman occupation, the Norman Conquest, and the expansive reach of the British Empire. Each of these pivotal periods introduced new ideas, languages, and customs, contributing to the multifaceted identity of modern Britain. The legacy of colonialism, for instance, has left an indelible mark on British society, influencing everything from language to culinary practices [1].

The English language belongs to the Germanic group of the Indo-European languages. Its roots trace back to the languages spoken by Germanic tribes that migrated to Britain in the 5th century. Old English (450-1150) the formation of Old English occurred under the influence of Germanic dialects, as well as Latin, which was borrowed during the Roman occupation. During this time, the language had many dialects and a complex grammatical structure. Middle English (1150-1500): After the Norman Conquest in 1066, the English language underwent significant influence from French, leading to the borrowing of a large number of words and changes in grammar. This period saw the emergence of a literary English. Early Modern English (1500-1700) This period witnessed the Great Vowel Shift, which altered the pronunciation of long vowels. The introduction of the printing press

contributed to the standardization of the language and spelling. Modern English (1700-present) language continues to evolve, borrowing words from other languages and adapting to societal changes. In the 20th and 21st centuries, English has become a global language used in international communication, science, and culture [2].

The UK's artistic tradition is both extensive and varied, ranging from the grandeur of medieval cathedrals to the innovations of contemporary art movements. Iconic structures like the Tower of London and Buckingham Palace not only showcase architectural prowess but also serve as symbols of national identity and heritage. The British art scene continues to thrive, with institutions like the Tate Modern and the British Museum playing crucial roles in promoting both historical and contemporary works. The British music scene is diverse and influential, spanning genres from classical to pop. The UK has produced legendary musicians and bands, including The Beatles and Adele, who have shaped global music trends. Music festivals and live performances are integral to British cultural life, showcasing both established and emerging artists [4].

Sports English football has a rich and complex history, evolving from informal games to a highly organized and globally popular professional sport. Its development was intertwined with the emergence of working-class leisure and social movements in the 19th century. The modern professional game, particularly the Premier League, is a global phenomenon, drawing immense attention and financial investment. Cricket: A cornerstone of British sporting culture, cricket enjoys a long and storied tradition, with its origins traceable to the 16th century. The sport has evolved over time, developing complex rules and strategies, and retaining a strong association with upper-class leisure activities. Rugby Union and Rugby League, both stemming from a common origin in the 19th century, have developed into distinct yet popular codes played around the world [3].

British cuisine has undergone significant evolution, shaped by historical trade routes and the multicultural influences of the British Empire. Traditional dishes such as fish and chips, roast dinners, and the full English breakfast remain staples, while

the culinary landscape is enriched by the diverse flavors brought by immigrant communities, resulting in a dynamic food culture that celebrates both tradition and innovation.

British culture is characterized by unique customs, such as the afternoon tea ritual, the vibrant pub culture, and various seasonal festivals that reflect the changing seasons and historical events. The monarchy plays a significant role in shaping cultural identity, with events like Trooping the Colour and royal weddings capturing public interest and fostering a sense of national unity [4].

The UK is a mosaic of cultures, with significant populations from South Asia, the Caribbean, Eastern Europe, and beyond. This multiculturalism enriches the arts, culinary practices, and social interactions, contributing to a dynamic cultural landscape that is continually evolving. The blending of traditions and ideas fosters creativity and innovation, making British culture a living, breathing entity. It is a dynamic and evolving entity, shaped by tradition and the constant interaction of a globalized world. Its cultural landscape remains a testament to its rich heritage and the diverse voices that contribute to its ongoing history.

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CHINA'S POLITICAL SYSTEM

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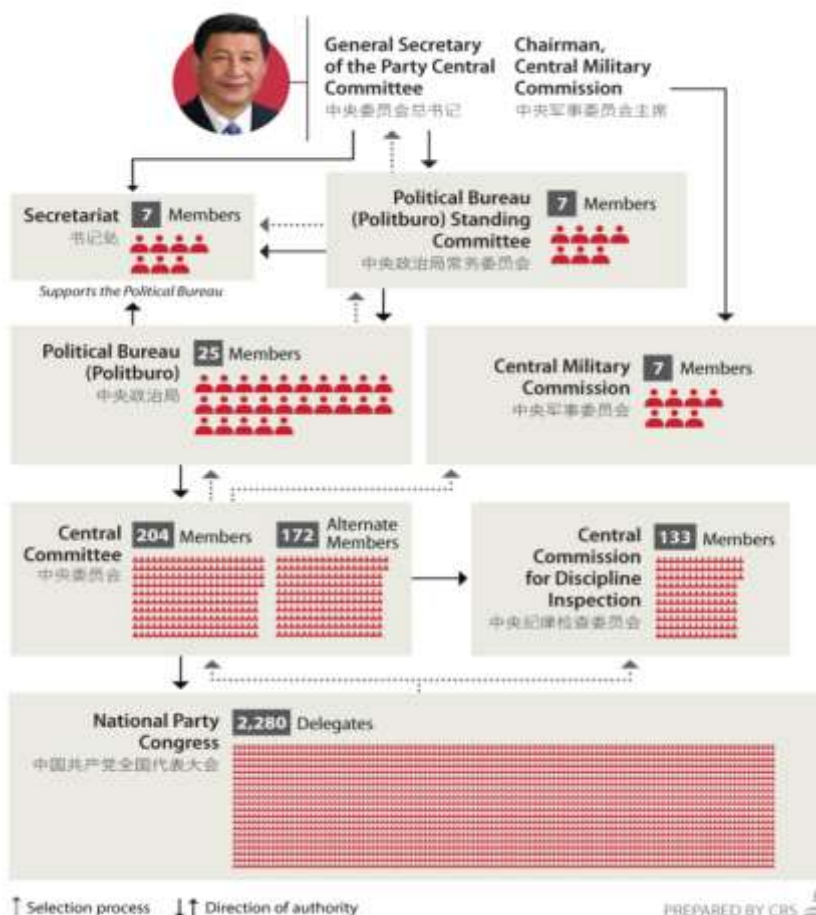
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The Chinese political system is a complex and developed structure that has many governing bodies. The entire political system is based on communist ideology, so only members of the CPC can occupy the highest government positions.

The leading political institutions at each level of formal administration are known as the "four teams" (sì dào bānzi): the Party committee, the People's congress, the people's government, and the



Communist Party of China [2]. At every level, the Party's role is to provide leadership and coordinate the work of other institutions. The head of the Party committee, known as the Party Secretary, is the principal official at every level of government.

The General Secretary is drawn from among the members of the Political Bureau (Politburo) Standing Committee, the Party's highest decisionmaking body. The Standing Committee currently has seven members. It is an elite body of the full 25-person Political Bureau (Politburo).

The Secretariat serves as the "working body" of the Politburo and its Standing Committee, charged with drafting guidelines for decisions to be implemented overseeing the Central Committee bureaucracy [3]. The Politburo Standing Committee nominates its members and the Central Committee formally approves them. According to the CPC Constitution, the Party's Central Committee formally elects members of the Politburo and its Standing Committee, as well as the General Secretary. The Central Committee also "decides" (appoints) the members of the Party Central Military Commission [1]. 30 Sitting and retired top leaders draw up the candidate lists. The Politburo and Politburo Standing Committee elections are non-competitive, with the top leadership proposing Central Committee members. The number of the candidates depends upon positions available.

The Party holds national congresses every five years. Delegates to the congress elect the Central Committee and Central Commission for Discipline Inspection (CCDI). This process is modestly competitive. 32 Article 22 of the CPC Constitution requires the Politburo to convene meetings of the Central Committee at least annually. These meetings are known as a plenary sessions, or plenums.

In conclusion, it is necessary to point out that the Chinese political system is characterized by a large number of bodies that control each other. In addition, all activities of the state apparatus are based on the principles of communism.

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PROSPECTS FOR THE DEVELOPMENT OF CULTURE IN MODERN RUSSIA

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Culture is the most important aspect of society, reflecting its values, traditions and worldview. In today's world, where globalisation, technological changes and social transformations are becoming more and more prominent, the development of culture in Russia is of particular relevance. Culture not only forms the identity of a nation, but also serves as a means of communication between different communities, promoting mutual understanding and dialogue.

Modern Russia faces many challenges and opportunities that affect cultural development. Political and economic changes as well as new technologies open up horizons for creativity, but at the same time pose challenges to society that require careful analysis and a sensible approach. It is important to understand how to

preserve and develop cultural heritage, given the current realities, and what steps need to be taken to support the cultural sphere.

The following aspects can be attributed to the prospects of cultural development in modern Russia:

Globalisation: the impact of globalisation on culture in modern Russia is manifested in the following:

1. The penetration of information technology and mass culture, which may lead to the displacement of high culture and the erosion of cultural diversity.
2. The development of cultural ties and access to world cultural symbols and institutions, which may have a positive impact on the development of national culture.

Thus, globalisation has both positive and negative effects on culture in Russia. It is important to find a balance between the preservation of national cultural heritage and adaptation to modern trends and requirements of globalisation. [1]

It is worth considering the **impact of technology and digitalisation** on the development of culture in modern Russia. Technology has a significant impact on the development of culture in modern Russia. They affect such aspects as the availability and dissemination of cultural values, forms of cultural interaction, preservation and presentation of cultural heritage.

Digital transformation has led to the formation of a new reality - digital culture, which defines the ways of interaction between people and their way of life. Technology has enabled the development of new media arts, increasing the possibilities to create, disseminate and consume works of art through online platforms.

However, digitalisation also poses challenges for the preservation of cultural heritage and the rights of citizens in the digital environment. Regulation of this process will minimise risks and maximise the opportunities of digital transformation for the development of domestic culture. [2]

The importance of cultural heritage and its preservation should also be noted. Cultural heritage plays a huge role in the development of culture and education in modern Russia. It determines the national identity of the country and its regions, contributes to the preservation of people's spirituality and prevents the process of destruction of national wealth.

The preservation of cultural heritage is a necessary condition for the sustainable development of society and the prevention of falsification of history. The study and comprehensive use of historical and cultural monuments help society to preserve its traditions and transform them in accordance with new realities.

In the world science and civilised community, cultural heritage is considered as a priority social value that determines the parameters of sustainable development. [3]

The study of the prospects of cultural development in modern Russia revealed that the country's cultural sphere is at the intersection of many factors, including globalisation, technological changes and internal social transformations. These processes create both challenges and opportunities for cultural development, requiring flexibility and adaptability from society.

One of the key trends is the need to integrate traditional cultural values with contemporary forms of expression. The preservation of cultural heritage and its adaptation to new living conditions are becoming important challenges for cultural policies. In addition, the development of technology opens up new horizons for creativity and allows for greater access to cultural products, which contributes to their promotion and dissemination.

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MAJESTIC JAPAN: HISTORY, ART AND TRADITIONS

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Japan's history is rich and varied, spanning thousands of years. The island nation has seen the rise and fall of powerful clans, the influence of Chinese culture, the development of unique artistic traditions, periods of war and peace, and significant transformations in social and political structures. One pivotal event in Japanese history was the arrival of Buddhism from China and Korea in the 6th century, which had a profound impact on the culture and art of Japan. The construction of grand temples and the refinement of artistic techniques became important aspects of Japanese society.

Feudal Japan saw the rise of the samurai warrior class, who served feudal lords known as daimyo. The samurai followed a strict code of ethics known as Bushido,

emphasizing loyalty, honor, and self-discipline. This period of feudal rule led to both periods of unity and civil war as powerful clans vied for control.

The Tokugawa shogunate, established in the early 17th century, brought about a long period of peace and isolationist policies that lasted until the mid-19th century. During this time, Japan closed its borders to foreign influence, maintaining a strict policy of seclusion. The Meiji Restoration in the late 19th century marked a period of rapid modernization and industrialization. Japan opened its doors to the world, adopting Western technology and institutions while preserving its traditional culture.

The 20th century saw Japan involved in World War II and subsequent post-war reconstruction. Despite the devastating effects of the war, Japan emerged as an economic powerhouse, known for its technological innovations and exports [1].

Japanese art spans a rich and diverse history, characterized by its unique aesthetics, attention to detail, and cultural significance. Traditional Japanese art forms, such as Ikebana (the art of flower arranging), Origami (the art of paper folding), and Ukiyo-e (woodblock printing), reflect a deep connection with nature, simplicity, and harmony. These traditional art forms have been refined and passed down through generations, embodying the essence of Japanese culture. In contemporary Japanese art, a fusion of traditional techniques with modern influences has led to the emergence of new forms of expression. Anime and manga, for example, have gained global popularity, showcasing the creativity and innovation of Japanese artists in the realm of visual storytelling. Modern Japanese artists continue to push boundaries and experiment with new mediums, creating a dynamic and vibrant art scene that reflects both tradition and innovation [2].

Japanese traditions are deeply ingrained in the fabric of society, reflecting the country's rich cultural heritage and historical background. One of the most captivating traditions in Japan is the tea ceremony, known as "Chanoyu" or "Sado." This centuries-old practice involves the meticulous preparation and serving of powdered green tea, known as matcha, in a formal and meditative setting. The tea ceremony embodies principles of harmony, respect, purity, and tranquility, providing

participants with a unique opportunity to engage in mindfulness and appreciate the beauty of simplicity. Another prominent tradition in Japan is the celebration of "Shinto" festivals, known as "Matsuri." These vibrant and lively festivals are held throughout the year to honor the Shinto deities, pray for a bountiful harvest, and bring communities together in celebration. Matsuri feature traditional performances, colorful parades, and elaborate rituals, creating a festive atmosphere that showcases the deep connection between spirituality, nature, and culture in Japan.

Practice of "Kintsugi" the art of repairing broken pottery with golden lacquer, is a symbolic tradition in Japan that embodies the concept of embracing imperfections and finding beauty in flaws. Kintsugi transforms broken objects into exquisite works of art, highlighting the importance of resilience, acceptance, and the passage of time. This traditional craft not only preserves the cultural heritage of Japan but also serves as a profound metaphor for embracing life's challenges and embracing the beauty of impermanence. Another essential tradition in Japan is the wearing of kimono, a traditional Japanese garment with a rich cultural significance. The kimono represents elegance, grace, and respect for tradition. It is worn on special occasions such as weddings, tea ceremonies, and festivals, symbolizing the preservation of Japan's cultural heritage and respect for aesthetics and craftsmanship. Furthermore, the practice of "Omotenashi" exemplifies Japan's hospitality tradition. Omotenashi refers to the art of selfless service and genuine hospitality, where hosts go above and beyond to anticipate and fulfill guests' needs. Whether in a ryokan (traditional inn) or a business setting, Omotenashi underscores the importance of making guests feel welcome, valued, and comfortable, showcasing Japan's deep-rooted culture of hospitality [3].

Thus, the history, art and traditions of Japan are combined in a unique way, creating a majestic and beautiful heritage of this country. The wealth of cultural heritage, exquisite art and deeply rooted traditions make Japan a truly amazing and great world that delights and inspires people from all over the world. Harmony, beauty and respect for history can be traced in every aspect of Japan's life, which

makes this country truly majestic and unique. Japan is a country where the past and the present are intertwined in harmony, creating a unique atmosphere that attracts and inspires many.

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JUDICIAL SYSTEM OF FRANCE

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France is among the globe's oldest nations, the product of an alliance of duchies and principalities under a single ruler in the Middle Ages. The French people look to the state as the primary guardian of liberty, and the state in turn provides a generous program of amenities for its citizens, from free education to health care and pension plans. At once universal and particular, French culture has spread far and greatly influenced the development of art and science, particularly anthropology, philosophy, and sociology. France has also been influential in government and civil affairs, giving the world important democratic ideals in the age of the Enlightenment and the French

Revolution and inspiring the growth of reformist and even revolutionary movements for generations [1].

Napoleonic Code, French civil code enacted on March 21, 1804, and still extant, with revisions. It was the main influence on the 19th-century civil codes of most countries of continental Europe and Latin America. The demand for codification and, indeed, codification itself preceded the Napoleonic era (1799–1815). Diversity of laws was the dominant characteristic of the prerevolutionary legal order. Roman law governed in the south of France, whereas in the northern provinces, including Paris, a customary law had developed, based largely on feudal Frankish and Germanic institutions [2].

The creation of the Napoleonic Code marked a significant shift in the civil law system's makeup. In reality, it improved the accessibility and clarity of the legislation. The Napoleonic code replaced the prior struggle over royal legislative power. Particularly in the final years before the Revolution, judges spoke out in support of the rights and viewpoints of the social classes to which they belonged [3].

Although the French Civil Code was comprehensive, rational, and logical, it was not an attempt to specify the details of all rules governing human interactions. Rather, care was taken not to over-legislate every aspect of life. Instead, the civil code was more appropriately seen, as A. N. Yiannopoulos writes, as a “complete legislative statement of principles” that displaced prior law and the need to resort to other sources. Any gaps would be filled by logical and rational reasoning and analogy to other provisions of the code.

Over the last two hundred years, the French Civil Code has endured. Given changes in society and technology, some revisions have been necessary, but no comprehensive revision has ever occurred. Between the 1960s and 1980s, partial changes were made to laws relating to family, spouses, and successions, and further changes were made after 2000 to the law of successions and, most recently, the law of contracts. Gaps have inevitably been discovered and filled with supplemental codes and legislation on specialized topics, as well as with judicial decisions and

academic commentary. While the French Civil Code has adapted to modern times, it retains its essential, Napoleonic character [4].

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**СЕКЦИЯ 2. АКТУАЛЬНЫЕ ПРОБЛЕМЫ СТРАНОВЕДЕНИЯ И
КУЛЬТУРЫ В СОВРЕМЕННОМ МИРЕ
(АНГЛИЙСКИЙ ЯЗЫК)**

ECOLOGICAL PROBLEMS FROM INDIA

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India is a country in Asia. It is located on the Indian peninsula. It is the seventh-largest country in the world by area and the most populous country. With a population of almost 1.5 billion, India is estimated to have become the most populous country in the world in 2023. Today India is riddled with a number of environmental problems that have only worsened in the last few decades.

India's main problem is polluted air. The study also found that PM2.5 concentrations (it is mixture of fine solid particles of dust, ash, soot, smoke, and compounds of mineral or organic origin that are 2.5 micrometres or smaller in length) in 48% of the country's cities are more than 15 times higher than the 2024 WHO air quality guideline level. In 2024, modeling by Swedish scientists showed that 7.2 percent of all daily deaths in India are associated with an increased concentration of solid microparticles in the air.

The State Government of the Indian has taken is the Odd-Even Regulation – a traffic rationing measure under which only private vehicles with registration numbers ending with an odd digit will be allowed on roads on odd dates and those with an

even digit on even dates. But this innovation has not been a great success, the level of air pollution continues to grow.

There is also a widespread problem of water pollution in India due to untreated industrial waste, agricultural runoff, wastewater discharge and contamination with pesticides and chemicals. Today, it is estimated that about 70% of surface waters are unsuitable for consumption.

The near-total absences of pipe planning and waste management system are only exacerbating the situation. Every month, an approximately 120 million litres of wastewater enter rivers and other water bodies. Because of this, the quality of the soil suffers.

The Ganges and Indus rivers are among the most polluted rivers in the world. Ashes are dumped in them daily after cremation or just corpses (because not everyone can afford cremation), industrial organizations wash in them, and waste is dumped into rivers. As an example, the size of the total flow is 2000 km³, but only 700 km³ is suitable for consumption, that is, about 70% of water resources are polluted and have low sanitary quality.

Industrial enterprises have led to soil degradation, erosion, increased alkalinity and acidity. 142,82 million hectares of land are unsuitable for agriculture precisely because of the damage caused by the industrial development of the country.

As the second-largest population in the world of nearly 1,5 billion people, it comes that 277 million tonnes of municipal solid waste (MSW) are produced there every year. Experts estimate that by 2030, MSW is likely to reach 387.8 million tonnes and will more than double the current value by 2050. Currently, about 5% of the total collected waste is recycled, 18% is composted, and the remaining is dumped at landfill sites.

According to the Central Pollution Control Board (CPCB), India currently produces more than 25 000 tonnes of plastic waste every day on average, which accounts for almost 6% of the total solid waste generated in the country. India stands

second among the top 20 countries having a high proportion of riverine plastic emissions nationally as well as globally.

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THE IMPACT OF SOCIAL MEDIA ON THE PERCEPTION OF CULTURE BY YOUNG PEOPLE: LIKE PLATFORMS LIKE INSTAGRAM AND TIK TOK

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The impact of social media on the perception of culture by young people

Modern social media such as Instagram and TikTok play a key role in shaping cultural perceptions among young people. These platforms not only promote the dissemination of information, but also create unique spaces for interaction, self-expression and the exchange of cultural ideas. However, the impact of social media on the perception of culture is multifaceted and requires in-depth analysis.

First, Instagram and TikTok provide young people with the opportunity to interact with cultural artifacts and traditions from around the world. Users can share photos, videos and stories that reflect various aspects of their culture as well as the culture of other nations. This creates the effect of a "global village" where young people can easily access information about the traditions, customs and lifestyle of people from other countries. For example, hashtags like #CulturalExchange or #Tradition allow users to find content that is interesting and relevant.

Secondly, social media forms an idea of culture through visual content. Instagram is dominated by images that often idealize certain cultural aspects. This can lead to stereotyping and simplification of the perception of cultures.

For example, posts about traditional holidays, national cuisine or fashion may represent only a narrow slice of the diversity of culture, ignoring its more complex and layered aspects. In this context, young people can form a distorted view of culture based only on visual images that may not reflect reality.

TikTok, for its part, offers a short video format that promotes the rapid assimilation of information and its viral dissemination. This allows you to create cultural trends and memes that can spread in a matter of hours. However, as with Instagram, this format can also lead to simplification and stereotyping of cultural representations. Young people may begin to perceive culture as a set of clichés and patterns, forgetting about its depth and diversity.

Despite the risks mentioned, social media also offers opportunities for positive cultural exchange. Platforms can serve as a platform for small and marginalized cultures, allowing them to share their stories and traditions. This can promote greater understanding and respect for cultural diversity, as well as the destruction of stereotypes and biases. For example, many TikTok users use the platform to share their experiences, talk about their culture, and discuss important social topics such as racial identity and cultural appropriation.

In conclusion, the influence of social media on the perception of culture by young people is a complex and two-way process. On the one hand, platforms like Instagram and TikTok expand access to cultural information and create opportunities for sharing. On the other hand, they can contribute to the stereotyping and simplification of cultural representations. It is important that young people develop critical thinking and an informed approach to content consumption in order not only to enjoy cultural diversity, but also to better understand its complexity.

The impact of social media on the perception of culture by young people continues to be an urgent topic of discussion. It is important to note that young users often become active content creators, not just consumers. This leads to the fact that they can form their own cultural narratives and representations based on personal experiences and views. In this way, platforms like TikTok become not only a place for self-expression, but also a space for creating a community where young people can discuss and analyze cultural differences.

In addition, social media provides access to a variety of educational resources. There are channels and accounts dedicated to culture, art and history that help young people expand their knowledge and understanding of cultural contexts. Such resources can serve as a counterweight to superficial ideas and contribute to a deeper understanding of cultural nuances.

However, despite the positive aspects, there is a risk of creating "echo chambers" where users interact only with content that confirms their existing beliefs. This can lead to isolation and limitations in the perception of other cultures. Therefore, critical thinking and openness to new ideas are becoming essential skills for the younger generation, which is growing up in the digital age.

