Abstracts of

XX International
conference of higher education students
and young scientists

POLIT.
CHALLENGES OF SCIENCE TODAY

MODERN INFORMATION AND COMMUNICATION
TECHNOLOGIES IN AVIATION
INTERNATIONAL RELATIONS

Kyiv 2020

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
DEPARTMENT OF INTERNATIONAL RELATIONS

Abstracts of
XX International
conference of higher education students
and young scientists

POLIT.
CHALLENGES OF SCIENCE TODAY

MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN AVIATION INTERNATIONAL RELATIONS

Kyiv 2020

УДК 321:341:339.9

POLIT. CHALLENGES OF SCIENCE TODAY. INTERNATIONAL RELATIONS: Abstracts of XX International conference of higher education students and young scientists, Kiev, 2020, National Aviation University /Editorial board Isaienko V. [and others]. – K.: NAU, 2020. – 132 p.

The materials of the scientific-practical conference contain a summary of the reports of research works of higher education seekers and young scientists in the field of «INTERNATIONAL RELATIONS».

Recommended for printing by
academic council of the faculty
(Minutes № 3 from 22 April 2020)

Editorial board

CONTENTS

Section «International law: global challenges and trends» 8

Andriienko A. A. Penalty for breach of legal rules of protection of bowels of the earth in criminal codes of particular states.....8

Andrushchuk D.O. Foreign criminal experience counteracting fictitious business.....10

Babiichuk D. The principle of good faith in the international contract law..13

Blaida M.A. International legal problems of providing global security at the present stage.....17

Bodnar O.V. Mercenary. General characteristics of crime and international legal definition. 19

Gavrishchuk A.O. Types of partners in criminal law of countries romano-german legal system.....22

Gurin V.V. Humanism as one of Ukraine's criminal law principles 24

Haichenya A.V. Application of European court of human rights` practice by national courts.....27

Ivanova A.A. Specificity of the personality of the Holy See 30

Ivanova O.O. Maritime terrorism as a threat of life at sea.....32

Kemin O.V. The international legal protection of children in armed conflict.....34

Kharabara M.V. Death penalty - for or against? 37

Kharchenko A.I. The human right to drinking water in international law: legal regulation and mechanisms of provision 40

Kharchenko A.I. Release from criminal responsibility: material and procedural aspects.....43

Khomich V.V. The subject of crimes that encroach on the person's freedom.....45

Khoruzha A.I. Investment activity in Ukraine. Main issues.....47

Kishoian A.A. Features of dispute resolution in the field of sports by courts of general jurisdiction, bodies of special sports jurisdiction and international sports arbitration bodies 50

Knishuk N.I. Life imprisonment.....52

Koveda O.I. Limited sanity in Ukraine and foreign countries 53

Kozlovskyi M.R. Perspectives and trends of space tourism development according to international space law.....55

Kochergina A. Mediation in Europe and its prospects for development in Ukraine.....58

Koshel N. Immunity of ministers of foreign affairs for international crimes 61

Koshechkin A.B. Criminal misconduct in criminal law of Ukraine and foreign countries.....65

Leshchenko K.S. International legal aspects of fight against the illicit firearms trafficking.....*68*

Liashenko L.A. Features of complicity in crime in Romano-Germanic (France)

and Anglo-Saxon legal families 70
Lohvynenko Y. Rules for divorce for international couples 72
Mychka L.M. The use of confiscation of property as a type of punishment..75
Mychka L.M. International legal qualification of the hybrid warfare.....77
Nesterenko S.A. Criminal liability for crimes against persons and institutions that have international protection.....80
Oleksiuk D.M. The importance of arbitration agreement for consideration of cases in international commercial arbitration 82
Pershina A. Implementation of international standards for preventing gendered violence in Ukraine 84
Ryzhuk Yu.V. International development and prospects of establishment of the institute of mediation in Ukraine 86
Strekotenko L.V. Submitting claims by Ukrainian legal entities against the Russian Federation in international investment arbitration 88
Svystun T.V. The importance of the authority of will autonomy in international private law.....91
Tsarenko O.D. Distinction between imaginary and necessary defense.....93
Tymoshenko S.O. Legal issues of liability of legal entities in the Ukrainian legislation.....96
Vakulenko A.O. Extradition 98
Vaniushkina M.S. Preparation for crime in criminal law of Ukraine and foreign countries.....101
Vasylyshyn K. The doctrine of state (national) interest in N. Machiavelli's science and it's impact on the development of classical international law.....104
Vasylyshyn K. Features and prospects of franchising development in Ukraine....106
Vasylyshyn K. Provision of the safety of participants of criminal proceedings of the USA.....108
Yarmolenko V. Sharing the benefits of outer space exploration..... 111
Section «Information and world communication in international relations»..113
Glibova S.O. The image diplomacy as an instrument of the soft power. 113
Hlimbotska Yu.A. Terrorism is a threat on a global scale 116
Belinska A.O. Asymetric conflict in modern international relations 118
Chekanova P.V. Combating information terrorism and cyber-terrorism by the international community 120
Chubatiuk T.S. Disinfornation as a tool of influence on election 122
Davydchak O.L. Social protection in Ukraine in conditions of crisis communications 124
Falko V.O., Masiuta I.V. International civil aviation organization as a structural body of the United Nations 126
Feshchenko A. Global issues are consequences of globalisation 130
Kalnybolotska E. The demographic problem 132