Ultimately, social media is a powerful tool that can both enrich and simplify the cultural perception of young people. To maximize their potential, it is important to develop skills for meaningful content consumption and active participation in cultural exchange, which will allow young people not only to enjoy diversity, but also to become more aware of its importance.

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IMPACT OF DIGITAL TECHNOLOGY ON SOCIETY

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It is impossible to imagine modern society without digital technology and social networks, which are closely intertwined with the lives of the younger generation. These concepts require a clear definition and understanding. Digital technologies encompass a wide range of tools and techniques, including the Internet, mobile devices, and software, which are fundamentally changing the way people interact. Social networks, acting as platforms for communication and information exchange, are an important aspect of these technologies. The younger generation, who grew up in the era of digitalization, actively uses these tools to form their identity, as well as social and political positions. This topic is becoming especially relevant against the background of the rapid development of technologies and their significant impact on social processes. It is important to understand the mechanisms of the use of digital technologies by the younger generation to form their opinions and positions in social and political issues.

Digital technologies are a set of methods, processes and skills that are used to create and distribute goods and services. They have a strong impact on all spheres of life, acting as catalysts for social change. In this context, technology becomes a driving force, forming new models of interaction, work activities and cultural practices.

The impact of technology on the economy.

Automation and workplaces: The introduction of automated processes significantly increases productivity, allowing companies to effectively manage resources. However, it is worth noting that automation also entails the disappearance

of traditional professions and jobs. Technologies require new skills, which necessitates the retraining of employees to meet modern labor market requirements. The emergence of new professions related to digital technologies creates a market for knowledge such as programming, data analysis and digital marketing. This, in turn, highlights the importance of educational programs aimed at teaching young people new skills.

Globalization: The development of communication technologies such as the Internet and mobile applications has contributed to the formation of a global market where goods and services can be quickly accessible to consumers around the world. The simplification of international trade through e-commerce has opened up new.

Social change.

Communication: Digitalization has changed traditional ways of communication, turning them into faster and more interactive formats. Social networks and messengers have become indispensable tools for maintaining interpersonal relationships, which, in turn, has transformed social connections and interactions. The emergence of digital communities has also had an impact on cultural and social values, provoking the development of an online culture that sometimes contradicts traditional norms and foundations.

Education: The introduction of online education and access to educational resources significantly changes approaches to learning. More and more people prefer online courses, which contributes to self-education and expanding horizons of knowledge. The growing importance of digital skills in educational systems is becoming a prerequisite for preparing the younger generation for future professional activities.

Cultural change.

Access to information: Increasing the availability of information via the Internet and mobile technologies leads to increased public awareness of various issues. This creates prerequisites for more active participation of people in social, political and

cultural processes. However, this also leads to negative consequences, such as the spread of fake news and information noise, making it difficult for citizens to filter truthful information.

Changing cultural norms: Technology influences the formation of new cultural trends in music, art and cinema, opening up space for new forms of self-expression, for example, through digital platforms such as blogs and vlogs. This leads to a change in ideas about culture and the general attitude of society towards art, giving rise to new contexts and ways of evaluating creative content.

Ethics of technology.

The main issues of technology ethics relate to privacy, data protection and user safety. Society is facing challenges related to the impact of technology on personal life and the need to protect individual rights and freedoms.

Technologies can also be used for manipulation and control, which casts doubt on their positive impact on humanity.

Social responsibility of companies.

Creating technologies requires an ethical approach, which implies that companies have an awareness of their social responsibility. The best practices of other organizations show that the implementation of ethical standards can be beneficial not only for society, but also for business.

Examples of companies actively engaged in social responsibility show how ethical practices affect public perception and trust.

Future prospects.

Innovation as a catalyst for change: In the future, technologies such as artificial intelligence, biotechnology and virtual reality are expected to become powerful catalysts for change in various areas of life. This requires society to be ready for new challenges and opportunities. Changes in professions and lifestyles suggest that young people must adapt to new conditions and requirements.

Need for adaptation.

Society must be prepared for rapidly changing technologies, which implies relevant educational programs and training systems that promote the development of necessary skills.

One of the main tasks is to ensure that the future generation is prepared for the challenges and opportunities that digital technologies bring.

In conclusion, it should be noted that the influence of technology on the formation of opinions of the younger generation is of great importance in modern society. The focus is on the responsibility of users and platforms in the process of digital activism. The younger generation faces the challenge of using digital technologies for positive changes in society, which requires awareness of their power and capabilities.

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SPORTS IN THE MORDEN LIFE

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Sport in the modern world is a globalized entertainment industry, closely intertwined with politics, economics and culture, but still retaining its social significance, although facing challenges in the form of commercialization, doping and politicization.

Doping in sports

The term doping is generally used to indicate practices based on the use of performance-enhancing drugs (PEDs) or the abuse of medical therapies. Mostly analysed by doctors and officials, doping nevertheless also requires a philosophical consideration to avoid being simplistically portrayed as an isolated practice. To do this, we need to pay attention to the contradictions and paradoxes in the modern approach to doping in sport.

Physical activity in the world

Regular physical activity promotes both mental and physical health in people of all ages. Yet, today, more than 80% of adolescents and 27% of adults do not meet WHO's recommended levels of physical activity. This affects not only individuals over their life course, but also places a financial burden on health services and society as a whole. Four years after GAPPa the first *Global status report on physical activity* charts progress on country implementation of these recommendations to achieve the global target of a 15% relative reduction in the prevalence of physical inactivity by 2030.

Physical education in the life of young people

The physical development of a person is carried out throughout life and is largely determined by the peculiarities of family upbringing, physical activity during study and work, the use of various forms of physical culture for the organization of leisure activities. Sport, unlike physical culture, is aimed at the highest achievements, the manifestation of maximum physical and functional capabilities in the course of competitions imposes increased demands on the intellectual and mental qualities of a person. The possibilities of sports in the formation of harmonious social and interpersonal relations are equally important. Sport unites people, promotes the development of partnerships, mutual respect based on common goals and values,

such as health, beauty, physical excellence, victories, the desire to overcome difficulties.

Sport for the benefit of peace

In 2002, the United Nations established an Inter-Agency Task Force on Sport and Peace Development to identify strategies aimed at achieving the United Nations Millennium Development Goals (MDGs). The MDGs include eight measurable goals that provide benchmarks for addressing extreme poverty and its various impacts on society. Thus, the purpose of this qualitative study was to examine the level of awareness and application of sport for the benefit of development and peace on the part of youth sports leaders around the world.

Paralympic Games

The Paralympic Games are a multi-sport event for athletes with physical, mental and sensorial disabilities. This includes mobility disabilities, amputees, visual disabilities and those with cerebral palsy. The Paralympic Games are held every four years, following the Olympic Games, and are governed by the International Paralympic Committee (IPC) - (The Paralympic Games are sometimes confused with the Special Olympics, which are only for people with intellectual disabilities.)

Nutritional supplements for exercise and athletic performance

Dietary supplements to enhance exercise and athletic performance come in a variety of forms, including tablets, capsules, liquids, powders, and bars. Many of these products contain numerous ingredients in varied combinations and amounts. Among the more common ingredients are amino acids, protein, creatine, and caffeine. According to one estimate, retail sales of the category of sports nutrition supplements totaled \$5.67 billion in 2016, or 13.8% of \$41.16 billion total sales for dietary supplements and related nutrition products for that year

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TOPICAL ISSUES OF MODERN CIVIL LAW

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Introduction. Civil law is a fundamental section of law that regulates relations and rights between individuals and legal entities. In modern society, civil law has become one of the most discussed areas of jurisprudence as a science. One of the most important aspects of civil law is the right to ownership, which establishes ownership of property and determines how it is acquired, used and transferred [1, p.243]. Contract law is also an important aspect of civil law governing making and executing contracts between parties. This includes a binding law defining the rights and obligations of the parties under the contract. Civil law issues cover a variety of issues such as consumer protection, insurance, labor relations, inheritance and others.

The object of the research is to study the main problems causing civil law insufficiency. One of such problems is brought forth by significant progress in the field of interaction via the Internet, which leads to lengthy and complex court proceedings. The inaccuracy of legislation and the inability to adapt it to the changed conditions are also a problem that requires careful and careful study [2, p.301]. In its turn, development of e-commerce, cybercrime is a Napier:

1. "FRAUD" is a fraudulent scheme that interacts with bank cards of civilians in order to make a profit; they are often represented by banks workers. They also sell non-existent goods in online stores.

2. Online stores selling illegal drugs.

3. The DARKNET network, which sells prohibited videos, substances, weapons, etc., buys personal information of civilians, very often buys and sells passports, personal documents, social networks, photos, passports, or sells them to a citizen

against whom a crime was committed under pressure and extortion, or to third parties, who buy information for a clearly malicious and illegal purpose.

4. Creation of unofficial pages of citizens for the purpose of deception and advertising of prohibited resources and sites.

The number of cybercrime organizations grows every day. It is necessary to cooperate with them and suppress them, but, unfortunately, it is currently very difficult to influence this criminal activity in any way [3, p.286]. To prevent the spread of such organizations, it is necessary to introduce strict restrictions on anonymous social networks. It should also be noted that spreading advertisements and advertising online casinos, various cryptocurrency exchanges, quickly fill the entire information field in all social networks. These resources have no age restrictions, therefore, both small children and citizens recognized as incapacitated can contribute for their own money, which also negatively affects security on the World Wide Web [4, p.172]. It is worth considering another important problem of our time - the protection of personal data, news often appears in connection with the leakage of personal information of citizens for the purpose of profit, extortion and other illegal actions. The development of data protection mechanisms is currently an important and, of course, an urgent task of civil law. All this requires the immediate development of new laws, types of investigations and mechanisms to combat these types of cybercrimes.

Conclusion. I believe that to prevent such crimes, it is necessary to develop special methods of struggle, such as:

1. Strengthening legal responsibility, which involves the development and tightening of legislation for the prosecution and punishment of cybercriminals, including minimum fines and increased fines.

2. Creation of a registration and licensing system for Internet service providers, which, in turn, allows you to track user actions and facilitates the identification of potential cybercriminals.

3. Personal data protection, development and adoption of laws on personal data protection that strictly control the collection, storage and use of personal data in order to prevent unauthorized access and use of personal data [5, p.172].

4. Promoting information security, civil legislation should allow organizations and government agencies to teach citizens the basics of information security so that they can better protect their data and prevent the development of cybercrime.

5. In order to prevent the spread of malicious content, civil legislation should ensure cooperation between Internet service providers and law enforcement agencies to quickly block and remove malicious content from the network.

6. When developing victim assistance mechanisms, civil legislation should provide compensation and support mechanisms for victims of cybercrime, including the possibility of damages and legal assistance.

7. International cooperation and civil law should contribute to strengthening international cooperation in the fight against cybercrime, including the exchange of information between law enforcement agencies of different countries and joint investigations.

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ONLINE THREATS: TYPES OF FRAUD ON THE INTERNET. METHODS OF PROTECTION AGAINST ONLINE THREATS

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With the development of information technology and the rapid spread of the internet, new threats related to fraud and cybercrime have emerged. Online threats have become a significant problem for users, organizations, and government entities worldwide. This report aims to explore various types of internet fraud, their mechanisms, and methods of protection against them.

1. Main Types of Online Fraud

Phishing. Phishing is a method of fraud where attackers attempt to obtain confidential user data, such as passwords, login information, credit card numbers, and other personal information. This process typically occurs through fake emails or websites that imitate official pages of banks or other organizations. Users receive messages urging them to click on a link and enter their information, leading to data theft.

Scam. Scam is a general term for various fraud schemes that can include fake offers, lotteries, investment schemes, and much more. Often, fraudsters promise money or prizes for participating in promotions, but in reality, they are simply trying to deceive users. Examples of such schemes include "Nigerian letters," where scammers promise to transfer a large sum of money in exchange for assistance in moving funds.

Credit Card Fraud. This type of fraud involves stealing credit card data for unauthorized use. Fraudsters may obtain card information through phishing, malware, or physical devices like skimmers (card reading devices). After acquiring this data, they make purchases or withdraw money from the victims' accounts.

Online Shopping and Counterfeit Goods. With the rise of online shopping, the number of frauds related to the sale of counterfeit or nonexistent products has increased. Scammers create fake online stores that attract buyers with low prices, but once payment is received, they cease communication and disappear. Additionally, there are many cases of counterfeit goods impersonating well-known brands, misleading consumers.

Malware and Ransomware. Malware can take many forms, from viruses to spyware. This type of fraud may be used to steal information, encrypt files, and demand a ransom (ransomware). Users, unaware of the presence of malware on their devices, may lose access to important information.

2. Methods of Protection Against Online Threats

Education and Awareness. One of the key ways to protect against online threats is to educate users about potential dangers and methods of prevention. Training users in the basics of cybersecurity and current methods of identifying fraud helps reduce the risk of falling victim.

Using Antivirus Software. Installing and regularly updating antivirus software can help protect against many types of malware. Antivirus solutions also offer features related to phishing detection and other threats.

Two-Factor Authentication. Activating two-factor authentication wherever possible provides an additional layer of security. This can protect an account even if attackers have gained access to the password.

Caution When Using Internet Resources. Users should exercise caution when clicking links in emails, downloading files, and providing personal information.

Verifying the source of information and checking its credibility can help avoid many problems.

Online threats and fraud on the internet are pressing issues in modern society that require careful consideration and effective measures to protect user data. The existing types of fraud are diverse and continue to evolve, making it essential to continuously educate users and implement new technologies for protection against such threats. Awareness and caution are the best defenses in a world where digital technologies are becoming an integral part of our lives.

Use of Secure Connections. HTTPS and SSL Certificates: Ensure that websites use secure connections (preferably HTTPS). Check for SSL certificates when entering sensitive information. Wi-Fi and Network Settings: Use secure networks, change default passwords on routers, and implement WPA3 for Wi-Fi.

Data Encryption. Encryption of Files and Disks: Use encryption to protect confidential data on computers and mobile devices. Encrypted Connections: Utilize VPN services to ensure the security of internet traffic and protect data from interception.

Access Control. User Rights Management: Restrict access rights to critical data and resources, providing them only to those who truly need them. Password Policy: Implement strict password requirements, such as using complex passwords and changing them regularly.

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THE IMPACT OF DIGITALIZATION ON COUNTRY STUDIES AND CULTURE IN THE MODERN WORLD

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This paper explores the impact of digitalization on country studies and culture in the modern world. The analysis focuses on the transformation of access to information, changes in research methods, the globalization of cultural exchanges, the challenges to the preservation of cultural heritage, the impact on the formation of national and cultural identity, as well as the ethical aspects of the use of digital technologies in this area.

1. Transformation of access to information and research resources:

Digitalization provides unprecedented access to sources of information about different countries and cultures, including digital archives, databases, online libraries and virtual museums. Online platforms contribute to the democratization of access to knowledge about other cultures, overcoming geographical and linguistic barriers. However, digitalization creates new challenges related to the verification of information, struggle against disinformation and ensuring equal access to digital resources in different countries. [1, p.182]

2. Changes in research methods in country studies:

Digital tools and methods (geographic information systems, big data analysis, machine learning) expand the possibilities of quantitative and qualitative data analysis in country studies. Virtual field research and online ethnography make it

possible to conduct research in hard-to-reach regions and interact with representatives of different cultures remotely. However, virtual research methods are limited in terms of data collection, requiring direct contact with the object of study and understanding the nuances of culture through direct communication. [1, p.193]

3. Globalization of cultural exchanges and hybridization of cultures:

Digitalization of culture is the process of creating and operating an all-Russian system of effective use of modern information platforms for the dissemination of legal, reliable and professional information on the quantitative and qualitative composition of cultural objects and cultural values, carried out through continuous documentary accounting at the federal, regional and local levels. Digital technologies accelerate the globalization of cultural exchanges, facilitating the dissemination of ideas, values and practices between countries and cultures. Social networks and online platforms create new spaces for intercultural communication and cooperation, but at the same time they can contribute to cultural homogenization. Digitalization contributes to the formation of new hybrid cultural forms that combine elements of different cultural traditions. [2, p.15]

4. Challenges for the preservation of cultural heritage:

Digitalization creates new opportunities for the preservation and promotion of cultural heritage, including the creation of digital copies of artifacts, virtual museums and online archives. However, digitalization also poses threats to cultural heritage related to the risk of loss of originals, piracy and uneven access to digital resources. Strategies need to be developed to ensure the long-term preservation of digital versions of cultural heritage and ensure equitable access to them. [3, p.175]

5. Influence on the formation of national and cultural identity:

Digital technologies affect the processes of formation of national and cultural identity, providing new tools for self-presentation and self-identification. Online communities and social networks create spaces for the formation of new

forms of collective identity based on common interests and values. Digitalization can also contribute to the strengthening of nationalist and xenophobic sentiments by using digital platforms to spread ideological attitudes.

6. Ethical aspects of digitalization in country studies and culture:

The need to develop ethical norms and principles for the use of digital technologies in cultural research and the prevention of cultural expropriation. Ensuring informed consent of participants in research conducted using digital technologies. Addressing copyright and intellectual property issues in the context of the digital distribution of cultural products.

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YOUTH IN THE FIELD OF EDUCATION

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Youth and education: the role of the younger generation in the development of society In the modern world, education plays a key role in the development and well-being of young people. Young people are the driving force behind change and innovation, and they are the ones who determine the future of our society. In this essay, we will look at the role of youth in education and its impact on the development of society.

Firstly, young people are the main consumers of educational services. They make up a significant proportion of the population, and their needs and expectations play an important role in determining the directions of education development. The younger generation strives to receive high-quality education that will help them realize their potential and achieve success in life.

Secondly, young people are actively involved in the educational process. She is becoming increasingly involved in the learning process, starting at an early age. Young people participate in various forms of education such as schools, colleges, universities, online courses and others. This allows them to gain a variety of knowledge and skills necessary for a successful career and a fulfilling life.

Thirdly, young people make a significant contribution to the development of science and technology. Young scientists and researchers are actively engaged in

developing new ideas and solutions that can have a positive impact on society. Young people also play an important role in the dissemination of knowledge and information, which contributes to the development of culture and education in general.

However, there are a number of problems related to youth and education. One of them is the accessibility of education. Not all young people have the opportunity to receive quality education, especially in low-income countries. This can lead to social inequality and discrimination.

Young people actively participate in the educational process, starting from an early age. Young people choose various forms of education, such as schools, colleges, universities, online courses and others. This allows them to gain a variety of knowledge and skills necessary for a successful career and a fulfilling life. However, there are problems related to youth and education. One of them is the accessibility of education. Not all young people have the opportunity to receive quality education, especially in low-income countries.

Another problem is the quality of education. Educational systems face challenges such as a shortage of qualified teachers, outdated teaching methods and insufficient funding. This can have a negative impact on the level of education and preparation of young people for future careers.

To solve these problems, attention should be paid to the following aspects:

1. Accessibility of education: ensure equal access to education for all young people, regardless of their social and economic status.

2. Quality of education: to improve the qualifications of teachers, update teaching methods and increase funding for educational institutions.

3. Youth involvement in the educational process: to encourage young people to actively participate in the educational process, to develop their creative abilities and leadership qualities.

Thus, young people play an important role in education and the development of society. Solving problems related to youth and education will allow young people to reach their full potential and make a significant contribution to the development of society.

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THE PROBLEM OF BULLYING IN MODERN SOCIETY: CAUSES, CONSEQUENCES, METHODS OF STRUGGLE.

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Bullying is systematic and purposeful aggressive behavior that manifests itself in physical, verbal, or social forms. The problem affects not only individuals but also entire communities, including schools, universities, and workplaces. Bullying remains an important topic of discussion in modern society for several reasons.

According to the UN, every tenth schoolchild in the world is subjected to violence in an educational institution, and this figure is growing every year. In Russia, on average, up to 30% of young people aged 14 to 24 are subjected to violence in one form or another every year.

The consequences of bullying may include loss of self-confidence, psychological deviations, psychosomatic illnesses, and the risk of suicide. The feeling

of impunity in aggressors "erases" moral boundaries and is socially dangerous, since the aggressor does everything to create a blockage of feedback from the "victim".

Bullying that occurs on the Internet is becoming more widespread. Therefore, the problem of bullying requires attention and study in the scientific community, in society and at the state level.

The purpose of the study: to study the problem of bullying and find ways to solve it.

Bullying is a systematic aggression of a group towards one person (from the English bullying, translated as harassment). There are 4 types of bullying: **physical** – violence in any form, **verbal** – verbal abuse and insults, **social** – gradual isolation of the victim from society, **cyberbullying** – spreading rumors, accusations and threats via the Internet (both in personal messages and on social networking pages).

The causes of bullying are social factors, such as the influence of family, environment and pedagogical reasons. Also psychological aspects: for example, the personal characteristics of the aggressors (anxiety, low self-esteem, selfishness, etc.), as well as the personal characteristics of the victims (naivety, isolation, features of appearance, etc.). The role of social networks and online platforms in the spread of cyberbullying. If children and teenagers post a large amount of personal information on the Internet on their pages in social networks, this information can be used by the aggressor for intimidation purposes.

As a result of bullying, the victim experiences psychological and emotional trauma, decreased self-esteem, depression and anxiety, loneliness and isolation. Difficulty concentrating, sleeping and refusing to attend school lead to a decrease in academic performance. Long-term consequences are also possible for bullies, including the development of antisocial behavior and difficulties in social adaptation. School bullies often exhibit violent and antisocial behavior as adults and are prone to breaking the law. In terms of the impact on the educational process in a group, there is a decrease in the level of trust in the community and an increase in social tension.

Bullying negatively affects learning and academic performance at school, and can also lead to students feeling unsafe and not liking school.

Schools and universities can develop and implement special educational programs aimed at raising awareness of bullying, its consequences and methods of prevention. Such programs may include:

- Trainings for students where they learn to recognize bullying and how to prevent it.
- Lessons on social responsibility, empathy and respect for others.
- Interactive workshops with experts in psychology and medicine.
- Role-playing games and group discussions that help students better understand the feelings of bullying victims.

It is important to create spaces where victims of bullying can openly share their experiences without fear of being judged. This may include:

- Special support groups where victims can communicate with each other and receive emotional support.
- Consultations with psychologists and social workers who will help victims cope with the consequences of bullying.
- Anonymous hotlines to provide help and support in difficult situations.
- Mentoring programs where older students can support younger ones, creating trusting relationships.

Parents and teachers should be trained to recognize signs of bullying and respond effectively to them. This may include:

- Conducting workshops and training for parents on child psychology and communication techniques.
- Training teachers on how to intervene when bullying occurs and how to create an inclusive and supportive classroom environment.

- Developing clear protocols for responding to bullying so that everyone involved knows how to act in such situations.
- Creating partnerships between schools and parents to jointly address bullying issues.

These methods can significantly reduce bullying in educational settings and create a safer and more supportive environment for all students.

For example, the Finnish KiVa program is aimed at developing empathy in the school environment. During bullying, bystanders intervene in the situation and try to resolve the conflict peacefully. Each school creates a special commission of three people, which considers cases of bullying together with the participants in the events and the class teacher. The free school-wide program United Against Bullying (UAB) in the UK supports schools in reducing bullying and improving the well-being of all children, paying special attention to those who are at greatest risk. The Spanish SAVE program involves the prevention of bullying cases, individual work with schoolchildren who have acted as aggressors, schoolchildren who are witnesses, as well as psychological support for the victim.

It is important to use technology to combat bullying. For example, the online platform Pestweb in the Netherlands. There, students can anonymously report cases of bullying and harassment. The platform provides psychological support to both victims of bullying and their bullies. Also, the KAVACH app in India. It allows anyone to anonymously report cases of bullying in an educational institution. The school or other organization's administration receives the complaint and decides what to do to stop the bullying.

The need for a comprehensive approach to solving the problem of bullying lies in the importance of joint efforts of all participants in the educational process: students, parents, teachers, psychological services, school administration. To do this, it is necessary to begin preventing bullying from the younger grades, when a strict hierarchy has not yet been formed. It is also important to be in constant dialogue with children, agree on rules of conduct and monitor their implementation.

The call to action is to motivate young people to actively participate in the fight against bullying and support each other. To do this, you can organize training courses to familiarize people with the forms and consequences of this phenomenon. You can also hold joint events and common activities to unite the children's group. The main advice for those who have encountered bullying is to get a specialist consultation as soon as possible and not to be left alone with this serious problem.

Conclusions: Bullying is a serious problem that requires attention and action from all sectors of society. It is necessary to unite efforts to create a safe and supportive environment for all young people. The right approach to raising children will help eliminate excessive aggression among teenagers.

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NEURAL NETWORKS AS AN ALTERNATIVE TO THE HUMAN MIND

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The topic of artificial intelligence and neural networks is currently one of the most discussed in the media field and scientific circles. The neural network and the artificial intelligence are the pinnacle of human achievement in the last couple of years. Every person, especially a schoolboy, uses these tools everywhere without thinking about their harm.

Nowadays, the main problem for students is lack of desire to think independently. There are a lot of internet resources that help in learning, but many schools students completely replace the basic human skill with technology.

The causes of this phenomenon are many, but the main ones are:

1. Information overload. In the age of technology, students consume much more information than before. This is the cause of their overstrain, which leads to a greater use of the Internet and its tools.
2. Family environment. In families where parents actively interfere with children's decisions or over-protect them, children may not develop the skills to make decisions for themselves.
3. Creating artificial intelligence. Artificial intelligence is the highest creation of humanity, which is able to solve problems in the shortest time, than it has interested the younger generation. [1] The availability of a large database, the completion of tasks in a matter of seconds, the ease of use interested schoolchildren. It is easier to use gpt chat than to analyze, perform a lot of operations in your head to solve any problem.
4. Education systems. In some education systems, emphasis is placed on the memorization of facts and standard tests rather than on the development of analytical and creative skills. This can limit children's ability to develop independent thinking.

It is important to note that the modern generation was born in the context of mass digitalization of humanity. This directly affects the dependence on technology that has arisen in young people due to their overuse. [2]

In our view, the main emphasis should be placed on the mass use of artificial intelligence. The main advantage of this «weapon», besides analyzing huge amounts of information, solving school problems, is also solving domestic problems.

The impact of digital technologies is:

1. Analytical skills are reduced. Children may become less able to analyze information and solve complex problems on their own, relying on AI for answers.
2. Simplification of thinking. Because of the constant dependence on AI, children may develop a habit of accepting information by faith without subjecting it to critical reflection.
3. Loss of creativity. Excessive use of AI can limit creative thinking, as children may rely on algorithms to generate ideas instead of creating them themselves.

In conclusion, this problem needs to be solved immediately. Here is what we can offer for users:

First, critical thinking training. The inclusion of critical thinking courses in educational curricula, where children learn to analyze information and question AI findings.

Second, develop problem-solving skills. Artificial intelligence is known to solve all problems that relate to any mathematical operations. When compared to the human, the right hemisphere is activated by neural networks. That is why it is important to create conditions for the practical application of knowledge, such as projects and tasks that require independent approach and creativity.

Third, technology use balance. Encourage children to engage in active leisure activities such as reading, creativity and physical activity that promote independent thinking regardless of technology. It is equally important that students should be protected from the use of AI in humane ways.

Moreover, the problem cannot be solved without the involvement of the creators of neural networks themselves.

Above all, close cooperation with the government, representatives of society and technology companies helps solve the problem. This will help to set rules and restrictions for the use of AI.

Also licensing AI operators affects the decision. This will force AI creators to look for weaknesses and shortcomings in their products, as well as train users to be careful with them.

Finally, the introduction of age limits for the use of products. There are no such restrictions in our time. The introduction of age limits will result in a decline in the use of neural networks and artificial intelligence by schoolchildren.

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PROFESSIONS OF THE FUTURE

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The world is changing rapidly due to technological breakthroughs, demographic shifts and globalization. These changes are transforming the labor market and forming new professions that seemed fantastic a few years ago. According to research, more than 50% of professions in the next 20 years will either disappear or transform beyond recognition [3].

For students on the verge of choosing a career, it is important to understand what skills and directions will be in demand in the coming decades. This report examines the main factors influencing the emergence of new professions, examples of professions of the future, as well as the necessary skills for their development.

Factors influencing the emergence of new professions

Current trends determine the directions of the labor market development, namely technology development. Artificial intelligence, automation, robotics and blockchain are changing the way society produces and interacts. According to the World Economic Forum, more than 85 million new technology-related jobs will be created by 2027 [8].

Sustainable development. The need for environmentally friendly technologies and reduction of the carbon footprint stimulates the development of «green» professions. The report of the Agency for Strategic Initiatives emphasizes that the transition to sustainable energy will be one of the key factors in the emergence of new jobs [4].

Demographic changes. The aging of the population and the increase in life expectancy create a demand for new medical services and technologies. For example, professions related to the care of the elderly will expand significantly [1]. Globalization and urbanization. The increasing integration of global economies and the growth of cities are shaping new approaches to infrastructure management.

Examples of professions of the future

1. Technological professions

a) The developer of artificial intelligence (AI): is engaged in the creation of algorithms that help automate complex processes, from the diagnosis of diseases to the control of unmanned aerial vehicles [1].

b) Cybersecurity Specialist: Responsible for protecting data and preventing cyber attacks. With the growth of digitalization, this profession will become a key one for companies and government agencies [4].

c) Virtual Reality Designer: Creates virtual worlds for education, entertainment and medical rehabilitation [5].

2. Professions in ecology and sustainable development Renewable Energy Engineer:

a) Develops projects in the field of solar, wind and hydropower [6].

b) Waste Management Manager: organizes the recycling and recycling processes, which contributes to the transition to a closed-loop economy [3].

3. Social professions Digital Environment Psychologist:

a) Helps people cope with the problems caused by digital addiction, cyberbullying and online communication.

b) Personal Development Coach: accompanies people in the process of learning new skills necessary for a career change[7][8].

Skills needed for the professions of the future

To be in demand in the future, students should develop:

Flexibility of thinking. The ability to quickly adapt to changes and find solutions in non-standard situations.

Technical competencies. Knowledge in the field of programming, data analysis, AI and robotics.

Research shows that data processing and programming skills are becoming one of the most in demand [8].

An interdisciplinary approach. Combining knowledge from different fields of science, for example, biology and OT, allows you to create unique solutions.

Emotional intelligence. The ability to work in a team, negotiate and take into account the interests of other people.

Critical thinking. The ability to analyze information and evaluate its reliability.

The professions of the future are not just a forecast or a dream of futurologists, they are a real necessity due to rapid changes in society, economy and technology. The world is becoming more complex and interconnected, which requires new approaches to labor organization, training of specialists and adaptation to new challenges. Those professions that are currently at the stage of formation will become the basis of the global labor market in the coming decades [7] [2].

However, the development of new professions brings with it not only opportunities, but also threats. Automation and robotization, for example, can lead to the disappearance of a number of traditional jobs. This forces people to be flexible and ready for continuous learning. The ability to adapt quickly, develop creative thinking and use modern technologies will become the main advantage of specialists of the future.

It is important to understand that the professions of the future are not only technologies, but also new approaches to solving environmental, social and humanitarian problems.

Students and young professionals who are just starting to build their careers should closely monitor global trends, analyze the prospects for the development of various fields and be ready to master new competencies. Professional mobility and the ability to learn throughout life will be the key to success in the new reality.

Thus, the professions of the future open up great prospects for humanity, but at the same time require a conscious approach and hard work. These professions are not only a path to personal success, but also a chance to contribute to solving global problems and creating a more sustainable and just world. Those who are ready to accept the challenges of the time will not only be able to adapt, but also become a leader in a new era where knowledge, creativity and responsibility for the future of the planet are valued [1].

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EDUCATION AND UPBRINGING YOUNG PEOPLE

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Education and upbringing of young people play an important role in shaping their worldview, that is, a system of views on the world and a person's place in it, on a person's attitude to the reality around him and to himself. The worldview determines a person's life position, his beliefs, ideals, and value orientations.

Here are some arguments in favor of the importance of education and upbringing of young people:

1. Formation of values and norms.

Education and upbringing help young people learn the values and norms of the society in which they live. This includes understanding rights and responsibilities, respect for other people, and caring for nature and the environment.

2. The development of critical thinking.

Education and upbringing develop critical thinking among young people, the ability to analyze information, draw conclusions and make informed decisions. This helps them to become independent and responsible people.

3. Preparation for the future life.

Education and upbringing provide young people with the necessary knowledge and skills for a successful life in society. This includes the ability to communicate, work in a team, solve problems, and adapt to changes.

4. Personality formation.

Education and upbringing help young people to form their personality, define their interests, goals and values. This contributes to the development of individuality and self-realization.

5. Prevention of negative phenomena.

Education and upbringing help to prevent negative phenomena in the youth environment, such as deviant behavior, extremism, and violence. They form an understanding among young people of the importance of observing laws and moral norms.

6. Integration into society.

Education and upbringing contribute to the integration of young people into society, help them find their place and realize their potential. This contributes to the strengthening of social stability and the development of society as a whole.

However, education and upbringing can also have negative consequences. For example, standardization of thinking can lead to young people thinking the same way and losing the ability to think critically. The loss of individuality can lead to young people starting to follow generally accepted norms and losing their uniqueness. Restriction of freedom can lead to conflicts and discontent.

Nevertheless, I believe that education and upbringing play an important role in shaping the worldview of young people. They help young people become full-fledged

members of society who are able to make informed decisions, respect other people and preserve their individuality.

In conclusion, education and upbringing are important tools that shape the worldview of young people. They help young people develop critical thinking, make informed decisions and maintain their individuality. However, it is important to remember that education and upbringing can have negative consequences, so it is necessary to find a balance between them.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EDUCATION

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Modern technologies are inevitably transforming the education sector, and artificial intelligence (AI) is becoming one of the most significant factors driving these changes. The integration of AI into the educational process opens new opportunities for both teachers and students. It not only improves the quality of learning but also creates challenges that must be addressed to ensure the successful development of the educational environment in the future.

One of the most noticeable advantages of integrating AI into the educational process for teachers is the significant automation of routine tasks. AI systems allow for the automation of grading tests and assignments, which reduces the time teachers spend on evaluation and gives them the opportunity to focus on more creative aspects of their work. For instance, AI can instantly check test answers and even analyze results, providing teachers with detailed information about problem areas in students' knowledge.

Additionally, AI promotes personalized learning. With such technologies, teachers can track individual student progress and select assignments that match their knowledge level and learning style. This allows for a more effective learning environment where each student can learn at their own pace.

AI also assists teachers in creating educational materials. By using machine learning algorithms, teachers can easily generate tests, assignments, and other educational resources, significantly easing lesson preparation. This allows them to

utilize time and resources more efficiently, focusing on the pedagogical aspects of their work.

For students, AI also opens up new possibilities for personalized learning. Adaptive learning platforms powered by AI can tailor content and assignments to meet individual needs and learning speeds. This allows students not only to work at a comfortable pace but also to receive support in areas where they face difficulties. AI makes learning more accessible and efficient, especially for students with special educational needs.

Furthermore, AI fosters the development of student independence. With AI tools, students can independently search for information, solve problems, and develop critical thinking skills. For example, various AI-based learning systems and tutors help students study material, analyze complex problems, and receive additional explanations without waiting for teacher assistance. This encourages active student participation in the educational process and enhances their autonomy.

Another significant advantage of AI is the improvement in the accessibility of educational resources. Online courses, learning platforms, and other AI-powered technologies expand access to quality education. No matter where a student is in the world or their socio-economic status, they can access educational materials and tools for learning. This helps remove many barriers in education, such as limited access to resources and teachers.

AI also ensures instant feedback. Students can receive their assignment results almost immediately, which helps them quickly identify and correct mistakes. This accelerates the learning process, making it more dynamic and outcome-oriented.

However, despite all its advantages, the integration of AI into education comes with challenges. One of the most obvious is the difficulty in implementing new technologies. Teachers, especially those not accustomed to working with modern digital tools, may struggle to master AI systems. This requires not only time but also specialized knowledge and a willingness to adapt their teaching methods to new

conditions. Therefore, teachers need additional training and support to use AI effectively in their practice.

Moreover, the use of AI in education could lead to a reduction in personal interaction between teachers and students. A system that provides instant answers to questions and automatically tracks student progress might lessen the need for direct interaction. This is particularly important, as face-to-face communication between teachers and students is a vital part of the educational process, contributing to the development of social and communication skills. The lack of such interaction could affect interpersonal relationships and the emotional experience of learning.

Another problem is the decrease in the originality of student work. Students may use AI to create content or receive help with assignments, which could lead to a reduction in the originality of their work. This poses a threat to academic integrity and complicates teachers' efforts to assess students' actual knowledge. It is essential for educational institutions to implement mechanisms that allow tracking AI usage in student work and preventing plagiarism.

The future of education with AI involves the active development of hybrid learning models that combine traditional teaching methods with modern technological capabilities. AI will not only serve as a tool for automating routine processes but will also play a crucial role in the educational process by ensuring personalization and enhancing learning quality.

An important aspect is teaching students new skills, such as working with AI. In the future, students will not only use AI as a tool but will also learn its functionalities, which will become an integral part of their educational journey. This will help prepare the new generation for the challenges of the digital age and allow them to effectively use technologies in various aspects of life.

Artificial intelligence has a significant impact on education, opening new opportunities for both teachers and students. However, the integration of these technologies requires careful consideration to avoid potential risks and challenges. It

is important for educational institutions to provide not only technical training but also support for both teachers and students, ensuring that the integration of AI into education is successful and beneficial for all participants in the educational process.

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THE WORLD AS SEEN BY YOUNG PEOPLE: TOPICAL PROBLEMS OF COUNTRY STUDIES AND CULTURE IN THE MODERN WORLD

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The world perceived by the younger generation differs significantly from the world seen by previous generations. Globalisation, the rapid development of technology and the rapid spread of information have created a unique environment in which spatial and cultural boundaries are becoming increasingly blurred. However, it is in this context that the study of country studies and cultural studies becomes

particularly relevant. Understanding cultural diversity, global challenges and intercultural interactions becomes not just an intellectual exercise, but a prerequisite for successful national and global integration. Ignoring these aspects leads to misunderstanding, conflicts and hinders sustainable development.

Young people, as carriers of innovative ideas and technologies, perceive the world as an interconnected system. Digital platforms allow them to access information from anywhere in the world, to communicate with people from different cultures and to form their own perspectives on global issues. This creates both new opportunities and new challenges. On the one hand, the younger generation has access to an unprecedented amount of information about different countries and cultures, which helps to broaden their worldview. On the other hand, this same access to information creates the risk of misinformation, manipulation and the formation of simplistic stereotypes.

One of the key challenges of country studies in the modern world is the need to rethink traditional approaches to the study of countries and cultures. Outdated stereotypes and preconceived notions can hinder understanding of complex cultural processes. Young people need to think critically about information, research various sources and form their own opinions based on in-depth analyses. It is important to take into account the multidimensionality of cultural phenomena, avoiding simplifications and generalisations. Modern methods of country studies should include an interdisciplinary approach, the use of digital technologies and active interaction with representatives of different cultures.

Current issues in country studies are closely linked to global challenges such as climate change, migration, terrorism and economic inequality. Young people recognise the importance of addressing these issues and play an active role in the struggle for a more just and sustainable world. The study of country studies provides an understanding of the causes of these challenges, explores different approaches to addressing them and contributes to responsible citizenship. Young people need to be prepared to work in a globalised world, where the ability to communicate with people

from different cultures and to solve complex problems effectively in teamwork is essential.

Cultural diversity is the wealth of the modern world and its preservation is a key task for the future generation. Learning about different cultures promotes tolerance, mutual understanding and prevents intercultural conflicts. Young people should have the opportunity to get acquainted with the cultural heritage of different countries, learn to respect the traditions and values of other peoples and promote intercultural dialogue. Digital technologies can play a huge role here, providing access to museums, archives and educational resources from all over the world.

In conclusion, it can be said that the study of country and cultural studies for young people is not just about acquiring knowledge, but about developing critical thinking, the capacity for intercultural dialogue and responsibility for the future of our planet. In a globalised world, knowledge of other cultures and countries becomes not only an important asset, but also a necessary condition for successful life and professional activity. Understanding current issues of country and culture studies helps the young generation to form their own vision of the world and take an active part in changing it for the better. This is the key to building a more just, sustainable and peaceful future.

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SUPPORT FOR YOUTH IN SCIENCE

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In the modern world scientific research plays a crucial role of driving innovation, solving complex problems and pushing the boundaries of human knowledge. In order to ensure the continued progress of scientific discovery, it is essential to support and encourage young people to engage in research from an early age. This is particularly important as young people bring fresh perspectives, innovative ideas and a willingness to push the envelope in their research endeavors.

In many countries of the world there are various initiatives and programs aimed at supporting young people in scientific research. For example, in the United States, there are numerous funding opportunities for young scientists, as well as mentorship programs that pair them with experienced researchers in their field.

The United States is known for its strong emphasis on research and innovation. Many universities and research institutions offer programs specifically designed for young scientists to participate in research projects. For example, the National Science Foundation (NSF) provides funding opportunities for students to participate in research experiences. Additionally, organizations like the American Association for the Advancement of Science (AAAS) offer mentorship programs and networking opportunities for young researchers. These initiatives help cultivate the next generation of scientists and provide them with the resources they need to succeed.

There is a list of 35 grant programs that direct funds to younger researchers. Programs are designed as start-up funds for new scientists at the end of their fellowship training or early in their research career [1].

Similarly, in Germany and China there are specialized research institutes and universities that cater specifically to young researchers, providing them with the resources and support they need to pursue their research goals.

In Germany, the government has implemented initiatives to support young researchers in their scientific pursuits. Programs such as the German Research Foundation (DFG) provide funding for young scientists to conduct research projects and attend conferences. Universities in Germany also offer mentorship programs and research opportunities for undergraduate and graduate students. The country's strong emphasis on education and research has created a supportive environment for young scientists to thrive and contribute to scientific advancements.

DAAD research grants provide young foreign scientists with an opportunity to carry out research and continue their education in Germany. There are funding programmes for various qualification phases and stages in a career. The grants also promote the exchange of experience and networking amongst colleagues [2].

China has also been investing heavily in supporting youth in scientific research. The Chinese government has established numerous scholarship programs and research grants to encourage young scientists to pursue their interests in science and technology. Such institutions like the Chinese Academy of Sciences provide training programs and mentorship opportunities for young researchers. The emphasis on research excellence in China has led to a high level of young scientists' participation in various scientific fields, contributing to the country's rapid technological advancements.

Our country, Russia, provides enormous support to young scientists. From 2022 to 2031, the Decade of Science and Technology has been declared in Russia. The involving of talented young people in science is one of its main tasks. The main grant

support is provided by the Ministry of Science and Higher Education and the Russian Science Foundation (RSF). The highest recognition is considered to be the Prize of the President of the Russian Federation in the field of science and innovation for young scientists [3]. It is awarded for the results of research that have helped in the development of natural, technical and humanitarian sciences, for the development of progressive technologies. There are also many other opportunities: grants, conferences, science festivals, and so on.

Universities also provide support to young scientists. 11 projects of Lobachevsky University's young scientists have become winners of competitions for grants of the Russian Science Foundation under the Presidential Programme of Research Projects. "Supporting young talents is one of our key priorities," said its Rector Oleg Trofimov [4].

In conclusion, supporting of young scientists in scientific research is vital for driving progress and innovation in the modern world. Countries have implemented various strategies to encourage youth participation in scientific projects, providing them with the resources and opportunities they need to succeed. By investing in the next generation of researchers, countries can secure their place as leaders in scientific discovery and pave the way for a better, more scientifically advanced world.

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THE ENVIRONMENT IS IN DANGER.

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Environmental problems: The attitude of young people to environmental problems.

In recent decades, climate change has become one of the most acute and urgent problems facing humanity. Young people representing the future of our planet are actively involved in the discussion of this topic and put forward initiatives to combat environmental problems. In this article, we will look at how the younger generation perceives climate change and what they can do to improve the environment.

Modern cities face a number of serious environmental problems that affect the quality of life of their residents and the state of the environment. The main ones include:

1. Air pollution: Air quality problems are caused by emissions from cars, industrial plants and construction work. This leads to respiratory tract diseases and other serious illnesses.

2. Waste management: The increase in the volume of waste generated in cities creates problems with their disposal. Improper waste management can lead to contamination of soil and reservoirs.

3. Noise pollution: The urban environment is often subject to high levels of noise from transport and construction work, which negatively affects the health and quality of life of residents.

4. Warming and climate change: Global climate change leads to an increase in urban temperatures, which causes comfort problems and leads to more frequent heatwaves.

5. Urbanization and loss of biodiversity: The rapid growth of cities leads to the destruction of natural ecosystems, which negatively affects biodiversity and leads to the loss of green spaces.

6. Problems with transportation: Overcrowding and inefficient transportation systems contribute to traffic jams, increase travel time and greenhouse gas emissions.

7. Lack of green areas: The limited number of parks and green spaces in cities reduces the quality of life and worsens the environmental situation.

8. Increased energy and resource intensity: Urban areas require large amounts of energy for heating, cooling and lighting, which increases the load on power systems and contributes to pollution.

These problems require an integrated approach and joint efforts of city authorities, businesses and residents to develop sustainable solutions and improve the environmental situation in cities.

Perception of climate change.

Young people who have grown up in an era of global challenges such as climate change are aware of the importance of this problem. Research shows that young people are more likely to worry about the environment and the future of the planet. They actively monitor new scientific data and initiatives related to environmental protection. Many of them take part in actions aimed at drawing attention to climate change, such as climate strikes and environmental marches.

Sustainable development and its importance.

Sustainable development is a concept aimed at meeting the needs of the current generation without compromising the opportunities of future generations. Young people understand that sustainable development includes not only nature protection, but also social, economic and cultural aspects. This awareness encourages young people to advocate for change in their community, to promote ideas of waste recycling, energy efficiency and the use of renewable energy sources.

The lack of green spaces in cities can have serious consequences for the health of residents. Here are some of them:

1. Physical Health: Green areas promote an active lifestyle by providing space for walking, running and sports. Their absence can lead to a decrease in physical activity and an increased risk of obesity, cardiovascular disease and other chronic diseases.

2. Mental Health: Nature has a positive effect on mental health, contributing to the reduction of stress, anxiety and depression. The lack of green spaces can lead to a deterioration in the psycho-emotional state of residents.

3. Air quality: Vegetation purifies the air by absorbing carbon dioxide and pollutants. The lack of trees and plants can contribute to the deterioration of air quality, which increases the risk of respiratory diseases.

4. Social connections: Green areas serve as a place for communication and interaction between people. Their absence can lead to social isolation and a decrease in the level of social cohesion.

5. Temperature increase: Green areas help to reduce the temperature in cities, creating a cooling effect. Their deficiency can contribute to the formation of "heat islands", which increases the risk of heat stroke and other heat-related diseases.

6. Noise level: Vegetation can serve as a natural barrier against noise generated by transport and other sources. The lack of green areas can lead to an increase in noise levels, which negatively affects the health and quality of life of residents.

7. Water quality: Green areas contribute to improved drainage and filtration of rainwater. Their shortage can lead to deterioration of water quality and increase the risk of flooding.

Therefore, the lack of green areas in cities has a negative impact on the physical and mental health of residents, as well as on the overall quality of life. Creating and maintaining green spaces is an important aspect of sustainable urban development.

What can be done to improve the environment?

1. Education and awareness: Young people can actively participate in educational programs aimed at raising awareness about climate change and its consequences. Conducting lectures, seminars and master classes will help to form an environmental consciousness among peers.

2. Environmental initiatives: Creating or participating in environmental projects such as planting trees, cleaning reservoirs and collecting recycled materials can significantly affect the state of the environment.

3. Support for sustainable practices: Young people can support businesses using environmentally friendly technologies and practices, as well as advocate for the transition to sustainable energy sources such as solar and wind energy.

4. Activism and volunteering: Participation in environmental actions, such as Clean Fridays or climate strikes, helps to draw attention to the importance of environmental protection and pushes the authorities to act.

5. Using social media: Digital-savvy youth can use social media to spread information about climate change and sustainable development, creating communities and platforms to discuss environmental issues.

Conclusion.

The attitude of young people towards climate change and sustainable development plays a key role in shaping the future of our planet. Their activism and initiatives can be the driving force behind the changes needed to preserve the environment. It is important to support the younger generation in their quest to improve the state of the environment, because it depends on them what our future will be. Every step taken towards sustainable development is a contribution to saving the planet and creating a prosperous world for future generations.

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TO THE ISSUE OF MARKETING PLANNING STRATEGY

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Every day, small to mid-size companies come face to face with the enormous changes taking place in the world-driven economy. Regardless of where your firm does business, the tools used to attract and maintain clients change rapidly.

Smaller businesses traditionally relied on local advertising, word of mouth, and personal referrals, but larger corporations are increasingly challenging them. While discounted products and convenient megastores contribute to this, the key factor is larger corporations' emphasis on advertising, something many smaller firms neglect. Simply advertising is not enough; businesses must adapt to compete effectively.

Large companies grow at such a rapid pace because they create, then disseminate a Unique Selling Proposition, or USP. Such as Federal Express's "When it absolutely, positively has to be there overnight" or Wal-Mart's "Lower prices every day." These phrases are more than mere slogans they are designed to educate would-be customers on the advantages of doing business with that company. Moreover, the USP helps to establish the company as the leader in their respective field [1, p. 62].

Large corporations use a comprehensive approach, combining advertising, marketing, and public relations departments to ensure their message reaches the market. This concerted effort contributes to the decline of smaller businesses. To counter this trend, local businesses can adopt a similar strategy or find ways to outperform larger competitors. While mega-corporations appeal to convenience and

price, many customers still prefer the familiarity and trust of local businesses [3, p. 190].

To succeed in today's market, adopt strategies used by larger competitors and recognize that all buyers have a problem, concern, or need. Identify this need and focus your marketing on addressing it. For instance, if you sell pool fences, emphasize child safety over the fence itself. Your business is about saving children, not just selling fences. Create a unique selling proposition that communicates this message clearly and then promote it aggressively to position your firm as the ultimate solution for your customers' needs.

Next, learn to speak in public. The ability to make public presentations is the number one sought after quality in executives today. As you strive to brand your business or service you will want to make presentations to local business, civic and social organizations. Since these groups are populated by the city's business, political and religious leaders, they are a natural breeding ground for opportunity.

Harness the power of media for your firm. A single newspaper feature or a short TV/radio interview can boost credibility and attention instantly. Master the art of writing impactful press releases as media coverage provides invaluable endorsement and visibility that advertising can't match [2, p. 14].

Therefore, strategic maintenance management involves a cyclical process aimed at guiding industrial enterprises through strategic activities. This process includes analyzing the enterprise's position in the market, determining a suitable strategy, and adapting to both internal and external changes. As the enterprise evolves, strategic iterations are necessary to adjust strategies, improve internal processes, and stay competitive in the market.

Researching strategic management entails customizing models to fit the specific needs and operations of industrial enterprises within their respective industries or markets.

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PROCEDURES FOR OBTAINING WEAPONS IN RUSSIA AND THE USA: A COMPARATIVE ANALYSIS

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Relevance. In September 2024, Russian Deputy Minister of Trade and Industry Kirill Lysogorsky stated at the Second All-Russian Arms Forum about the excessive nature of normative requirements in the field of regulatory control over handling weapons. According to the minister, citizens should know how to use firearms, *"this is a culture that should be instilled from early childhood"*. The Minister refers to the experience of the USSR, including school lessons of basic military training and patriotic education. The state of the small arms market is depressing, and it should become one of the pillars of the economy of the warring state. "It is necessary to develop real mechanisms to help our arms factories," the minister said.

A number of legislative initiatives are under discussion how to simplify the lives of gunsmiths and gun users, but there is no comprehensive approach. Meanwhile, gun legislation over the recent 15 years has tended to stricter regulation and more complicated procedures and requirements for those wishing to obtain a weapon.

It is important to consider the experience of the United States where the right to using weapons is guaranteed for citizens by the Second Amendment to the Constitution. Regulations of handling weapons differ from country to country.

Main path. In the United States, where gun laws are more lenient, there are significantly more firearms per capita than in Russia, even taking into account Russia's illegal gun trade. According to the latest data, there are 393 million registered firearms in America, which is 67 million more than the US population and 106 times the number of registered guns in Russia.

The history of civilization is the history of wars. For a long time, the survival of a state depended on its strength and ability to defend itself. Nowadays there is no longer a need to arm everyone. The Russian legislator in the Law "On Weapons" introduced several rational prohibitions and requirements for their owners. Circulation of firearms is limited, civilian and hunting weapons can only fire in semi-automatic mode with a magazine of up to 10 ammos. To obtain a licence it is obligatory to take a course at a licensed training centre, followed by a final examination. The requirements for the skills of the gun owner aim to minimize the consequences of its use for self-defense.

Some scientists associate tightening of legislation on the circulation of weapons to a series of massacres in the recent 6 years. These include: the Kerch Polytechnic College massacre in October 2018 - 21 dead; the mass murder at Kazan's Gymnasium 175 in May 2021 - 9 dead; at Perm State University in September 2021 - 6 dead; the shooting at Izhevsk's secondary school No. 88 - 18 dead; the terrorist attack at the "Crocus City" hall, where 145 people died, and others.

During the recent 5 years the following amendments have been adopted:

- prohibition to modify weapons and their main parts which changes characteristics of the type and category; recognition of firearms as a source of increased danger; raising the age for the acquisition of firearms to 21 years; submission of weapons to regular inspection; time limits for reporting lost and missing

weapons; requirement for a medical examination to identify contraindications to the possession of weapons; improved procedure of confiscating weapons and firearms.

At present, the procedure for obtaining a firearms licence involves several steps: application to a Russian Federal Guard Service unit; obtaining a safe with a special lock for its storage; medical examination by a psychiatrist, narcologist, ophthalmologist, tests for drugs and psychotropic substances; training in licensed training centers and the final examination; an application for a licence to purchase a weapon, attaching a medical certificate and a certificate of a shooting course; a report on the inspection of the conditions of storage of weapons; purchasing a licensed weapon and its registration it within 2 weeks; obtaining a license to keep and carry arms; renewing the license after 5 years or after moving to a new place of residence.

In Texas, guns are available to all citizens from the age of 21, regardless of residency, without purchase or registration permits, carry restrictions, or magazine capacity. Gun sellers do not check the identity of purchasers, with the exception of those convicted of serious violent crimes. In comparison, in New York State, a license is required to own a firearm, magazines are limited to 7-10 rounds, and a number of modifications are prohibited. A buyer's personal information is checked within 30 days, including criminal records, mental health and references from acquaintances. The criteria for assault weapons are clearly defined.

At the same time, the murder rate in Texas has halved in 30 years, lethal gun owners commit a crime 14 times less often than others. In New York City alone in 2020 recorded 1,412 shootings, 422 people died (national average 296.2). This data refutes the claim of a direct correlation between the number of guns in society and the increase in crime. It's important to remember, it's not the gun that kills, it's the person who pulled the trigger. Criminologist Cesare Beccaria said, "Laws prohibiting the bearing of arms disarm decent people; they encourage, not discourage, crime."

The solution of the described issue is a non-trivial task that requires balancing the interests of the market and public safety, but we are confident that today in Russia there are prerequisites for softening the legislation on weapons.

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YOUTH AND SUSTAINABLE DEVELOPMENT

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Green Technologies and Innovation: Encouraging youth involvement in developing and implementing green technologies is crucial for a sustainable future. Supporting research and development in renewable energy, energy-efficient technologies, and waste management can lead to significant long-term environmental benefits. This includes fostering entrepreneurial ventures in sustainable solutions and providing access to relevant education and resources. Promoting innovation also

means creating platforms for young people to share their ideas, collaborate, and potentially commercialize their solutions. By understanding the environmental footprint of existing technologies and processes, and researching innovative alternatives, the next generation can create more sustainable pathways.

Natural Resource Management: Integrating youth voices into natural resource management strategies is vital for conservation. Young people can play a crucial role in monitoring and assessing environmental impacts, understanding local ecosystems, and participating in community-based conservation projects. This involves empowering them with the knowledge and skills necessary to advocate for responsible resource use, whether it's water conservation in a drought-prone region or biodiversity protection in a rapidly changing habitat. Supporting local initiatives and giving youth a voice in decision-making processes can create more effective and lasting solutions. Learning from existing, successful conservation efforts and adapting them to local contexts can be highly productive. Promoting sustainable agricultural practices, responsible land use, and effective water management strategies are vital.

Sustainable Consumption Patterns: Shifting to more sustainable consumption patterns requires a holistic approach, acknowledging the complex interplay between consumer choices, production methods, and environmental impact. This means encouraging the development and adoption of innovative, sustainable alternatives to current products and services while promoting awareness about the lifecycle of products and the environmental impact of consumption decisions. Educational programs and campaigns that empower consumers to make more sustainable choices are crucial. This includes promoting a shift from a 'throwaway' culture to one focused on reuse, repair, and resource efficiency.

Promoting Informed Discussion and Dialogue: Open and honest dialogue about environmental issues is essential. Creating platforms where diverse perspectives can be shared and considered, including those of young people, fosters understanding and collaboration. This should involve active listening, respectful debate, and a focus on

solutions rather than blame. Engaging in interdisciplinary discussions—integrating scientific understanding with social and economic factors—can foster innovative and effective approaches to environmental challenges. This includes supporting community-based discussion groups and projects where local environmental concerns can be addressed.

Encouraging youth involvement in developing and implementing green technologies is crucial for a sustainable future. Supporting research and development in renewable energy, energy-efficient technologies, and waste management can lead to significant long-term environmental benefits. This includes fostering entrepreneurial ventures in sustainable solutions and providing access to relevant education and resources. Promoting innovation also means creating platforms for young people to share their ideas, collaborate, and potentially commercialize their solutions. By understanding the environmental footprint of existing technologies and processes, and researching innovative alternatives, the next generation can create more sustainable pathways.

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listening, respectful debate, and a focus on solutions rather than blame. Engaging in interdisciplinary discussions—integrating scientific understanding with social and economic factors—can foster innovative and effective approaches to environmental challenges. This includes supporting community-based discussion groups and projects where local environmental concerns can be addressed.

By fostering a sense of ownership and responsibility for the environment, youth can become powerful agents of positive change.

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THE WORLD THROUGH THE EYES OF YOUTH – CONTEMPORARY ISSUES IN AREA STUDIES AND CULTURE

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The growing disparity between youth expectations and national policies in developing countries often results in social disengagement and migration to urban centers or abroad.

Climate change education is insufficiently integrated into many countries' curricula, leading to a generational knowledge gap about sustainable practices.

In globalized societies, young people increasingly face "cultural identity dilution," struggling to balance local traditions with universal modernity.

The digital divide remains a hidden barrier, particularly in rural and underprivileged areas, limiting access to education and employment opportunities.

Urbanization trends disproportionately affect youth, creating a generational "urban stress syndrome" driven by overcrowding, pollution, and lack of green spaces.

Language extinction is escalating, with younger generations abandoning indigenous tongues, leading to a loss of cultural heritage and linguistic diversity.

The rise of algorithm-driven media platforms fosters "echo chambers," reinforcing biases among youth and limiting exposure to diverse perspectives.

Traditional rites of passage are fading in many cultures, eroding intergenerational connections and weakening community structures.

Youth unemployment exacerbates socioeconomic inequalities, with vocational education often undervalued compared to traditional academic pathways.

Cross-border educational opportunities are unequally distributed, limiting the mobility of students from countries with weak international networks.

Global festivals and online platforms help promote cultural exchange, but often result in cultural appropriation rather than genuine understanding.

Youth activism, while impactful, frequently faces suppression in authoritarian regimes, stifling societal progress and innovation.

Mental health challenges among youth remain stigmatized in many regions, with cultural taboos preventing open discussion and access to care.

The rise of “gig culture” disproportionately impacts younger generations, leading to precarious employment without long-term security or benefits.

Access to reproductive health education and services for youth is still taboo in many countries, posing risks to physical and psychological well-being.

The lack of affordable housing in urban areas disproportionately affects young adults, forcing many to delay milestones like starting families or pursuing higher education.

Youth in conflict zones face the dual challenge of limited access to education and the psychological impact of prolonged instability, leaving long-term scars on entire generations.

Many traditional arts and crafts struggle to survive in modern economies, as younger generations often prioritize digital skills over heritage practices.

The rise of online misinformation creates challenges for youth seeking reliable knowledge, particularly in areas like health, politics, and science.

Environmental degradation disproportionately impacts young rural populations, whose livelihoods depend on natural resources, yet they often lack political representation to address these issues.

Cultural festivals and celebrations are increasingly commercialized, losing their traditional significance and transforming into profit-driven events targeting younger audiences.

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ECONOMIC ENVIRONMENT: MORDERN STATE, CHALLENGES AND OPPORTUNITIES

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1. Modern State of the Economic Environment:

- **Globalization and interconnectedness:** National economies are increasingly interdependent through international trade, investments, and financial flows.
- **Digitalization of the economy:** Growing significance of digital technologies, automation, and artificial intelligence.
- **Post-pandemic recovery:** Economies continue adapting to the effects of COVID-19, including supply chain disruptions and changes in employment patterns.
- **Focus on sustainable development:** Economic strategies are increasingly aligned with environmental sustainability and social responsibility.
- **Regional disparities:** Economic conditions vary significantly, with rapid growth in Asian countries and stagnation challenges in some European regions.
- **Rising importance of emerging markets:** BRICS countries and other emerging economies play a pivotal role in global growth.
- **Reevaluation of global supply chains:** Companies aim for greater diversification and localization of production.

2. Key Challenges:

- **Geopolitical instability:** Conflicts, sanctions, and trade wars hinder international cooperation.
- **Climate change:** Economic consequences of extreme weather events and the transition to a "green" economy.

- **Social inequality:** The widening gap between rich and poor exacerbates social tensions.
- **Inflation and debt burden:** Rising cost of living and growing public debt levels.
- **Technological risks:** Cyber threats and challenges in regulating the digital economy.
- **Labor market polarization:** Increased demand for highly skilled workers and automation of routine tasks deepen inequality.
- **Resource scarcity:** Reduced access to water, rare earth metals, and other resources limits industrial development.

3. Opportunities for Economic Development:

- **Innovation and technology:** Implementation of new technologies boosts productivity and creates new markets.
- **Investments in the green economy:** Development of renewable energy sources and environmentally friendly technologies.
- **Human capital development:** Strengthening education systems and retraining workers for the new economy.
- **Regional cooperation:** Establishing new trade alliances and enhancing regional integration.
- **Digital economy development:** Accelerating the digitalization of businesses and public administration to improve efficiency.
- **Inclusive economic growth:** Supporting small and medium-sized enterprises, fostering women entrepreneurs, and launching social integration programs.

4. New Economic Trends:

- **Sharing economy:** Platforms like Uber and Airbnb reshape ownership models.
- **Growth of the creative economy:** Increasing role of industries such as culture, design, and media.

- **Cybersecurity as an economic factor:** Growing investments in data protection and risk management.
- **Financial inclusion:** Expanding access to financial services through fintech solutions.
- **Adaptation to hybrid work formats:** Changing approaches to labor organization and human resource management.

Conclusion:

The economic environment is undergoing global transformations. Successful development requires strategic investments in innovation, sustainability, and human capital, as well as overcoming social and geopolitical challenges. The economic landscape simultaneously presents complex challenges and unique opportunities. Success will depend on the ability of economies to adapt to new realities, accelerate transformations, and strengthen resilience to external shocks.

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QUADROBING AS A DESTRUCTIVE FACTOR OF SOCIAL AND PSYCHOLOGICAL DEVELOPMENT OF YOUTH

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In the modern world, we often face many social and psychological problems. They act as a destructive factor that leads to a decrease in the quality of human life and can contribute to personality distortion. As a result, it is already difficult to control this behavior, it occurs at the installation level. Recently, a fairly common movement among young people has appeared on the Internet – quadrobing (quadrobics). It became popular among teenagers and children about a year ago and caused a public outcry as the direction of quadrobbers is a destructive factor in the social and psychological development of young people.

The quadrober movement originated back in 2008 in Japan. According to these data, Japanese sprinter Kenichi Ito was able to set a world record by running a hundred meters on all fours in 18.58 seconds. Accordingly, thanks to the video, which was watched by most of the Japanese in a few months, this movement began to gain momentum in other countries.

Quadrobbers wear fluffy masks, false tails and even fur gloves, which depict cannons. They move due to sharp long jumps on all fours, repeating the physiological structure of animals. It is worth noting that some may make sounds inherent in animals: barking, meowing. Teenagers and children pretend to be not only cats and dogs, but also foxes and wolves. In this case, they are based on their own preferences.

In Russia, the new movement spread quite quickly in society. And in just a week on the platforms: TikTok, YouTube, Vk gained momentum among children from 7 years old and teenagers 14 years old. The youth themselves talked about quadrobics, paying special attention to many aspects. Thus, in March 2024, every resident of Russia knew about quadrobbers. They met on the Internet, on the streets, in shopping malls, in shops and even at concerts.

If initially quadrobing was considered to be an ordinary childhood hobby, then over time it turned into egregious cases that traumatized both the psyche of other children and brought physical harm. Many cases have been recognized as abnormal behavior of a destructive nature.

Ekaterina Mizulina, the Head of the Safe Internet League, spoke about the scandalous event that took place in Omsk. At one of the playgrounds, a mother was walking her child on a leash, while their dog was walking freely around the area nearby. Ekaterina considered such behavior inappropriate for society. Moreover, the mother of this child did not hesitate to answer the questions of passers-by. We think this behavior should be considered as a negative example for the surrounding teenagers, given the popularity of such a trend. Anyone who referred to themselves as quadrobbers in one way or another could repeat this scene.[1]

The second egregious case occurred in Yekaterinburg. Older quadrobbers were involved in it. While on the subway, they not only jumped in familiar poses, but also made animal sounds. When the passengers got used to indecent behavior in society, the teenagers began to rub their faces against the legs of the people in front. Moreover, one guy from this group pointed to an animal mask during his actions. Thereby noticing who he is. We think this showed how negative the most ordinary children's games can be if they are not given proper attention from the very beginning. [2]

It is not surprising that aerobics as a separate subculture is of great interest to children. But we believe that such trends need to be combated in modern society in order to avoid numerous problems and misunderstandings. Of course, the most

ordinary conversations in schools, homes and even on TV will not help. They will stop mass production for a while. But they will not completely remove the root of the problem.

We consider it necessary to propose several ways to solve this problem:

1. First, the state needs to pay more attention to the cultural development of young people. The implementation of this idea is possible through various cultural and educational events, namely, youth forums, meetings with political and cultural figures in institutions of general, secondary and higher education, school and student interactions, for example, in the forms of sports and educational competitions. Of course, these events are already being held, but their number, in our opinion, is significantly small.

2. Secondly, "quadrobing" and similar movements should be banned at the legislative level. A similar practice has already been applied to Halloween. Thus, the deputies of the Donetsk City Council of the DPR, together with the Committee on Local Government, regulations, personnel and parliamentary ethics, and the Committee on Family, Youth Policy and Religion discussed the cultivation and dissemination of such manifestations of foreign culture as Halloween. After that, letters were sent to all educational institutions in the region with a request to limit the distribution, promotion, and cultivation of such an event.

Thus, we believe that the new direction of quadrobbers acts as a destructive factor of social and psychological development. It has negative consequences for modern society, which should be given special attention in order to avoid the degradation of young people and the destruction of their native Russian foundations in their personality.

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THE IMPACT OF CLIMATE CHANGE ON THE BIODIVERSITY OF THE TAIGA

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The taiga, the world's largest terrestrial biome, is a vast expanse of boreal forest characterized by its unique biodiversity and crucial role in the global carbon cycle. However, this fragile ecosystem is increasingly threatened by the accelerating impacts of climate change, facing a complex interplay of challenges that demand immediate attention and comprehensive solutions.

The observed warming trend, exceeding the global average in many taiga regions, is fundamentally altering the biome's structure and function. Rising temperatures are leading to significant shifts in species distribution, with boreal species adapted to colder conditions retreating northward, while more southerly, thermophilic species expand their ranges. This northward migration of species is not uniform, leading to ecological mismatches where species interactions are disrupted and trophic cascades ensue. For instance, the changing phenology (timing of biological events) of migratory birds might no longer synchronize with the peak abundance of their insect prey, resulting in reduced reproductive success and population declines.

Changes in precipitation patterns further exacerbate these challenges. While some regions experience increased precipitation, often in the form of intense rainfall events leading to soil erosion and flooding, others face more frequent and severe droughts. These droughts, coupled with increased temperatures, create conditions highly susceptible to devastating wildfires. Such fires not only directly destroy vast swathes of forest, altering habitat structure and composition for decades, but also release significant amounts of stored carbon into the atmosphere, contributing to a positive feedback loop that accelerates climate change.

The altered hydrological cycle also impacts permafrost, the permanently frozen ground that underpins much of the taiga. Thawing permafrost releases large quantities of methane, a potent greenhouse gas, further amplifying warming. This

thawing also destabilizes the ground, leading to increased erosion, landslides, and alterations in drainage patterns, all of which negatively impact taiga ecosystems.

Beyond the direct impacts of temperature and precipitation, the taiga is also experiencing increased frequency and intensity of extreme weather events. Storms, blizzards, and insect outbreaks, often exacerbated by climate change, cause widespread tree mortality and disrupt ecological processes. The combined stress from multiple stressors further weakens the resilience of taiga ecosystems, increasing their vulnerability to further disturbances.

The impact extends beyond vegetation. Changes in habitat structure and resource availability affect animal populations. Many taiga species, including large mammals such as caribou and wolves, rely on specific habitats and prey resources, and shifts in these resources can trigger population declines. Changes in snow cover duration and depth, critical for winter survival for many animals, further complicate their adaptive strategies.

Effective strategies for mitigating the impacts of climate change on the taiga require a multi-pronged approach involving international collaboration, policy changes, and technological advancements. This includes:

- Reducing greenhouse gas emissions: Global efforts to curb greenhouse gas emissions are crucial in slowing the rate of climate change and reducing the intensity of its impacts on the taiga. This requires a transition to renewable energy sources, improved energy efficiency, and sustainable land management practices.
- Protecting and restoring taiga forests: Conservation efforts should focus on protecting intact forest landscapes, restoring degraded areas, and promoting sustainable forestry practices that minimize disturbance and enhance carbon sequestration. This includes establishing protected areas, implementing sustainable logging practices, and restoring burned or degraded areas.
- Improving wildfire management: Strategies for preventing and managing wildfires are essential to reducing the extent and severity of fire-related disturbances. This includes early detection systems, controlled burns to reduce fuel loads, and community-based fire management programs.
- Monitoring and research: Continued monitoring of taiga ecosystems and ongoing research are crucial for understanding the impacts of climate change and developing effective management strategies. This involves tracking changes in species distribution, abundance, and phenology, as well as monitoring the state of permafrost and other key ecosystem indicators.
- Community engagement: Indigenous communities possess invaluable traditional ecological knowledge and play a critical role in the stewardship of the

taiga. Their involvement in conservation planning and management is essential for ensuring the long-term sustainability of the biome and the well-being of its inhabitants.

Failure to address these challenges effectively will result in significant and irreversible losses of biodiversity, ecosystem services, and cultural heritage. The future of the taiga, and indeed the global climate, depends on our ability to act decisively and collaboratively to protect this vital biome.

In conclusion, the taiga faces a complex and multifaceted threat from climate change. Addressing these challenges requires a multi-pronged approach encompassing both mitigation and adaptation strategies. Mitigation efforts focus on reducing greenhouse gas emissions globally, while adaptation strategies involve developing strategies for managing and conserving taiga ecosystems in the face of ongoing climate change. This includes promoting sustainable forestry practices, protecting intact forest landscapes, restoring degraded areas, and implementing effective wildfire management strategies. A greater understanding of the complex interactions within the taiga ecosystem and the specific responses of individual species to climate change is crucial for developing effective conservation measures and ensuring the long-term survival of this vital biome. Furthermore, the taiga plays a critical role in regulating global climate through its vast carbon sink capacity. The loss of this capacity due to climate change-induced disturbances, such as wildfires and permafrost thaw, contributes to a positive feedback loop, exacerbating global warming. This reinforces the urgency of protecting the taiga not only for its intrinsic biodiversity value but also for its global significance in climate regulation.

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YOUTH EMPLOYMENT IN THE 21ST CENTURY

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Today's young people are seen as the most flexible group, capable of adapting quickly to changing labour market conditions, which opens up significant prospects for their professional development. At the current stage of the labour market, the rapid position of young people, who make up about 35% of the able-bodied population, is important. However, young people are at risk due to their lack of professional experience and labour experience, as well as their low competitiveness compared to more experienced specialists. This report examines the characteristics of modern youth employment in the present time.

Youth is a specific socio-demographic category that is the main source of labour resources. In this regard, the problem of youth employment is of particular importance in human resources policy, as young people often find it difficult to find a job on their own due to objective circumstances.

Let us consider the characteristics of the three categories of young people involved in labour employment. The first category includes young people aged 16-18 who have completed their schooling or first year of vocational education. This group

is characterised by the following features: - a desire to find temporary work (e.g. in the summer) or part-time work; - no significant requirements for a workplace; - openness to vacancies that do not require qualifications (loaders, promoters, couriers). The main difficulty for this group is the reluctance of employers to hire people of this age and take responsibility for them. The second category consists of young people aged 18-23 (or 24), including students and those undergoing vocational training. The peculiarities of employment of this group include: - lack of experience and skills; - low competitiveness in the labour market; - high expectations from the first job. This group faces the greatest difficulties in finding a job because of the difficulties associated with finding a job. The third group is represented by young people aged 24 to 29. Their employment is characterised by the following characteristics: - availability of both life and professional experience; - high ambitions and requirements for the desired position; - desire to make the most of their education. On the one hand, ambition can be considered a competitive advantage of this group, however, on the other hand, their desire to get everything and lack of motivation for creative self-realisation in the professional sphere can be identified as negative aspects [1].

Today, the global labour market situation for young people aged 15 to 24 has improved over the past few years and is showing a positive trend. Nevertheless, the youth unemployment rate is still at 13 per cent, which corresponds to nearly 65 million people out of work. According to the International Labour Organization, employment recovery from the pandemic is not affecting everyone: 'Young people in some regions, as well as many young women, are not experiencing the positive effects of economic growth' [3].

One of the reasons for these levels of youth unemployment is the discrepancy between the qualifications young people achieve and the skills the jobs of today demand. The key problem of the modern labour market is the mismatch between the interests of business, educational institutions and young specialists with higher education. There is a gap between the employers' requirements to the skills of

graduates and the competences that are formed in universities according to the state educational standards. This situation is complicated by the fact that most students do not have clear goals for their future professional development. 'That is, business needs some competences, the university offers others, and the student does not know what he needs at all,' the authors remark in this regard [2, c.42].

Personal qualities, work experience and willingness to work are important for modern employers. To a lesser extent, employers are interested in additional skills.

According to the survey, the determining factors in choosing a job are the level of income offered, the possibility of professional growth, and the availability of professional education.

According to the respondents, the main criteria influencing refusal in employment are lack of experience, lack of vacancies and lack of education, bad references. The personal qualities and appearance of candidates have the least influence on the refusal of employers.

The answers of respondents on possible causes of unemployment among young people are interesting. In their opinion, these are high expectations of young people for the desired place of work and salary level, unwillingness of young people themselves to work.

Based on the results of the study, it can be concluded that the importance of factors influencing the employment of young people is in the following order: work experience, quality education, readiness for intensive labour. In this regard, there is currently a tendency among employers to hire young professionals, taking into account not only their professional education, but also personal qualities such as diligence, communication skills and professionalism. In such conditions, successful employment of young people becomes possible due to the effective application of acquired knowledge and skills, as well as constant self-development.

At the current stage, a lot of companies are integrating the latest technologies such as big data, cloud computing and artificial intelligence, which opens up new opportunities for student learning.

To summarise, we can say that today there is a tendency for modern employers to take into account not only their professional education, but also personal qualities such as diligence, communication skills and professionalism when hiring young specialists. In addition, due to the development of technology, new professions are emerging to which young people need to be adapted. The cause of youth unemployment is the mismatch in the labour market between the qualifications of students.

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THE IMPACT OF TECHNOLOGIES ON VARIOUS ASPECTS OF CULTURE AND SOCIETY

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In the contemporary world, technologies play a pivotal role in shaping and transforming cultural practices and traditions. With the advent of the internet, social media, mobile devices, and other digital innovations, we are witnessing significant changes in the ways we communicate, educate, entertain, and even perceive identity. These technological shifts not only accelerate globalization and cultural exchange but also present new challenges and opportunities for preserving and developing cultural heritage. In this context, it is crucial to understand how youth, as the most active users of new technologies, perceive and adapt to these changes, and what cultural implications this has for the future.

Technological advancements are significantly transforming various aspects of culture and society. Social media and messengers have revolutionized communication norms, making information exchange faster and more informative. For instance, platforms like WeChat in China and WhatsApp in India have become integral to daily communication, creating new forms of cultural identity and interaction through online forums and interest groups.

The digitization of cultural heritage is another crucial area where technology plays a pivotal role. Digital platforms such as virtual museums and online libraries enable the preservation and distribution of cultural heritage, making these resources accessible to a wide audience regardless of geographical location. For example, the British Museum's online collection allows people from around the world to explore ancient artifacts, while the Digital Library of India provides access to a vast array of historical texts and manuscripts.

Educational methods have also evolved with the rise of online education and distance learning, which have become essential components of modern education, especially during pandemics. Interactive technologies and virtual reality (VR) are used to immerse students in cultural contexts, making education more engaging and interactive. In Japan, schools have adopted VR to create virtual field trips to historical sites, while in Kenya, online platforms like eLimu provide interactive educational content tailored to local curricula.

Technology's impact on traditional cultural practices is multifaceted. On one hand, it aids in preserving traditions through the documentation of oral traditions and folklore. For example, in Australia, indigenous communities use digital storytelling to preserve their cultural narratives. On the other hand, technology can accelerate the loss of traditions by replacing them with new forms of cultural expression. In Mexico, traditional Day of the Dead celebrations are now often shared and experienced through social media, blending old and new practices.

Globalization of cultural exchange is facilitated by technology, making cultural resources accessible to all and integrating diverse cultures. Youth actively use technologies for cultural self-expression and exchange, creating new forms of cultural identity. Cultural practices adapt to new technologies, resulting in hybrid forms of culture such as virtual festivals, online concerts, and digital art exhibitions. For instance, the virtual Burning Man festival attracts participants from around the world, while online concerts by artists like BTS from South Korea reach global audiences.

Technology also influences language development by introducing new words and expressions. E-books and online journals have changed the way literature is consumed, making it more accessible and convenient. In France, the rise of digital literature platforms like Gallica has made classic French literature available to a global audience. Social and cultural movements spread rapidly through social media, which allows for the organization of protests and actions, mobilizing people worldwide. For example, the Black Lives Matter movement in the United States has gained global support through social media campaigns.

The adoption of technological innovations is influenced by cultural factors, leading to differences in the level of technology adoption across cultures and regions. Ethical and cultural challenges arise from technology, such as privacy and data security concerns. Discussions on the impact of artificial intelligence on cultural norms and values are examples of these challenges. In Europe, the implementation of GDPR regulations reflects a heightened concern for data privacy, while in the Middle East, debates around the ethical use of AI in governance are gaining traction.

Looking ahead, technologies will continue to influence cultural changes and development, particularly through the potential of virtual and augmented reality for cultural self-expression and exchange. New technologies open up possibilities for creating innovative cultural practices and forms of expression. For instance, in India, augmented reality is being used to recreate historical sites like the Taj Mahal, offering visitors a unique cultural experience.

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YOUTH SLANG: ITS IMPACT ON SOCIETY

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Youth slang is a unique cultural phenomenon that reflects ongoing societal processes and influences both linguistic and social environments. As a dynamic and ever-changing element of language, slang serves not only as a means of communication but also as a way for young people to express their identity. Studying its impact on society is essential for understanding modern social and linguistic processes.

The relevance of this topic is determined by the rapid development of communication technologies, which facilitate the creation and dissemination of new words and expressions. Youth slang actively shapes subcultures, acting as a tool for uniting individuals within groups and reflecting the social and cultural issues characteristic of the modern world. In the context of globalization and digitalization, language becomes a vital indicator of change, highlighting the importance of studying this subject.

The purpose of this work is to explore the impact of youth slang on social processes.

Youth slang represents a dynamic and constantly evolving part of language, especially in the context of the rapid growth of social networks and internet culture. Modern platforms such as Instagram, TikTok, and Twitter contribute to the swift spread of new expressions and terms, creating unique lexical trends. For instance, terms like "crush" (referring to an object of affection) and "flex" (to boast) have

become widely used among youth, reflecting the influence of Anglicisms and internet culture on the Russian language [2].

The positive impact of youth slang lies in strengthening group identity and cohesion. The use of specific expressions allows young people to feel a sense of belonging to particular social groups or subcultures, fostering a feeling of community and mutual understanding. Additionally, slang facilitates the adaptation of language to the rapidly changing realities of society, enriching it with new forms of self-expression and creative lexical innovations. For example, the emergence of terms related to new technologies and phenomena demonstrates the language's ability to respond flexibly to changes in the surrounding world [3].

Excessive use of youth slang can lead to negative consequences. One of the issues is a decline in language literacy and impoverishment of speech, as standard language norms are replaced with simplified or distorted forms. This may hinder effective communication between generations, exacerbating social isolation and misunderstanding. Furthermore, the overuse of slang expressions can blur the meanings of traditional terms, leading to the loss of cultural heritage and the distortion of meanings [2].

Moreover, youth slang often serves as a reflection of societal trends and values, acting as a linguistic mirror of contemporary culture. Through the use of slang, young people express their attitudes toward current events, technological advancements, and social phenomena. For instance, phrases like "FOMO" (fear of missing out) and "ghosting" (sudden cessation of communication without explanation) capture the anxieties and behaviors shaped by digital connectivity. Such expressions provide insights into the priorities and challenges faced by younger generations, highlighting the interplay between language and cultural evolution. At the same time, the adoption of youth slang by mainstream culture and older generations can dilute its original meaning and exclusivity [5]. As slang terms become widespread, they often lose their novelty and significance within youth communities, prompting the creation of new expressions. This constant renewal underscores the dynamic nature of slang but also

emphasizes the generational gap in language use. Ultimately, while youth slang enriches the language landscape with innovation and creativity, it also underscores the need for balance between linguistic evolution and preserving the integrity of the standard language [4].

Youth slang is an important social phenomenon that reflects the dynamics of societal and linguistic development. The conducted research has shown that slang serves multiple functions, including the formation of group identity, the adaptation of language to modern realities, and the development of new forms of self-expression. However, its excessive use can lead to a decline in language literacy, the impoverishment of speech forms, and the loss of cultural heritage. The main conclusion is the necessity of maintaining a balance between the creative use of youth slang and the preservation of traditional linguistic culture. Achieving this balance will help retain the cultural values of the language while ensuring its flexibility and relevance in the modern world.

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THE IMPACT OF SOCIAL MEDIA ON GENERATIONS AND THEIR PERCEPTION OF CULTURAL VALUES

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In the modern world, social media has become an integral part of the lives of most people, especially young people. They not only changed the way we communicate, but also had a significant impact on the perception of cultural values by different generations.

Historical context

To understand the impact of social media, it is necessary to look at the historical context. Social networks have appeared relatively recently – the first major platforms began to develop at the beginning of the XXI century. However, even then it became obvious that the Internet and digital technologies were changing the way people communicate and interact. Young people have become the main consumers of these new means of communication, and they have proved to be the most susceptible to the changes associated with the development of social media.

Formation of identity

One of the key aspects of the influence of social media is the formation of personal and collective identity. Users create their own profiles, post photos, videos, and texts that reflect their interests, beliefs, and values. This allows them to express themselves and find like-minded people. However, there is a risk of creating a false image when a person strives to meet certain standards of beauty, success or popularity imposed by social networks.

Cultural values and norms

Social media plays an important role in the formation and dissemination of cultural values and norms. Platforms such as Rutube and VK promote certain types of art, music and fashion. Young people actively follow trends, discuss them and share their opinions. This leads to the fact that culture becomes more dynamic and diverse, but it can also contribute to the creation of similar images and stereotypes.

Information space

Social media is changing the way we get information. If earlier the main sources of news were television, radio and newspapers, now most people receive information via the Internet. This creates new opportunities for the dissemination of knowledge, but at the same time increases the risks of misinformation and manipulation of public opinion. The younger generation often faces the problem of verifying information, which can lead to a distorted perception of reality.

Socialization and interaction

Social media has significantly changed the processes of socialization. People can communicate with each other regardless of geographical location, which expands the circle of acquaintances and opportunities for sharing experiences. However, virtual communication often replaces real communication, which can lead to a decrease in the level of social activity and deterioration of interpersonal relationships.

Generational differences

Different generations perceive and use social media in different ways. For example, representatives of the older generation most often treat them with caution and distrust, preferring traditional forms of communication. Young people, on the contrary, actively use social networks to express themselves and search for information. It is important to note that each new generation brings its own characteristics to the use of social media, which affects the overall picture of cultural development.

Risks and disadvantages

However, such accessibility of information can also lead to the spread of misinformation and negative stereotypes. Bayesian perception based on superficial or distorted representations makes it difficult to objectively understand cultural values. The content that becomes popular is not always of high quality or useful for forming a full and adequate perception of culture.

Conclusion

The influence of social media on generations and their perception of cultural values is a multifaceted and complex process. They have changed the ways of communication, identity formation and perception of cultural values. On the one hand, they open up new horizons and opportunities for learning about cultural phenomena, on the other hand, they carry risks and disadvantages associated with disinformation. It is important to be aware of these aspects in order to use social media as a tool to expand cultural understanding and values.

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FINANCIAL LITERACY AS AN IMPORTANT ASPECT OF YOUTH SOCIAL DEVELOPMENT

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Today, financial literacy permeates everyone's life as individuals engage in financial operations daily, touching upon them in personal, family, and professional contexts. Modern youth are seen as active consumers of goods and services. It is essential to have a comprehensive system for enhancing the financial literacy of young people, which will serve as a key to modernizing Russia's economy. This system is necessary for every citizen to clearly understand their opportunities and rights, as well as the protection of those rights in the financial market. It will empower them to make financial decisions with a high degree of responsibility, considering their impact on personal well-being and the economy of the country as a whole.

Today, issues of financial literacy permeate everyone's life, as individuals engage in financial operations daily, touching upon them in personal, family, and professional contexts. Financial operations encompass not only savings, investments, and loans, but also conducting payments and transactions with bank cards, using electronic payment systems, and insurance, among others. Regardless of education, profession, life views, and beliefs, people are connected to the financial world and continuously utilize its tools and opportunities. The market for financial services is constantly evolving and becoming more complex, with new types of financial services and forms of delivery emerging, primarily through the use of modern information and telecommunications technologies.

"Financial literacy" or "rational financial behavior" are now important components of the general cultural requirements placed on modern individuals, akin to "computer literacy" and "basic mathematical literacy." Thus, financial literacy,

along with general morality and social conduct, as well as "basic mathematical," "computer," and other forms of literacy, constitute essential elements of an educated person in the 21st century. "Financial literacy" and "rational financial behavior" are necessary for people of all income levels. Therefore, acting in a financially rational manner is essential for the wealthy, the poor, and those with middle income.

Financial literacy is the ability of an individual to make informed and responsible decisions regarding personal finances, determining strategies for consumer and saving behavior. It enables a conscious choice of products and a rational assessment of their value and quality while considering insurance risks. Additionally, such behavior is characteristic of individuals with a higher level of financial literacy.

For young people, it is essential to improve financial literacy starting from a young age. The sooner youth grasp basic financial concepts, knowledge, and skills for managing personal finances, the quicker beneficial habits in financial management will form. These habits, in turn, determine a person's material well-being.

Modern youth are active consumers of goods and services. Gradually, they are becoming the main target segment for retail chains, advertisers, and financial services. A lack of understanding and practical skills in consumption, saving, planning, and lending can lead to impulsive decisions that may have to be paid for over many years.

To address the issue of financial literacy among young people, we can: Create educational projects. Introduce new subjects into school curricula, universities, and colleges. Utilize virtual platforms, webinars, and online resources to provide adequate information on urgent issues. Develop a financial consulting system, for example, based at economic universities and specialized professional education institutions. Create special educational applications, for instance, based on banks.

To promote financial culture, various educational projects are being developed. New subjects are being introduced into school curricula, universities, and colleges. Advertising resources are utilized to motivate the younger generation and to shape a new image of a progressive citizen. Specialized educational applications are created in collaboration with banks.

It is important to consider psychological and personal traits. Attitudes towards money and individual characteristics can positively influence a person's economic activity or, conversely, act as factors that hinder effective economic behavior.

Equally important is the effective use of available resources and opportunities for education, such as the internet, social media, specialized applications, and projects developed by banks and the government.

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THE ROLE OF THE INTERNET AND SOCIAL NETWORKS IN SHAPING THE WORLDVIEW OF YOUNG PEOPLE

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The Internet and social networks have become an integral part of the daily lives of young people. This digital revolution has significantly influenced the way young people perceive the world around them, shaping their worldview in various aspects. One of the main ways in which the Internet and social networks shape the worldview of young people is through the vast amount of information that is readily available at their fingertips. Young people can easily access news, opinions, and perspectives from all around the world with just a few clicks. This exposure to diverse views and ideas can broaden their horizons and make them more aware of global issues. Moreover, social networks have enabled young people to connect with others who share similar interests and beliefs, creating online communities that can have a profound impact on their worldview. Through these online interactions, young people can engage in discussions, debates, and collaborations that can help them form and refine their own opinions on various topics. However, the Internet and social networks also have the potential to negatively influence the worldview of young people. The prevalence of fake news, misinformation, and online echo chambers can distort their perception of reality and lead them to believe in false narratives. Moreover, the pressure to conform to the idealized lifestyles and images portrayed on social media platforms can create unrealistic expectations and contribute to feelings of inadequacy and low self-esteem. It is crucial for young people to practice critical thinking skills and develop media literacy in order to navigate the online world

effectively and discern fact from fiction. Schools and educational institutions can play a vital role in teaching young people how to evaluate sources, think critically, and question the information they encounter online.

In conclusion, the Internet and social networks have a significant impact on shaping the worldview of young people. While they provide access to a wealth of information and opportunities for connection, they also come with challenges that young people must navigate carefully. By fostering critical thinking skills and media literacy, young people can harness the power of the digital world to broaden their perspectives and contribute positively to society.

It is important for young people to be aware of the potential biases and agendas behind the information they consume online, and to seek out multiple sources to verify the accuracy of what they read. By being proactive in their approach to online content, young people can avoid falling victim to misinformation and develop a more informed and well-rounded worldview. Furthermore, young people should also be mindful of the impact that social media algorithms can have on the content they see, as these algorithms are designed to show users information that aligns with their existing beliefs and preferences. By actively seeking out diverse viewpoints and engaging with a variety of perspectives, young people can challenge their own beliefs and develop a more nuanced understanding of the world around them. Ultimately, the Internet and social networks have the power to both shape and enhance the worldview of young people, but it is up to them to navigate this digital landscape thoughtfully and critically in order to make the most of the opportunities it presents. With the right mindset and skills, young people can use the Internet and social networks to become more informed, engaged, and active global citizens.

Young people can further enrich their worldview by engaging in online platforms that focus on real-world issues such as climate change, social justice, and mental health. By participating in campaigns, forums, and discussions dedicated to these topics, they not only gain knowledge but also develop a sense of responsibility

toward the global community. This active engagement can instill a deeper appreciation for diverse cultures and social dynamics, fostering empathy and understanding.

Additionally, the rise of user-generated content has empowered young people to express their views creatively and share their stories. Platforms like blogs, podcasts, and video channels provide avenues for self-expression, allowing them to articulate their perspectives on issues they care about. This democratization of media encourages young individuals to become not just consumers but also producers of information, cultivating a sense of agency in shaping public discourse.

In this dynamic digital environment, the importance of interpersonal skills cannot be overlooked. While online interactions can facilitate connections, in-person dialogues and discussions remain essential for developing critical thinking. Young people should balance their online experiences with real-world conversations, enhancing their ability to navigate complex social landscapes confidently and thoughtfully. Through these multifaceted approaches, they can build a more robust and informed worldview that transcends geographical and ideological boundaries.

THE IMPACT OF GLOBALIZATION ON CULTURE: UNIFICATION OR DIVERSITY?

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Globalization in the modern world is a complex and multifaceted process characterized by growing interconnectedness and interdependence of various countries and regions. This process has affected many aspects of human activity and life, and culture is no exception.

One of the most obvious manifestations of the impact of globalization is cultural diffusion. “Perhaps the most significant cultural diffusion that was not the result of conquest was the spread of Buddhism to China, which occurred six centuries after its origin in northern India.” as S. Huntington wrote. [1, p. 62].

In today's world, information, ideas, goods and services are distributed around the world at an unprecedented speed thanks to the development of communication and transport technologies. This leads to the spread of popular cultural products such as Hollywood films, popular music, fashion and gastronomic trends around the world. As a result, the cultures of different countries are becoming more and more similar to each other, and a process of unification is taking place.

Some examples of the unification process due to globalization can be divided into the following categories:

1) Economic sphere: representatives of many countries participate in the production of most products and goods. For example, theoretical ideas are developed

in one country, technological solutions in another, and a third acts as the direct manufacturer of the goods.

2) Cultural sphere: unification of cultures is manifested in the creation of a new global identity without the ethnographic diversity of its bearers. For example, translations of Stephen King's books into many languages of the world, tours of the Du Soleil circus in different countries, the Hermitage exhibition in Milan.

3) Language sphere: for the sake of ease of communication, society largely renounces knowledge of the languages of other cultures and, to some extent, its own language. For example, in some higher education institutions, lectures are given in English.

However, globalization not only unifies culture, but also promotes its hybridization. The interaction of various cultural traditions leads to the emergence of new forms of art, music, literature and other cultural phenomena. Local cultures are not simply absorbed by global trends, but interact with them, acquiring new features and adapting to changing conditions. This process can be observed in cooking, music, fashion and other areas of life.

The impact of globalization is also reflected in the revival of local cultural traditions. In response to the spread of global cultural products, many societies are beginning to value and protect their unique traditions and customs. This is reflected in the creation of cultural centers, museums, and festivals aimed at preserving and promoting national heritage.

At the same time, globalization creates some problems. The spread of global cultural products can lead to the loss of cultural diversity, the disappearance of small languages and traditional forms of life. In addition, globalization can contribute to cultural imperialism, when the culture of one country dominates over others.

The process of globalization has a number of contradictions: the rapprochement of countries versus the unification (depersonalization) of national cultures, the incentive to develop the economy versus the spread of low-quality culture, greater

opportunities for information exchange thanks to the development of communications versus the deepening of inequality between countries.

In conclusion, it should be noted that the impact of globalization on culture is a complex and multifaceted process, combining both positive and negative aspects. On the one hand, it promotes cultural diffusion, hybridization and the revival of local traditions; on the other hand, it can lead to unification and loss of cultural diversity. The task is to use the positive aspects of globalization to enrich and develop culture, while maintaining its diversity and uniqueness.

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SPORT AS AN INTEGRAL PART OF LIFE

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Sports have been an integral part of human life for centuries. Their importance extends far beyond physical development—they influence culture, society, mental well-being, and personal growth.

In today's world, characterized by urbanization and rapid technological advancement, physical activity among people has declined significantly. However, sports serve as a counterbalance to the negative effects of a sedentary lifestyle. They help strengthen health, foster resilience, and create social connections.

This report explores the multifaceted impact of sports on human life, focusing on physical and mental health, social roles, cultural significance, and the challenges faced by the sports domain.

Sports significantly impact the human body, helping maintain physical well-being:

- Cardiovascular System. Activities such as running, swimming, or cycling strengthen the heart, improve blood circulation, and lower levels of «bad» cholesterol, reducing the risk of heart diseases like heart attacks and strokes [1 c. 53].
- Respiratory System. Physical activity enhances lung capacity, improving oxygen supply throughout the body.
- Skeletal and Muscular Systems. Exercise strengthens bones, increases bone density, and prevents conditions like osteoporosis. It also strengthens muscles and ligaments, reducing the risk of injuries [1 c. 60].
- Metabolism. Regular training boosts metabolic processes, helps regulate blood sugar levels, and aids in weight management.

The psychological advantages of sports are equally significant:

- Stress Management. Sports are an effective way to combat accumulated stress. During physical activity, the body releases endorphins—natural «happiness hormones» that improve mood and reduce anxiety [1 c. 72].
- Depression Prevention. Studies confirm that regular physical activity can significantly lower the risk of depression by shifting focus to positive aspects of life.
- Increased Self-Confidence. Achievements in sports, whether improving running times or winning competitions, enhance self-esteem and confidence [1 c. 169].

- Cognitive Function Improvement. Physical activity improves concentration, memory, and decision-making speed by stimulating blood flow to the brain.

- Sports unite people regardless of age, gender, nationality, or social status. Mass events like championships or marathons create a unique sense of community and foster social connections [2 c. 287].

Physical education plays a vital role in schools and universities. Sports classes and clubs teach discipline, teamwork, and time management skills, helping students balance study and leisure.

Sports instill:

- Discipline and Responsibility. Regular training teaches individuals to plan their time effectively and fulfill commitments [2 c. 312].

- Teamwork Skills. Team sports such as soccer, basketball, or volleyball promote collective spirit, mutual support, and respect for others.

- Honesty and Fairness. Following game rules and respecting opponents develop strong moral principles.

- Professional sports are not just about achieving high results but also setting examples. Athletes demonstrate how hard work, perseverance, and determination can overcome any obstacles. They inspire millions to start engaging in sports [3 c. 126].

However, professional sports come with challenges:

- High physical and psychological demands.

- Risk of injuries and overexertion.

- Constant pressure to maintain peak performance [3 c. 184].

For most people, sports are a hobby, a way to relax and stay healthy. Activities like running, swimming, yoga, or fitness cater to different skill levels, making sports accessible to everyone.

Major sporting events like the Olympics, FIFA World Cups, or regional tournaments have become an essential part of global culture. They promote cultural exchange, increase interest in host countries' traditions, and inspire young generations to engage in sports [4 c. 142].

Additionally, sports often become a source of national pride. Victories of renowned athletes and teams symbolize the strength and unity of a nation.

Despite its benefits, sports face several challenges:

- Doping. The use of banned substances undermines fair competition and damages the reputation of sports [5 c. 240].
- Lack of Physical Activity. A sedentary lifestyle, especially among youth, leads to declining interest in sports and increasing health problems.
- Injuries. Improper training methods, lack of professional guidance, and excessive exertion can lead to serious injuries [5 c. 275].

Sports are a universal tool that fosters harmonious personal development. They enhance health, build character, promote social integration, and inspire people to set and achieve new goals.

Everyone, regardless of age or skill level, can find their own path in sports—be it a professional career, recreational activities, or simply leading an active lifestyle. Engaging in sports will undoubtedly bring positive changes to your life.

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DRUG ADDICTION AMONG YOUNG PEOPLE

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The problem of drug addiction among young people in Russia is a very urgent problem in our time, so it is important to talk about it and understand its causes, effects, and solutions.

Drugs are one of the most serious problems of modern society. To understand this issue, we first need to understand what drugs are. Drugs are psychoactive substances, meaning they affect how a person feels, thinks, or acts. People may use these substances for medical purposes, under a doctor's supervision, to treat illnesses and improve health. However, there are many drugs that people use without medical supervision. These are substances made to change the way a person feels, thinks, or behaves, often causing harm.

Using drugs without medical reasons can lead to addiction, which is a very serious illness. In Russia, the use of such substances is prohibited by law, but despite this, drug use remains a significant problem. It causes both mental and physical health disorders, often leading to devastating consequences for individuals and their families.

So, let`s think, why do people take drugs. There are many reasons why people, especially young people, start using drugs. The first reason is the desire to fit in, to be

like others, and to feel “trendy” among friends. The second reason is a lack of parental attention and guidance. When parents are not involved in their children's lives, young people may feel lost or ignored, leading them to risky behaviors. The third reason is curiosity. Many teenagers simply don’t understand what drugs are and how dangerous they can be for their health and future.

In addition to these reasons, some people turn to drugs as a way to escape reality. Life can be stressful, and drugs may seem like an easy way to relax or have fun. Unfortunately, many of these people are young, even very young, and they don’t fully realize the consequences of their actions.

There are different types of drugs that people use.

For example:

Synthetic drugs like ecstasy, opioids, and LSD are man-made substances.

They were originally created for experiments but later started being used for recreation.

Natural drugs come from plants and include substances like marijuana or opium.

Over time, the drug trade has grown, and now people invent new types of drugs specifically for human consumption. This makes the problem even worse, as these new substances are often more dangerous and addictive.

Doctors, scientists, and police officers have been fighting the problem of drug addiction for many years. They educate people about the dangers of drugs, treat those who are addicted, and work to stop the illegal production and sale of drugs. However, despite their efforts, the number of drug-addicted people continues to grow.

The government is also working on stricter laws to punish those who produce and sell drugs. Schools and colleges are holding educational programs to inform students about the dangers of drug use. But solving this problem requires the involvement of everyone: parents, teachers, friends, and the community as a whole.

In conclusion, drug addiction is a serious issue in the modern society. It affects not only individuals but also families, communities, and the country as a whole. The main reasons for drug use include social pressure, lack of parental guidance, and curiosity. Despite many efforts, the problem remains significant.

We must work together to fight drug addiction. By educating young people, supporting families, and strengthening laws, we can help reduce drug use and create a healthier society. Only by working together can we hope to overcome this challenge.

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THE IMPACT OF DIGITALIZATION ON CULTURAL UNDERSTANDING

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Digitalization has become a key factor in reshaping social development and cultural practices. The integration of digital technologies across different areas of life has significantly changed the ways in which information is collected and shared, influencing cultural understanding. Digital platforms and social networks have created new forms of interaction, helped to globalize the cultural processes, and given rise to new identities.

Modern technologies provide access to cultural artifacts at any time and from anywhere, opening up new horizons for heritage exploration. However, when information becomes more widely available, it must be critically examined for accuracy. It is important to understand how digitalization affects cultural awareness: does it promote deeper understanding or lead to simplification and stereotyping?

We live in an era of digitalization, and this phenomenon is fundamentally changing our lives, interactions, and perception of the world. Digitalization affects every aspect of life, from social interactions and culture to economics and education. As we examine contemporary cultural phenomena, the term '*digital culture*' is becoming more prevalent.

What does '*digital culture*' mean? According to N. Kirillova, digital culture is a system of signs and symbols that endows creativity with new meanings and engenders a new space of creative activity [1, p.18].

Virtual reality created by the means of audiovisual capabilities and information has become the collective notion of many phenomena of modern culture, reproduced in various high-tech manifestations such as the global Internet and the media landscape. The new type of modern information culture, caused by the development of computer technology, the advent of hypertext and the improvement of a computer product using various formats of graphic communication, needs to be analyzed analytically [4, pp.52-53].

The media content influences the formation and development of the personality in general, and a culture of human rights, legal awareness, legal values, in particular. Also, in 2021 VCIOM conducted a daily all-Russian telephone survey 'Internet Use'. The answers to the question vary daily in the range: I use the Internet practically every day – 72-74%; several times a week – 7-9%; several times a month – 1-2%; occasionally, but at least once a half a year – 1-2%; I do not use the Internet – 15-17% [3, p.101].

According to D. Pashentsev, the increasing volume of information in a digital society has a significant impact on a person's personality – a subject of law. The scale of the impact of digitalization on one's psyche and intelligence has yet to be fully assessed, but it is already apparent that this scale is enormous. Informatization forms a new type of thinking – a clip one that is not associated with the skills of analyzing complex and lengthy texts [2, p.776].

Certainly, digitalization has a beneficial impact on cultural understanding, including aspects such as information accessibility, globalization of cross-cultural interactions, interactivity and engagement, and cultural heritage preservation.

However, it is crucial to acknowledge the challenges that accompany these advantages. Scholars like Narine Wiegel, Olga Zhukovets, and Dmitriy Pashentsev have identified several issues, including superficial perception of information, loss of contextual meaning, emergence of various communicative and psychological problems, significant changes in decision-making processes, and legal awareness as an object of constant manipulation.

Let's consider an example of ineffective cultural digitalization through a pottery digitization project. Although the website, which showcased stunning photographs and videos, attracted a lot of views, there was little interest in actually learning the craft. This was primarily because the online format could not capture essential elements such as the texture of the clay, the heat of the kiln, and the personal interaction with the craftsman. As a result, users ended up with only a superficial acquaintance rather than a profound cultural appreciation.

In this context, it would be helpful to focus on interactivity by organizing online master classes that allow for questions, virtual tours of workshops, and sharing the stories of craftsmen. Digitalization should serve as a tool rather than an end goal, integrating both online and offline experiences.

Thus, after considering various opinions, we can conclude that digitalization does not ensure a deep cultural understanding. As researchers note, it can result in superficial perceptions and stereotypes. Effective cultural digitalization requires a comprehensive approach that combines technology with live interactions and a thorough understanding of cultural contexts. This will not only preserve cultural heritage but also make it accessible to new generations, promoting a deeper appreciation and respect for diverse traditions.

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CYBERBULLYING AND ONLINE THREATS: CURRENT PROBLEMS AND SOLUTIONS

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Cyberbullying and online threats are pressing issues in modern society, requiring careful analysis and effective solutions. These phenomena affect various age groups, but teenagers and young people are particularly vulnerable, making this topic especially important for discussion. It is important to note that cyberbullying is not limited to just one type of platform; it can occur on social networks, messaging apps, games, and forums. Statistics show that about 30% of adolescents encounter cyberbullying in one form or another, highlighting the need for active intervention.

Cyberbullying is defined as intentional and systematic aggressive behavior carried out through digital technologies. It can manifest in the form of insults, intimidation, spreading rumors, or publishing compromising materials. These actions can have serious psychological effects on victims, leading to depression, anxiety, and even suicidal thoughts. It is also important to consider that the consequences of cyberbullying can manifest not only in the short term but also have long-term impacts on the mental health and self-esteem of victims, which requires attention from researchers and specialists.

Online threats also range from cyberbullying to more serious crimes, such as cyberstalking and sexual exploitation online. These threats complicate the creation of a safe online environment, necessitating a comprehensive approach to solving the

problem. Additionally, it is essential to consider factors such as the lack of legal regulation and the absence of clear rules of conduct online, which make users more vulnerable to various threats.

One significant reason for the spread of cyberbullying is the anonymity provided by internet platforms. This allows aggressors to evade responsibility for their actions and contributes to the proliferation of negative behavior. Therefore, it is important to raise awareness of the consequences of such actions among users. Moreover, it is necessary to promote a culture of responsibility online, where every user recognizes their role in maintaining a safe online environment.

Education and awareness play a key role in combating cyberbullying and online threats. Schools and universities should implement programs aimed at increasing digital literacy and teaching safe online behavior skills. This may include discussions about users' rights and responsibilities, as well as ways to recognize and respond to online threats. Furthermore, parents should also actively participate in discussions about online safety and maintain open communication with their children to help them cope with potential challenges.

Another important step is creating safe spaces for victims of cyberbullying, where they can receive support and assistance. These may include hotlines, consultations with psychologists, and special support programs in educational institutions. It is crucial that such services are accessible and easily found, as well as ensuring confidentiality and anonymity, which can increase the likelihood of seeking help.

Cooperation between government agencies, educational organizations, and social media platforms is necessary to establish effective measures to prevent cyberbullying. Platforms should actively monitor content and provide users with tools to block aggressive behavior. It is also important for legislation to protect victims by establishing clear penalties for cyberbullying and online crimes, which can serve as a deterrent for potential aggressors.

In conclusion, cyberbullying and online threats represent serious problems that require a comprehensive approach. Education, support for victims, and collaboration

between various sectors of society can help create a safer online environment and reduce the level of aggression.

Cyberbullying and online threats: current problems and solutions
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THE INFLUENCE OF SOCIAL MEDIA ON THE PERCEPTION OF CULTURAL VALUES AND NATIONAL IDENTITY AMONG YOUTH

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In today's world, social media has become an integral part of young people's lives. It has not only changed the way we communicate but also significantly impacted how cultural values are perceived and how national identity is shaped among the new generation. In this paper, I will examine both the positive and negative aspects of social media's influence and suggest possible solutions to the emerging problems.

On one hand, social media provides broad access to information about various cultures, traditions, and values. Young people have the opportunity to explore the cultures of different countries and engage with individuals from all over the world, which fosters tolerance and interest in diversity. For example, many students participate in international cultural exchanges and interact with foreigners via

social networks, allowing them to broaden their horizons and strengthen their identity by recognizing their uniqueness within the context of global culture.

On the other hand, the influence of social media on youth is not always positive. The virtual space often becomes a breeding ground for stereotypes, biases, and a distorted perception of national identity. Platforms like Instagram, TikTok, and Twitter can shape ideals that are disconnected from reality, leading young people to compare themselves to idols, which may result in decreased self-esteem and dissatisfaction with their own culture.

Real-life examples of the negative impact of social media can be seen in the context of so-called “trends” that may demean or distort traditional cultural practices. For instance, memes and videos that mock national cuisines or customs can foster negative attitudes toward one’s cultural heritage among young people. As a result, many may begin to feel ashamed of their traditions, perceiving them as outdated or unprestigious.

To address these issues, it is essential to develop critical thinking skills among young people. Educational institutions can hold workshops and seminars on media literacy, where students can learn to recognize manipulation in social media and analyze information from various perspectives. There should also be an emphasis on creating and promoting authentic content that showcases the richness and diversity of national cultures.

Moreover, youth organizations and activists can initiate projects aimed at popularizing positive cultural values through social media. For instance, creating segments dedicated to the traditions and culture of one’s region can help young people take pride in their identity and strengthen their connection to their roots.

In conclusion, social media has a substantial influence on how young people perceive cultural values and national identity. It is crucial not only to recognize its negative aspects but also to find ways to overcome them, fostering respect for cultural heritage and encouraging active civic engagement among the youth.

Education, critical thinking, and community-level initiatives can play a vital role in this process.

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**THE WORLD THROUGH THE EYES OF YOUTH – CONTEMPORARY
ISSUES IN AREA STUDIES AND CULTURE**

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In today's rapidly changing world, youth stand as both the bearers of tradition and the architects of the future. Their perspectives are shaped by a globalized society, technological advancements, and growing challenges such as climate change, inequality, and cultural fragmentation. As active participants in cultural and regional transformations, young people play a vital role in addressing these issues and fostering a more inclusive, diverse, and sustainable world.

Youth are at the forefront of cultural evolution, reshaping traditional practices and norms to reflect contemporary values. Through their active participation in art, media, and social movements, young people promote diversity and inclusivity. The UNESCO Youth Initiatives highlight the importance of youth in promoting intercultural dialogue and cultural heritage preservation [5]. By leveraging technology and social media, young individuals can connect across borders, fostering mutual understanding and reducing cultural conflicts [3,5].

In multicultural societies, youth are instrumental in bridging generational gaps and challenging stereotypes. They often engage in grassroots movements that address issues of social justice and human rights. For example, initiatives led by youth in Europe and North America focus on combating xenophobia and advocating for the rights of marginalized communities [3]. Their ability to navigate cultural diversity equips them to foster empathy and solidarity in increasingly polarized societies [5].

Civic engagement is a powerful tool for youth to influence policy and governance. Despite often being underrepresented in formal political structures, young people have demonstrated their capacity to drive social change through activism, voting, and community organizing. According to research by CIRCLE (Center for Information & Research on Civic Learning and Engagement), youth civic engagement enhances democratic institutions and contributes to more equitable communities [1-2]. When young people are involved in decision-making, policies tend to reflect broader societal needs [2].

Movements such as Fridays for Future, led by Greta Thunberg, exemplify how youth activism can influence global policy. These initiatives focus on urgent issues like climate change, pushing governments and corporations to adopt sustainable practices. Civic participation also empowers young people by providing them with leadership skills and fostering a sense of agency and responsibility [1,4].

Youth are crucial stakeholders in the pursuit of sustainable development. The Global Youth Development Index emphasizes that young people play a pivotal role in advancing the United Nations' Sustainable Development Goals (SDGs) [4]. Their

involvement in environmental advocacy, renewable energy projects, and sustainable agriculture initiatives highlights their commitment to creating a more resilient planet [4-5].

In regions affected by environmental degradation, youth-led organizations often spearhead conservation efforts and raise awareness about the importance of ecological preservation. Their innovative approaches, such as using digital platforms for environmental education, demonstrate their capacity to address complex global challenges with creativity and determination [4-5].

The digital revolution has empowered youth to become innovators and entrepreneurs. By harnessing technology, young people are creating solutions to pressing social issues, from healthcare to education. The Youth Solutions Report by the UNDP and Youth Co:Lab showcases how young entrepreneurs are addressing global challenges through technology-driven initiatives [5]. These projects range from developing apps for mental health support to creating platforms for online learning in underserved communities

Technology also enables youth to amplify their voices on global platforms, influencing public opinion and driving social change. Social media campaigns led by youth have drawn attention to issues such as gender equality, racial justice, and mental health, prompting societal shifts and policy reforms [2,5].

Despite their potential, young people face significant challenges, including economic instability, unemployment, and limited access to education and healthcare. Addressing these barriers requires targeted policies that provide youth with opportunities for growth and development. The Commonwealth Youth Programme advocates for comprehensive youth policies that promote education, employment, and civic engagement as pathways to empowerment [4].

To fully realize their potential, young people need supportive environments that encourage participation and innovation. Governments, educational institutions, and

civil society organizations must collaborate to create inclusive spaces where youth can contribute meaningfully to society [4].

The world through the eyes of youth is a landscape of possibilities, where diversity, innovation, and resilience converge. By recognizing and supporting the contributions of young people, societies can harness their energy and creativity to address contemporary challenges and build a more just and sustainable future. Youth are not just the leaders of tomorrow — they are the changemakers of today.

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CURRENT TRENDS IN THE DEVELOPMENT OF THE GLOBAL ECONOMIC SYSTEM

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The formation of economic system represents an important aspect in the development of nation-states. Nowadays, the system of the world economy is experiencing a number of changes under the influence of some factors that have formed into trends and patterns by the end of the twentieth century.

Initially, we would like to note that in modern economics there are two important concepts that have their connections, such as: globalization and “worldization”. By “worldization”, national economies mean the formation and development of international, world productive forces, factors of production, when the means of production are used internationally. Globalization degenerates in the formation by individual companies of economic objects in other states and the development of supranational forms of production relations between different national economies [2].

On the basis of different points of view of specialists, we have identified such a concept as: “global economic system” is a formed, general concept, which has a multistage structure and connects large-scale processes that cover the entire economy in an integral system of economic relations concerning all countries of the world.

The processes of globalization and internationalization of economic life are interrelated, for this reason people often do not clearly distinguish these terms, understanding globalization as a spatial association of markets separated by economic

or state borders, and internationalization as the initial stage of development and interaction between several subjects of the world economy [1].

Internationalization, growing into globalization, transforms the whole world into the field of TNCs. However, recently such a stable trend as regionalization, characterized by increasing trade turnover and deepening integration processes within regional associations, has become visible.

Regionalization is the basis for international economic integration. One of the important features of regionalization is the orientation of developing countries and states with economies in transition towards developed countries in their foreign economic relations [2].

One of the most significant trends in the formation of the world economy is the process of transnationalization of state economies, the level of which is increasing. Transnationalization means the process of expansion of international activity of industrial firms, banks, companies in the sphere of services and their going beyond the national borders of separate countries, leading to the growth of national companies into transnational ones. This direction is characterized by the intertwining of capitals through the absorption of firms from other countries, the creation of joint companies, the involvement of funds from foreign banks and others.

Thus, summarizing the results of our work we note the following, in order to improve and stable growth of the economy, it is necessary to improve the economic system, to analyze the emerging trends in the development of the global economy, to introduce new, the most innovative and relevant trends, avoiding the disadvantages of globalization, to seek ways to solve the existing distortions, and based on this, to solve problems in the field of economy. We should also note that the main trends in the development of world economy can have both a positive impact on the economy of countries - the formation of various international formations to achieve common goals of all member countries, and negative - which is manifested in the significant impact of TNCs on the national economies of the countries of their presence, standardization of culture, etc. The main task is to take a balanced approach to the

development of the global economy. The main task is to make informed decisions in improving the concept of modern economic system to maintain the sustainability of the economy, increase the level of welfare and reduce the level of economic inequality and inequality of opportunities.

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**TOPICAL PROBLEMS OF PRESERVING CULTURAL IDENTITY IN THE
CONTEXT OF GLOBALIZATION**

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The modern state of society development is characterized by the process of worldwide integration and unification of life activities of nation-states in various spheres of social life (politics, culture, economy and ideology), which are part of the globalization process.

Based on the above, the problem of preserving cultural and national identity is of particular relevance at the present stage of development.

It should be noted that the process of globalization involves peoples and states at different levels of development, with their national cultures and traditions, religious ideas and beliefs, cultural values that have been formed historically, passed on from generation to generation, meeting the needs of people, filling their existence with concrete meaning [3, p. 84].

One of the features of globalist culture, is the estrangement from historical foundations, values, national and ethnic identities, to a certain extent disturbing the balance of the cultural system.

It should be noted that the problem of loss of cultural identity does exist. The processes of globalization cannot be stopped, and they are logical in nature, and the transformation of cultural values is a qualitative indicator of this process. Culture must change, otherwise it will cease to meet the requirements of civilization. The question is to what extent these changes should take place. After all, cultural integrity that can preserve its spiritual uniqueness has the opportunity not to get lost in the flow of globalization, but to adapt its norms to its social system [1; 3].

Speaking about the problems of the institution under consideration, it should be noted that the primary element of the cultural heritage of the people, which is being lost in the process of globalization, is language. Today the Russian language is filled with a lot of foreign words, without which it is impossible to describe the processes and activities inherent in a single culture. As already mentioned, this process seems to be necessary, because without it no culture can exist at a high qualitative level of modern civilization. The presented position is also traced in the studies of scientist V. S. Stepin, who notes that “The meeting of different cultures always leads to innovative bursts and great creations” [1, p. 338]. Indeed, in the process of globalization, there is a danger of language loss, but, most likely, there will be interpenetration and enrichment of linguistic culture of different peoples.

The development of multicultural dialog, which allows preserving the peculiarities of each individual culture, seems reasonable in connection with the above-mentioned problems.

In the context of the globalization process, the spread of “western values”, in a certain sense being replaced by consumer “westernized” values, which are aimed at satisfying mainly material needs, also plays a significant role. In view of this fact, the issue of strengthening the role of local forms of culture, increasing ethnic self-consciousness, the importance of values and traditions of their own culture and civilization, the preservation of cultural memory and the formation of cultural identity, acting as a kind of link that connects the past of society with its present and orienting it in the future, becomes crucial [3, p. 84].

As one of the problems arising from the process of globalization, the problem of intercultural communication should also be highlighted. Staying in a foreign culture and lack of mutual understanding is often accompanied by situations of cultural overlap, in which any communicative act is interpreted by the subject at least in two ways. This duality is manifested in the comprehension of reality through the normative-value system of one's own culture, as the culture of the opposite side is not yet sufficiently familiar or misinterpreted [2, p. 8].

Thus, the analysis of globalization processes allows us to conclude that a number of negative consequences of this phenomenon to a greater or lesser extent are experienced by the entire world community. Preservation of the cultural core of a people, nation, ethnic group is possible only if the society itself creates effective mechanisms to counteract the negative destruction of culture.

In order to resist the negative processes of globalization and overcome the crisis of cultural identity, the Russian state needs to revive and preserve cultural and historical heritage, which will contribute to the preservation of cultural identity of the people. It is the preservation of cultural identity that can become the foundation of historical consciousness of the Russian multinational society, which is possible as a result of familiarization of representatives of different cultures with each other's

cultural heritage. It is necessary to actively develop and implement activities aimed at attracting young people's interest in popular culture, supporting their own culture and language, which will contribute to the development of national consciousness.

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THE PROBLEM OF AN OVERABUNDANCE OF INFORMATION IN MODERN SOCIETY

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In the modern information world high technologies are an integral part of people's lives, which have provided an unprecedented level of accessibility for ordinary people to the wealth of information and knowledge accumulated by

humanity over many centuries. At the same time, this has influenced the formation of new ways of communicating and almost instantaneous transmission of information over huge distances.

The overabundance of information was facilitated by constant, ever-accelerating scientific and technical development, as well as a change in the concentration of event saturation over a certain period of time. As a result, a person has to constantly make a choice among a huge variety of information, which is why he often finds himself at a crossroads, which leads him to a kind of stagnation.

Information by its nature is part of the communication process, it requires a person to be aware of the received message and reflect on it: receiving information, a person tries to turn it into knowledge. The desire to gain knowledge about the world is an instinct. Person is prepared by evolution in such a way that acquiring as much knowledge as possible about the surrounding reality and about other subjects plays an important role in his survival: the more we know, the easier it is for us to develop the right behavior strategies that will allow us to satisfy our needs as much as possible and minimize the risks that arise. Therefore, our body is aimed at constantly searching for information, its categorization and classification with the aim of its further transformation into knowledge [1].

However, the resources of our psyche, busy processing incoming information, are not unlimited. These resources are overflowing with empty and unnecessary information that we receive without effort, and we do not have time and opportunity to obtain and assimilate the most important information.

Back in the 1970s, E. Toffler introduced the term “information overload” [2]. Other authors also use the terms “information obesity”, “information poisoning”, “information anxiety” [5]. All these positions describe a similar situation in which a person receives information in excessive amounts, which results in confusion and inability to make decisions.

One of the problems of information oversaturation in the modern world is not so much the increased amount of available information, but the speed with which information can be generated and delivered to the user, and the ease of access to it.

The second problem is the change in the methods of presenting information. Text messages are increasingly being replaced by audiovisual ones, which do not affect the rational understanding of information, but primarily affect emotions, the immediate reaction of the senses. The ability to quickly emotionally involve the viewer is well known to the creator of television “soap operas” – a person is prone to empathy and therefore clings to the emotional experiences of the characters on the screen and can hardly tear himself away from what is happening. Similar tricks are used by the media to keep the reader or viewer engaged and prevent them from switching over.

A large amount of available information does not mean the possibility of a comprehensive examination of problems and expanding the horizons of our knowledge. Researcher in the field of business psychology T. Chamorro-Premuzic claims that 90% of all online information data was created in the last two years, and this data has become much more accessible than ever before. He compares most of the information that falls on us on the Internet to “fast food” – and it turns out that it is with it that we primarily remove our information hunger [3].

Thus, we can summarize several key characteristics of the modern information environment that lead to information overload. Firstly, modern speeds of information transfer and the lack of need to make an effort to obtain it; secondly, aggressive imposition of unnecessary information; thirdly, one-sided presentation of information that distorts the image of the world; fourthly, the formed dependence on communication technologies.

Finally, it should be said that the problem of excess information and the lack of opportunity to fully comprehend it in our time is more acute than ever. Therefore, now it is necessary to try to fully analyze this problem, develop relative scenarios of its impact on society as a whole and on people as individuals. And most importantly,

to identify ways to resolve the problem. If all this labor-intensive work is not done, the attitude to this problem is not given due attention, then in the future we can trace changes in society, when only unique individuals will be able to correspond to the level of information development of civilization, but ultimately. Between man and humanity, the gap of difference gradually widens, which in the future will be impossible to cross.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE LIVES OF YOUNG PEOPLE

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Introduction

New technologies such as artificial intelligence (AI) are having a profound impact on young people's lives and futures. These technologies are opening up new opportunities for learning, work and entertainment, shaping new ways of seeing the world and expectations for the future.

1.Positive impact

In formal education, AI-enabled educational technologies, such as intelligent tutoring systems, personalized learning plans and intelligent virtual reality, can improve learning outcomes and offer young people rich and engaging interactive learning experiences. In informal and connected learning environments, such as the Scratch platform, young people have the opportunity to design and program interactive games, simulations, chatbots and AI-based virtual robots, offering tremendous benefits for creativity, learning and self-expression.

2.Negative impact

Particularly with regard to privacy, there are serious concerns about how AI toys and apps may collect and store personal data. There is a risk of undermining young people's privacy if companies developing AI-based technologies do not clearly and ethically define how they collect user data, where that data is stored, who can access it and what can be done with it. From the verbal dialog between a teenager and a

digital personal assistant to the geo-location record a high school student creates when using a homework app, a wide range of young users' personal information can be recorded and stored when interacting with AI-powered systems. Thus, it is critical that AI-powered technologies are developed responsibly and protect the privacy of young people, especially when, as we have seen in the ecosystem of online platforms, personal data in the cloud raises concerns about privacy, security, and data storage.

3.Impact on perceptions of the future

As AI continues to evolve, it is likely that we will see even more significant changes in the future. One of the most exciting possibilities is the development of a general AI capable of performing any intellectual task that humans can. While this is still in the realm of science fiction, the potential implications are huge.

Another area where AI is likely to have a significant impact is in robotics. As AI algorithms improve, robots will be increasingly capable of performing tasks that are currently beyond their capabilities. This could lead to significant changes in industries. such as manufacturing and logistics, as robots will perform more complex tasks.

Conclusion

Summing up all above mentioned facts it should be emphasized that the use of AI in education not only offers new opportunities but put forward a great number of challenges!

We can't but admit that it is important to continue elaborating of ethical standards for the use of AI in education to ensure the quality and accessibility of education for all.

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THE DEVELOPMENT OF SOCIAL NETWORKS

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Social networks have become a fundamental component of modern communication, influencing the way individuals interact, share information, and build communities. The evolution of social networks dates back to the late 1990s, with the introduction of platforms that paved the way for the expansive digital landscape we know today [1].

This report aims to explore the history of social networks, their impact on society, and the future trajectory of this dynamic field.

The first social network, Six Degrees, was launched in 1997, allowing users to create profiles and connect with others. Despite its innovative approach, Six Degrees struggled to maintain a user base and ultimately ceased operations in 2001. However, the concept of online social interaction gained traction with the emergence of Friendster in 2002 and MySpace in 2003. These platforms attracted millions of users by providing new avenues for self-expression and communication. Friendster, in particular, introduced the concept of social

networking to a broader audience, while MySpace became a cultural phenomenon, especially among musicians and artists.

The landscape of social networking underwent a significant transformation with the launch of Facebook in 2004 by Mark Zuckerberg. Facebook's user-friendly interface and emphasis on real-life connections revolutionized the way people interacted online. Within a short period, Facebook became the most popular social networking site globally, fundamentally altering communication patterns and social dynamics. The introduction of features such as the News Feed, "Likes," and the ability to share multimedia content further enhanced user engagement and interaction.

Subsequent years saw the rise of other influential platforms, including Twitter (2006), which introduced the concept of microblogging, and Instagram (2010), which focused on visual content sharing. TikTok (2016) further diversified the social media landscape by popularizing short-form video content. Each of these platforms contributed to the evolution of social networking, catering to different user preferences and communication styles.

The impact of social networks on society is profound and multifaceted. On the one hand, social networks have facilitated the creation of online communities, enabling individuals to connect with like-minded people and share experiences [2]. They have played a crucial role in fostering social movements and activism, allowing users to raise awareness about important issues and mobilize support. For example, platforms like Twitter and Facebook have been instrumental in organizing protests and movements for social justice, demonstrating the power of digital communication in effecting change.

Conversely, the rise of social networks has also brought about significant challenges. Issues such as misinformation, cyberbullying, and privacy concerns have emerged as critical topics of discussion. The rapid spread of false information on social media platforms can lead to real-world consequences, influencing public opinion and behavior [3].

Additionally, the prevalence of cyberbullying has raised concerns about the mental health and well-being of users, particularly among younger demographics.

As social networks continue to evolve, their future will depend on their ability to adapt to changing user needs and societal challenges. The integration of emerging technologies, such as artificial intelligence and virtual reality, is expected to enhance user experiences and create new opportunities for interaction [4]. Furthermore, addressing concerns related to data privacy and security will be paramount for maintaining user trust and confidence in these platforms [5].

In conclusion, social networks have transformed the way we communicate and interact in the digital age. Their development has been marked by significant milestones and challenges, shaping the social landscape in profound ways. As we look to the future, it is essential to recognize the potential of social networks to foster connections and drive positive change while also addressing the challenges they present.

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THE ROLE OF YOUTH MOVEMENTS IN SOCIAL CHANGE

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Youth movements play an important role in social change, influencing various spheres of society. They are groups of young people united by common interests, goals and values. These movements can be political, social, cultural, environmental, and others.

One of the main aspects of the role of youth movements in social change is their ability to draw attention to important issues and provoke discussion in society. Young people tend to be more open to new ideas and willing to express their opinions. They can use various forms of expression, such as rallies, demonstrations, actions, social media, and others, to draw attention to the issues that concern them.

Youth movements can also contribute to the formation of new values and norms in society. They can promote the ideas of equality, justice, respect for the environment and other values that can become the basis for changes in society.

In addition, youth movements can influence political processes. They can nominate their candidates for elections, participate in political campaigns, and lobby for the interests of young people in government. This may lead to changes in legislation and policies that take into account the interests of young people.

However, it is worth noting that youth movements can have both positive and negative effects on social change. Some movements may use radical methods to achieve their goals, which can lead to conflict and violence. In addition, some movements may be ineffective or may not have sufficient impact on society.

Youth movements can be both organized and structured, as well as spontaneous. In any case, they are an important element of civil society and can contribute to its development and progress.

It is important to note that youth movements can play a key role in times of social and political change. At such moments, they can become a catalyst for change, helping society adapt to new conditions and challenges.

However, in order for youth movements to be effective, they need to be well organized and have clear goals and strategies. It is also important that they receive support from society and the state, which should create conditions for their activities and development.

In the modern world, youth movements are playing an increasingly important role in solving global problems such as climate change, poverty, inequality and others. They can contribute to the development of new technologies, promote innovation and improve the quality of life.

In conclusion, it can be said that youth movements play an important role in social change. They can draw attention to important issues, form new values and norms, and influence political processes. However, it is important to keep in mind that the effectiveness of youth movements depends on their goals, methods and support from society.

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EMOTIONAL MARKETING: HOW BRANDS CREATE A CONNECTION WITH THE AUDIENCE THROUGH FEELINGS

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Emotions play a key role in decision making. People tend to remember how a brand made them feel rather than specific product features. Emotional marketing is built on evoking feelings such as:

1. Joy (videos of touching moments, vivid visuals).
2. Compassion (stories of charity or community support).
3. Pride (campaigns that inspire achievement, like Nike's).
4. Nostalgia (using themes from the past that evoke fond memories).

There are two strategies for emotion-based promotion:

1. Focus on a single emotion: for example, fear of age-related changes - found in campaigns to promote face and body care products;
2. Focusing on different emotions: for example, buying a product on promotion (greed), with part of the money in the cheque going to charity (altruism).

How many emotions exist and what are they? Scientists have not come to a consensus. Some identify 6 to 8 basic, or universal, emotions: anger, joy, surprise,

etc. Some experimentally prove that emotions are much more and their boundaries can't be delineated, as they 'flow' into each other.

Some examples of adverts based on emotional marketing:

1. Adverts for children's toys. Manufacturers show the delighted faces of children opening boxes of unusual dolls or constructors. These sincere reactions convey the joy and happiness that children feel and encourage parents to purchase these toys.
2. Insurance firm adverts. Shows scary scenes of car accidents or burning houses, accompanied by a haunting voice-over that asks the question, 'What if this happened to you?'. This approach motivates viewers to purchase an insurance policy to keep themselves and their loved ones safe.
3. Apple Watch advert. It showcases the device's impressive capabilities, from monitoring sleep phases to tracking heart rate and conducting ECGs. These features not only emphasise the innovation of the product, but also delight viewers, making them think about how such technology can improve their daily lives.
4. Coca-Cola's 'Share a Coke' campaign. This campaign featured popular names on drink bottles, allowing consumers to find their names and share this moment with friends and family.

The key tool of emotional marketing is storytelling. Stories that touch the heart are easily remembered and passed on. A Google video called Reunion went viral thanks to a touching story about friends separated for years. Visual elements are equally important: colours and music enhance the emotional impact. For example, the McDonald's corporate jingle I'm Lovin' It is associated with joy, while the Dove Real Beauty advert breaks stereotypes by creating a sense of trust and acceptance.

However, it is important to keep ethics in mind here. Emotional marketing that evokes inspiration or joy can strengthen the bond with a brand. But there is also the risk of manipulation, for example through fear or guilt, which can undermine audience trust. Companies must carefully balance sincerity with commercial objectives.

Emotions are important not only in B2C, but also in B2B communications. In a world where decisions are often based on logic, emotions of trust and pride play an equally important role. Demonstration of the company's expertise, stories about customers who have achieved success thanks to the product, strengthen the feeling of reliability of the partner.

Emotional marketing is the art of telling stories that stay with us. It allows us not just to sell, but to build real relationships where the brand becomes a friend, an inspiration and a companion in life.

In conclusion, emotional marketing allows you to go beyond conventional advertising by creating a real connection between brand and audience. Brands that know how to work with emotions achieve not only high loyalty, but also long-term sales.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE SOCIAL AND INTELLECTUAL DEVELOPMENT OF YOUNG PEOPLE

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In recent decades, artificial intelligence (AI) has become an integral part of our lives, influencing many aspects of daily activities. It changes not only the economy, but also social processes, including shaping future generations. Young people, as the most active and technologically advanced part of society, are at the center of this impact. Let's look at how artificial intelligence affects the social and intellectual development of young people.

In the modern world, artificial intelligence (AI) occupies an increasingly important place in human life. His influence extends to various fields of activity, including education, professional activities, leisure and even personal relationships. Special attention should be paid to the impact of AI on young people, since it is this age group that most actively perceives new technologies and adapts to changes taking place in society. The impact of artificial intelligence on the social and intellectual development of young people has both positive and negative sides, which are important to analyze in order to understand all aspects of this phenomenon.

One of the most significant aspects of AI's impact on young people is its impact on the educational process. Modern technologies such as learning platforms, online courses and intelligent tutors make it much easier to access knowledge. Young people can study at a time convenient for them, choose individual educational trajectories and receive personalized recommendations to improve their skills. AI

algorithms can analyze a student's achievements, identify weaknesses, and provide the necessary resources to eliminate them. This creates new opportunities for the development of intellectual abilities, stimulates curiosity and independence, which is especially important for young people who are looking for new forms of education.

However, do not forget that the use of AI in the educational process has its own risks. Excessive dependence on technology can lead to a decrease in critical thinking and creativity among young people. Young people may get used to the fact that algorithms provide ready-made solutions, which in the long run may limit their ability to solve non-standard tasks on their own. It is important to find a balance between the use of technology and the preservation of traditional teaching methods such as discussions, research and independent work.

From a social point of view, the impact of AI on young people is manifested in changing ways of communication and social interactions. Social networks and messengers based on AI algorithms have changed the way people communicate. Young people use these platforms to exchange opinions, share experiences and find like-minded people. AI helps to improve the communication experience by filtering content, offering relevant information and creating a comfortable environment for interaction.

However, excessive use of technology and social platforms can lead to social exclusion. Young people, especially in the context of globalization and increasing remote work, are increasingly becoming isolated in the virtual space, which reduces the quality of real interpersonal contacts. Virtual reality is not always able to replace live communication, and this can lead to a deterioration in emotional intelligence and social adaptation. Staying in an online environment for a long time can also cause problems with a psychological condition, such as depression, anxiety, or feeling lonely.

The uncertainty in the future associated with the development of technology can also be a source of stress for young people. AI, which is changing the labor market, can lead to the disappearance of some professions, which creates fear for

your career and financial future. On the other hand, new professions requiring high IT skills create opportunities for professional growth, but require young people to be constantly ready for learning and self-development.

The influence of AI on the intellectual development of young people also concerns the formation of a new approach to solving problems. AI technologies develop analytical and algorithmic thinking in young people, which is becoming important in modern professional activities. Young people using AI learn to work with large amounts of data, analyze them and make decisions based on the information received. This skill is an important component of professional competence in the digital economy.

However, due to the widespread use of AI, the question of ethics and safety arises. Young people should be prepared to be aware of the possible risks associated with the use of artificial intelligence, such as loss of privacy of personal data, manipulation of information and the spread of fakes. It is important to educate young people about the principles of digital security and awareness so that they can effectively use the capabilities of AI without being exposed to its negative consequences.

In conclusion, artificial intelligence has a significant impact on the social and intellectual development of young people, opening up new opportunities for education, communication and professional activity. However, it is necessary to keep in mind the possible risks, such as social isolation, decreased critical thinking and dependence on technology. In order to maximize the potential of AI, it is important to ensure a balanced approach to its application, combining innovative technologies with traditional development methods.

THE IMPACT OF SOCIAL MEDIA ON YOUTH'S PERCEPTION OF CULTURE INTRODUCTION

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In the digital age, social media platforms have become integral to the lives of young people, shaping their perceptions of culture in unprecedented ways. Platforms such as Instagram, TikTok, and YouTube (social networks banned in the Russian Federation) facilitate cultural exchange and interaction, allowing youth to engage with diverse cultural practices and content. This thesis explores the multifaceted impact of social media on youth's understanding of culture, highlighting both the positive and negative implications. It emphasizes the role of influencers in shaping cultural trends, the importance of media literacy, and the need for responsible engagement with cultural content in social media.

The emergence of social media in the early 21st century revolutionized communication and information sharing. Platforms like Facebook, Twitter, Instagram, and more recently, TikTok, have transformed how individuals connect and share experiences. This chapter provides a historical overview of the evolution of social media and its growing significance in youth culture.

Social media democratizes access to diverse cultures, allowing youth to consume and engage with cultural content from around the globe. This section discusses how exposure to various cultural practices, art forms, and lifestyles through social media can broaden young people's perspectives and foster a sense of global citizenship. The ability to share and celebrate cultural heritage online can empower marginalized voices and promote cultural appreciation.

Influencers play a significant role in shaping cultural perceptions among youth. This chapter examines the phenomenon of influencer marketing, where individuals with substantial social media followings promote cultural trends, products, and lifestyles. The analysis focuses on how influencers can impact youth's understanding of culture, including instances of cultural appropriation and misrepresentation.

The rise of user-generated content on platforms like TikTok and YouTube enables youth to express their cultural identities creatively. This section explores how young people use these platforms to share their cultural practices, challenge stereotypes, and engage in cultural dialogue, thereby contributing to a more nuanced understanding of culture. The potential for cultural exchange and collaboration among youth from different backgrounds is highlighted.

Social media can promote cultural awareness, appreciation, and empathy among youth. This chapter highlights examples of successful social media campaigns that have raised awareness about cultural diversity, social issues, and global challenges, encouraging youth to become advocates for change. The role of social media in fostering community and solidarity among marginalized groups is also discussed.

Conversely, social media can perpetuate stereotypes, cultural appropriation, and a homogenized view of culture. This section addresses the risks associated with consuming cultural content on social media, including the potential spread of misinformation and superficial understanding of complex cultural issues. The impact of algorithm-driven content on cultural representation is examined, revealing how certain narratives may dominate while others are marginalized.

Social media plays a crucial role in how youth form their cultural identities. This chapter investigates the relationship between social media engagement and identity formation, focusing on how young people navigate their cultural roots while interacting with global cultures online. The influence of social media on self-expression and the exploration of cultural heritage is analyzed.

The impact of social media on cultural perception is intertwined with processes of globalization. This section analyzes how global cultural flows through social media can lead to both the preservation of local cultures and the emergence of hybrid

cultural identities. The challenges and opportunities presented by globalization in shaping youth's cultural understanding are discussed.

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FACTORS OF PRODUCTION

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Economists find it useful to divide resources into four categories which they call land, labour, capital, and entrepreneurship.

Land comprises everything commonly called natural resources. It includes the surface of the earth itself and all the other resources provided by nature such as minerals, waterfalls, and trees.

Resources can be renewable and non-renewable. Modern production techniques often involve recycling waste products which can reduce the depletion of natural resources.

Renewable resources are living things that will reproduce themselves naturally, while non-renewable resources are inanimate things that, once removed, will not reproduce themselves.

The term "labour" refers to all human resources that could be used in production of goods and services. The basic determinant of the amount of the nation's labour is its population.

The size of population is itself determined by three factors: birth rates, death rates, and the balance of migration movements into and out of the country. Of course, the whole population is not available for use in production.

The total number of persons available for work is referred to collectively as the labour force, or the working population, and the fraction of the total population who are in the labour force is defined as the activity rate or the participation rate.

Capital refers to man-made aids for further production. Factories and equipment are capital.

Capital is a produced factor of production. Capital can take either of two forms, fixed or circulating.

All of a country's stock of factories, warehouses, machine tools and equipment are a part of its fixed capital. Circulating, or working, capital circulates through the production process.

The basic meaning of capital is clear enough, but the concept can be a tricky one, as is shown by the two examples.

First, when resources are used to preserve, or improve, the productivity of land, this is correctly regarded as increasing the quantity of capital rather than that of land. When resources are used in education to improve the productivity of labour, this is also correctly regarded as increasing the amount of the nation's capital.

Second, in ordinary speech, people refer to money as capital.

There is one special kind of human activity that is close to, but different from management. Managers are employees, though usually well-paid ones. Therefore, management is a part of labour as defined above.

When a new venture is being contemplated, risks arise. They involve the unknown future.

Someone must assess these risks and make judgements about whether or not to undertake them. The people who do so are called entrepreneurs, and the factor of production is known as entrepreneurship.

Most firms selling consumers' goods are in constant competition to make new and better products, called product innovation. Most large manufacturing businesses compete to find better and lower-cost methods, called process innovation.

So, the factors of production are the following: land, labour and capital which are combined by entrepreneurs to produce goods and services that satisfy some of people's unlimited wants.

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THE IMPACT OF SOCIAL MEDIA ON THE PSYCHOLOGICAL HEALTH OF YOUNG PEOPLE: POSITIVE AND NEGATIVE ASPECTS

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In the modern world, social media has become an integral part of young people's lives. These platforms provide unique opportunities for communication, self-expression, creativity, and accessing information. However, with the growing popularity of social media, significant problems arise related to its influence on the psychological health of the younger generation. Let's take a closer look at both the positive and negative aspects of this influence.

Positive Aspects. Social media gives young people the chance to maintain connections with friends and family, regardless of distance. This is especially important in the context of globalization, where many young individuals move away for education or work in different cities and countries. Additionally, social media helps find like-minded individuals and communities based on interests, which fosters a sense of belonging and supports social ties. Another positive aspect is the opportunity for self-expression. Young people can showcase their talents, share their creativity, and receive feedback from their audience. This helps build self-confidence and shape their identity. Platforms can also serve as sources of information and education: many young individuals find useful resources and educational materials that contribute to their personal and professional growth.

Negative Aspects. Despite numerous advantages, social media carries significant risks. One of the most concerning factors is cyberbullying, which can leave deep marks on the mental state of young people. Victims of online aggression often experience stress, anxiety, and depression.

Additionally, social media contributes to the formation of exaggerated standards and ideals. Young people, browsing feeds filled with idealized images of others' lives, start comparing themselves to them. This can lead to feelings of insecurity, low self-esteem, and even trigger eating disorders. The constant pursuit of "likes" and approval can create serious pressure, subsequently exacerbating stress and anxiety.

It is also important to note that excessive time spent on social media can lead to addiction. Young people may lose touch with the real world, leading to social isolation and loneliness, despite the apparent closeness of virtual friends.

Conclusion. The impact of social media on the psychological health of young people is dual-edged. On one hand, it opens doors to new opportunities and connections; on the other hand, it can become a source of stress and negative emotions. It is crucial for young people to be aware of the consequences of their online behavior and find a balance between virtual communication and real life. Support from parents, educators, and mental health professionals can also help young individuals navigate the challenges posed by social media.

VALUES OF ZOOMERS STUDENTS

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The issue of value and personal orientations of new generation students attracts the attention of many educators and researchers. Understanding their worldview helps to comprehend better their needs, interests and problems. Modern society faces many challenges and changes that significantly affect the value orientations of young people. New generation students have grown up in the digital environment, where information is just a click away. This results in a change of their priorities and causes contradictions and misunderstandings between different generations.

In their book *Generations*, Neil Howe and William Strauss analyze generations since 1584. The gist of their theory is that every 20-25 years new people emerge whose worldview differs from that of previous generations. The main goal of this theory is to explain the reasons for misunderstandings between people with a noticeable age difference and, thus, to identify effective of communicating with each of them. Today, the following is relevant:

1. Generation «Boomer» or «baby boom» (born from 1943 to 1964). The name of this generation is associated with the baby boom of that period and the economic recovery in the country. Born during the period of socialism, baby boomers are adherents of this system and maintain a communist orientation of views throughout their lives. The values of the baby boomer generation are based on the so-called «psychology of winners». Baby boomers grew up in an environment where the country set big goals. They were brought up ambitious, striving to be the best in their field. These values include:

- 1) Material security;
- 2) Family and society;
- 3) Equality and social justice;
- 4) Personal development and self-affirmation;
- 5) Health and well-being [1].

2. Generation X (people born from 1968 to 1981) is also called the lost generation. This name is associated with the characteristic features of this generation, which was formed during the Cold War and against the backdrop of the approaching perestroika. The main personal characteristics of Generation X include: 1) a high level of independence; 2) free thinking; 3) a pragmatic approach; 4) self-confidence and self-confidence; 5) emotional instability.

3. Generation Y, also known as Millennials (people born between 1982 and 1995), was formed under the influence of many factors, such as the collapse of the USSR, the Chernobyl disaster, scientific and technological progress, and other events. This generation has unique psychological characteristics and value orientations that significantly distinguish it from previous generations [4].

4. Generation Z, also known as «Zoomers» (born between 1996 and 2010), are currently studying in schools and universities. Young people of this age are in the process of transition, possessing common socio-psychological characteristics: limited life experience, unstable social and professional identities, and a constant search for their life path and self-awareness. In general, this generation can be described as young people with new views on life.

As J. Palfrey and K. Gasser note, representatives of Generation Z do not distinguish between life on the Internet and outside it, since they do not perceive their identity in the digital and real worlds as separate entities. They believe that their identity exists in several spaces at the same time. This means that the status of a «Zeta» personality - be it a blogger, streamer or character in a game - is as important and real as the status and life in the offline space [2]. This generation has its own value guidelines, including:

- Entertainment and recreation occupy an important place in the life of Generation Z. They strive for emotions and ease in life.
- Young people no longer believe in ideological slogans; they need objective and truthful argumentation.
- It is difficult to motivate Generation Z to give up a comfortable everyday life for the sake of an uncertain future.
- Personal self-development is considered by them as one of the main values.
- Modern youth strives for high goals and social responsibility, advocating for environmental initiatives [3].

The value orientations of the new generation of students differ significantly from those of previous generations, which is due to the impact of the digital age and social changes. Research into different generations, as described in the works of Neil Howe and William Strauss, allows us to identify the unique features and priorities of each of them. Young people strive to form their own values and meanings, understand their inner and outer world, create their own unique image and outline life prospects. This requires solving many theoretical and practical problems, from revising age boundaries and related issues to problems of forming personal identity and making life plans.

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СЕКЦИЯ 3. АКТУАЛЬНЫЕ ПРОБЛЕМЫ СТРАНОВЕДЕНИЯ И КУЛЬТУРЫ В СОВРЕМЕННОМ МИРЕ (НЕМЕЦКИЙ, ИСПАНСКИЙ И ФРАНЦУЗСКИЙ ЯЗЫКИ)

TENDENCIAS DEL TURISMO EN ESPAÑA

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En los últimos años, a partir de 2022, España, con cada nueva temporada, establece un récord cada vez mayor en el número de visitas al país.

2022 es el punto de partida, ya que fue este año cuando España superó las cifras de dopandemia. Según Exceltur, en 2022 el PIB turístico alcanzó los 159.000 millones de euros en términos nominales, un 1,4% más que en 2019. El sector turístico representó el 61% del crecimiento de la economía española en 2022. Exceltur estima que la contribución de la industria a la economía española fue del 12,2%, frente al 12,6% de 2019.

En el mismo año, el número de turistas que visitaron las islas Baleares en cifras exactas fue: 16.475.579. El número total de turistas que visitaron España fue de 71,659,281, eso es un 129,5% o 40,38 millones más que en 2021 (31.181 millones), pero 11,95 millones o un 14,3% menos que en el año récord de 2019 (83.509 millones).

En 2023, las islas Baleares fijarán un límite de 16,5 millones de turistas al año, por encima del cual las islas no podrán recibir personas.

Como ha dicho en varias ocasiones el gobierno, Baleares debe mejorar la calidad de los visitantes, no su número. Para ello, las islas también deben mejorar la calidad de la oferta y los servicios, así como tratar de reducir el número de llegadas. Este último es especialmente durante los meses de verano, cuando los lugareños e incluso los turistas se dan cuenta de que las islas están sobresaturadas.

El número total de llegadas de turistas en 2023 superó el récord anterior, establecido en 2022, en un 18,7%, que fue de 85,1 millones. Con esto, España consolidó su segundo destino turístico más popular en el mundo después de Francia. Pero, como escriben los medios españoles, es posible que España pueda, en los próximos años, superar por primera vez a Francia en número de visitantes extranjeros y convertirse en el líder turístico mundial.

El flujo de turistas extranjeros a España superó el año pasado el nivel de dopandemia de 2019 en un 1,9%, convirtiéndose en un récord.

Los ingresos de España por visitantes extranjeros alcanzaron los 108.700 millones de euros el año pasado, un 25% más que el año anterior y un 18% más que antes de la pandemia. El turismo representa el 12% del producto interno bruto del país.

La región que más turistas recibió en 2023 fue Cataluña, con 21,2 millones, seguida de Baleares, con 16,9 millones, a pesar del límite establecido anteriormente, y Canarias, con 16,4 millones.

Las expectativas de que 2024 vuelva a superar las cifras del año anterior fueron correctas. En este momento, en el verano de 2024, España recibió un número récord de turistas extranjeros: 21,8 millones de personas. Esto supone un incremento del 7,3% respecto al verano de 2023, según ha informado el Instituto nacional de Estadística (INE).

En este sentido, Exceltur ha mejorado sus previsiones para 2024, anticipando un aumento del 6,3% del PIB turístico, hasta los 207.929 millones de euros, 1,7 puntos porcentuales más de lo previsto anteriormente. Las expectativas positivas para el Cuarto trimestre también contribuyen a un crecimiento proyectado del 5,2% entre octubre y diciembre, con el 40% de los empresarios encuestados planeando ampliar su plantilla.

Tal rápido crecimiento del turismo en el país, no podía dejar de dejar los momentos negativos. Cada año, el resentimiento de los residentes locales crece cada vez más.

En los últimos meses, los manifestantes han expresado abiertamente sus sentimientos, especialmente en Barcelona, Málaga en Andalucía, Baleares y Canarias.

Se quejaron de una carga excesiva en la infraestructura, la contaminación ambiental y la contaminación acústica. Los residentes locales también se indignaron por el aumento de los precios del Alquiler debido al hecho de que muchas propiedades se alquilan a los turistas a corto plazo y se retiran del mercado de Alquiler a largo plazo. En algunos lugares, las autoridades locales ya han respondido

a estas señales. En particular, Barcelona dijo que prohibirá la entrega de apartamentos a los turistas para el año 2029.

Se espera que este año España reciba 90 millones de visitantes. Esto romperá el récord del año pasado de 85,1 millones de personas.

Conclusiones.

Al analizar el mercado turístico de España, podemos ver que en este punto se ha recuperado completamente de la pandemia de 2020 y que en los últimos años ha estado en auge.

Sin embargo, hay buenas razones para suponer que en el próximo año 2025, los indicadores de rentabilidad del turismo en España no solo no alcanzarán los de 2024, sino que también caerán significativamente en comparación con 2023. Estas suposiciones están asociadas con el hacinamiento absoluto de las ciudades, pero también con el descontento muy creciente de la población local, que se acompaña de mítines y una actitud agresiva hacia los turistas que vienen al país todo el tiempo.

Debido a la constante afluencia de turistas, los precios de los locales de Alquiler y los alimentos más comunes aumentan, también aumenta el aumento de la delincuencia. Lo que hace que la vida de la población local sea extremadamente difícil en tales condiciones. Y no se puede decir que si la tensión en la sociedad no disminuye, que los habitantes de España no pasarán a medidas más crueles en la lucha por condiciones de vida normales.

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BIENVENIDOS A LAS ISLAS BALEARES

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A muy pocos kilómetros de la costa levantina, tenemos la suerte de contar con uno de los grandes tesoros del Mediterráneo: las **Islas Baleares**. Cada una de las cuatro islas que conforman el archipiélago Balear tiene una identidad y unas características únicas que las convierten en uno de los destinos más populares de toda Europa. Sus playas, sus paisajes naturales, su oferta cultural y su gastronomía atraen a millones de turistas cada año para disfrutar de unas vacaciones de ensueño. Con el verano a la vuelta de la esquina, es el momento perfecto para empezar a planificar tu próximo viaje y enterarte de todo lo que tienes que visitar en Islas Baleares.

Las Islas Baleares son un lugar privilegiado. Durante siglos han acogido importantes personalidades. Artistas, escritores, pintores de todo el mundo han hecho de nuestras islas su hogar. Así, el archipiélago es mucho más que uno de los principales centros turísticos del Mediterráneo. Es un entorno generador de creatividad, arte, música y gastronomía. Un paraíso con un paisaje que embelesa.

Las islas Baleares, en el mar Mediterráneo, son un destino ideal para vivir unas vacaciones en medio de una naturaleza, entrenar deporte y gozar de la calma de sus calas. No vas a saber por dónde empezar: senderismo y ciclo turismo por espacios declarados Reserva de la Biosfera, ocupaciones náuticas en aguas con transparencia o campos de golf con vistas al mar son sólo algunas de las configuraciones.

Este archipiélago formado por tres islas mayores Mallorca, Menorca e Ibiza(Eivissa) y de Formentera además de numerosos islotes donde se destaca Cabrera declarado Parque Nacional Marítimo Terrestre.El conjunto de islas se convirtió en un verdadero emporio turístico de 5.000 kilómetros cuadrados con 1239 kilómetros de costa.

Baleares es una comunidad autónoma con gobierno propio, el Gobierno Balear y el Parlamento Balear más tres consejos insulares, el de Mallorca, el de Menorca y el de Ibiza y Formentera.

El archipiélago tiene más de 700.000 habitantes de los que casi la mitad reside en Palma, su capital. Ibiza tiene unos 80.000 habitantes y con Menorca unos 65.000.

El clima mediterráneo tiene un alto grado de humedad ambiental, esto hace que se acentúen las diferencias estacionales. La temperatura media oscila en torno a los 19,5 grados en primavera, 27 grados en verano, 20,5 grados en otoño y 15 en invierno. A lo largo del año se disfrutan unos 300 días soleados.

Mallorca es una isla con mucha historia. Mallorca es la isla que ofrece más posibilidades turísticas, con una gran diversidad de paisajes. Es la isla de la calma, de la luz y la belleza.

En verano las playas y el sol invitan al descanso. Pero Mallorca es una isla para vivirla todo el año, allí se vive una eterna primavera. La isla está poblada de calas poco urbanizadas, se pueden visitar las cuevas de Artá, del Drac con su lago subterráneo y las dels Hams. Otro punto turístico importante es Pollença por la presencia de pintores y artistas, siendo su puerto uno de los puntos más visitados. También de gran importancia es la ciudad romana de Pollentia, sin contar las innumerables zonas de impactante belleza natural como la Sierra de Tramuntana.

Si eliges Mallorca como destino para tus próximas vacaciones, prepárate para enamorarte de su rico patrimonio histórico y cultural. En esta isla de las Islas Baleares encontrarás vestigios de antiguas civilizaciones como la ciudad romana de Pollentia, fortificaciones medievales como el castillo de Capdepera y el palacio de la Almudaina, y monumentos modernistas como el edificio del Gran Hotel

de Palma o el Forn del Teatre. Además, sus impresionantes cuevas naturales, como la del Drach o la de Campanet, te permiten descubrir los procesos geológicos que han tenido lugar en estas tierras durante miles de años.

Si no tienes claro qué ciudades tienes que visitar en Islas Baleares, Mallorca ofrece un gran número de posibilidades. En Palma de Mallorca (y gran parte de la bahía de Palma), Port de Pollença, Puerto Alcudia, Cala Millor o Sa Coma, podrás encontrar hoteles para todos los bolsillos y amplias playas con multitud de servicios. Pero, si prefieres lugares algo más retirados en los que disfrutar de calas acogedoras, la franja que bordea la sierra de Tramuntana es tu sitio, desde el exclusivo Puerto de Andratx hasta Puerto de Sóller, que cuenta con alojamientos tan irresistibles como el Hotel Marina Soller & Wellness Spa. A Palma de Mallorca llegan vuelos desde prácticamente todos los aeropuertos de la península.

Menorca es la esencia del Mediterráneo. Es la segunda isla de Baleares por su extensión, en el centro de la isla se encuentra el Monte Toro. La región norte presenta acantilados con playas de canto rodado y arenas rojizas. La zona sur posee barrancos, zonas húmedas con flora y fauna características de ese microclima. Posee un importante patrimonio arqueológico, las taules y los talayots.

Sin nada que envidiar a su hermana mayor, en Menorca encontrarás algunos de los paisajes naturales más bonitos de las Islas Baleares. Toda la isla está rodeada de playas preciosas y calas íntimas con aguas cristalinas en las que dejar pasar el tiempo y olvidarse de todo, como la cala Turqueta, la playa d'en Tortuga, la cala Macarella o la playa Es Grau. Si no puedes decidirte solo por un sitio que visitar en Islas Baleares, una de las mejores ideas es hacer el famoso Camí de Cavals, un recorrido histórico de 20 etapas que bordea la isla y te permite conocer Menorca a fondo. El interior de la isla también esconde joyas ocultas, como los distintos poblados talayóticos que aún conservan construcciones prehistóricas fascinantes.

Las dos principales ciudades de Menorca están situadas a cada extremo de la isla: Ciutadella, al noroeste, y Mahón, al sureste. Son dos lugares indispensables que visitar en Islas Baleares para entender el verdadero significado de la cultura

mediterránea. Entre las callejuelas del centro histórico se esconden iglesias, edificios históricos, plazas y mercados que no tienen desperdicio. Pero, aparte de estas ciudades, también puedes reservar un hotel primera línea de mar en localidades como S'Algar, Cala en Bosc o Santo Tomás, donde está situado el Sol Beach House Menorca. Al aeropuerto de Menorca, cerca de Mahón, llegan vuelos desde Barcelona, Madrid, Valencia y, en temporada, desde Alicante, Bilbao y Sevilla.

Ibiza es mucho más que fiesta. Junto con Formentera forman el pequeño archipiélago de Pitiusas. La ciudad de Ibiza se encuentra en una zona elevada que domina todo el puerto. Ciudad conocida por su movida nocturna.

En el litoral se encuentran extensas playas. Después de Ibiza, Sant Antoni de Portmany es el lugar más bullicioso de la isla.

Ibiza es una de las islas con mejor fama tanto dentro como fuera de nuestras fronteras, y es uno de los destinos que tienes que visitar en Islas Baleares al menos una vez en la vida. Esta isla reúne todo lo que podrías necesitar en las vacaciones: playas y calas preciosas, una amplia variedad de hoteles exclusivos, la posibilidad de hacer todo tipo actividades y, por supuesto, una de las mejores escenas de ocio nocturno del mundo. En un mismo día en Ibiza, puedes despertarte con una vistas impresionantes en el Hotel Mirador de Dalt Vila, darte un chapuzón en la playa de Talamaca, hacer paddle surf en la cala Vadella, visitar el mercadillo hippie de Sant Joan de Labritja y prepararte para darlo todo en las discotecas del puerto de Ibiza o la playa d'en Bossa por la noche.

Lo bueno de Ibiza es que no importa dónde te alojes, porque podrás cruzar la isla de punta a punta en coche en menos de una hora. Las dos ciudades principales, Ibiza capital y San Antonio Abad, reúnen una de las mayores ofertas hoteleras de las Islas Baleares y destacan por su animado ambiente. Sin embargo, en municipios más pequeños como Santa Eulalia del Río, Es Canar o Cala Llenya lo pasarás igual de bien descansando en sus playas y disfrutando de todas las comodidades. A Ibiza llegan vuelos desde Barcelona, Madrid, Sevilla, Valencia y, en temporada, desde Bilbao y Málaga.

Formentera es un oasis de tranquilidad. Esta isla es accesible solamente en barco desde Ibiza, es considerada un paraíso en el Mediterráneo. Debido a sus pequeñas dimensiones y grandes arenas es buscada por los turistas que gozan con la tranquilidad.

Aunque creas que ya tienes completa la lista de sitios que visitar en Islas Baleares, no puedes olvidarte de Formentera. La segunda isla habitada más pequeña de las Islas Baleares no solo es ideal para hacer una excursión desde Ibiza, sino también para pasar unos días o semanas de relax total. En la playa de Ses Illetes o la cala Saona una sensación de paz invadirá todo tu cuerpo cuando te tumbes tranquilamente a tomar el sol junto a sus aguas turquesas. Cuando te canses de playa, puedes hacer un poco de senderismo por el Camí de Sa Pujada o alquilar una bici y recorrer la isla sin prisas hasta Punta Rasa o el Faro de Cabo de Barbaria, desde donde verás unos atardeceres de película. Pero, si sudar no es lo tuyo, otra opción es hacer una excursión en barca a la isla de Espalmador o visitar la Bodega Terramoll y degustar vinos autóctonos de Formentera.

Los principales núcleos urbanos, La Savina y Els Pujos, se encuentran próximos a la costa norte de la isla y cuentan con un buen número de hoteles entre los que elegir. Sin embargo, la costa sur está salpicada de alojamientos impresionantes donde desconectar completamente del bullicio de la ciudad, como los acogedores Bungalows Sa Sargantana o el lujoso Gecko Hotel & Beach Club. Formentera es la única isla de las Islas Baleares que no tiene aeropuerto, pero se puede llegar en ferry desde Ibiza en poco más de media hora o, gracias a su cercanía con la costa levantina, en 2 horas desde el puerto de Denia.

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