Khomenko V. The problem of peace and disarmament 135
Kryvoklub V., Feshchenko A. Artificial intelligence: benefits and risks 139
Nasibovych V. Electoral systems: global experience.....142
Pavliuk A. Influence of coronavirus on poverty.....144
Syvoplias V. The problems of national and international information security.....147
Stavytska A. Features of analytics service Google analytics 151
Surkova A. Multiculturalism as a way of regulating modern ethnopolitical processes on the example of the USA and Canada.....153
Taranenko A. Information wars in social media.....155
Yaremenko L. Analysis of international terrorism and its nearest forecast .157
Yushkevych O. Human rights on the global arena 161
Ischenko I. The increasing popularity of «Green Parties» as a result of modern environmental movements.....164
Zakharenko P. Space debris as a global problem 167
Section «Global Problems of International Economic Relations».....172
Bahdasarian T. The influence of behavioral factors on the stock market...172
Vasylyk V. Strategies for agricultural production in the world economy.....173
Honcharenko K. Fashion tech as the leading world fashion industry trend 175
Horobets O. The problem of refugees in the modern world 178
Horobets Y. Competitive strategies of Ukraine in the field of development of information society and it technologies 180
Hrushenko V. Global problems of the world economy 183
Zinchenko K. Investment relations between Canada and the United States 184
Ilyashenko A. Global challenges in the system of international economic relations..... 187
Koriava D. Analysis of the investment climate in Ukraine.....189
Pankiv N. Cooperation of Ukraine and imf: pros and cons.....191
Chubko Y. The role of the digital economy in the development of new world centers of economic growth.....193
Section «Modern journalism: from tradition to transformation».....197
Opryshchenko A. The usage of comics in media structure as an alternative form of information conveyance.....197
Rehotun D.S. Digitalization of Ukrainian journalism as the latest format of media existence.....199
Soroka I. Creation of informative and entertaining content on TV channels of Ukraine.....203
Steshenko D. The relevance and prospects of entertaining content for a YouTube channel.....205
Khrapach V. Common and excellent in the 2014 and 2019 presidential election campaigns 207
Sheremet A. Features of development of the concept of the author's Internet show on the example "vDud" 209

Scherbytska K. Similar and different features of Polish and Ukrainian political advertising....212
Section «Multimedia technologies and systems»....214
Barykina A. The analysis of the modern web design trends 214
Vizer M. Analysis of Fontlab professional font editor updates....216
Humeniuk B.S. The connection of color and emotions when creating advertising....217
Denysenko D. Modern ways of creating computer animation 219
Kobzarenko S. Current state of application of multimedia technologies for people with disabled possibilities 220
Petrenko M. Using of multimedia means in the education process 221
Tereshchuk O. 3D printing technology in medicine....222
Dmytrenko T. Augmented reality as a means of ergonomic communication of humanity and multimedia information with the help of network technologies....224
Shandrenko S. The role of digitalization in the process of advertising transformation....225
Section «Tourism»....228
Bashlovka D. Meaning of domestic tourism for region's development....228
Vaha M. Features of medikal tourism and its problem....230
Katanoy A. Tourism city branding: reasons and aims....234
Kovalenko A. Actual problems of the uneven distribution of tourists flows....237
Korshun N. Geopolitical situation as a factor of east Asia tourism development....240
Kocenko V. Kyiv beaches as a brend of Ukrainian capital....242
Lukyanyuk V. Air traffic in Italy: encouraging growth and unexpected collapse....243
Lyashok D. Geopolitical situation as a factor of southeast Asia tourism development....244
Mykhalchuk I. The value of gastronomic tourism in the development of the world touristic sector....247
Mykhalchuk I. Potential objects to be included in the UNESCO world heritage list in Ukraine....249
Prydatchenko D. The essence and meaning of medical tourism....251
Pustova O. Euroregion as a form of transboundary tourism cooperation....253
Reshotkina O. Features of public relations in the tourism business....255
Tereshchuk E. Current trends in India tourism....259
Tomin A. Resources potential of the danube river basin for the tourism development purposes....261

SECTION «INTERNATIONAL LAW: GLOBAL CHALLENGES AND TRENDS»

Head of Section: Korotkiy T.R., Candidate of Law, Associate Professor

Secretary: Kibets D.V., PhD in Law., Senior Lecturer

PENALTY FOR BREACH OF LEGAL RULES OF PROTECTION OF BOWELS OF THE EARTH IN CRIMINAL CODES OF PARTICULAR STATES

Andriienko A. A.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

The notion of "penalty", reflected in Article 50 of the Criminal Code (CC) of Ukraine [1], is in accord with the notion of much of the world, where the rights and responsibilities are equally important. Therefore, the penalty is coercive measure imposed on behalf of the State by a court on a person found guilty of committing a crime. It is aimed not only at punishment; in addition, it is the correction of the offender and preventing the commission of further offences. Under Article 51 of the CC of Ukraine the types of penalties are fine; disbarment from holding a military or special rank; loss of the right to hold certain posts or engage in certain activities; community service; correctional labour; confiscation of property; arrest; restriction of liberty; confinement in a disciplinary military unit; deprivation of liberty; life imprisonment [1].

The criminal law of different states stipulates national specifities taking into account the legal system to which the state belongs. In the USA the death penalty has not been abolished, and in some states of the East the practice of using the medieval methods applicable to offenders (physical violence, the use of torture) still exists.

On the other hand, each separate criminal national legislation has its own particular features. As an example, consider penalties laid down in the Japanese Criminal Code (as the model of Oriental country, that was defined as a closed country to foreigners until the end of the 19th century and it has maintained its national tint) and in the Criminal Code of the Netherlands (as the one of the most liberal states in the Western civilization). Article 9 of the Japanese CC provides the main forms of penalties, which are death penalty, deprivation of liberty through the use of forced labour, prison sentences, fine, 1 to 30 days' detention (Article 16 of the CC of Japan), minor fine and confiscation [2]. Article 9 of the CC of the Netherlands establishes following

types of penalties: imprisonment, community service, fine, deprivation of certain rights, the state correctional facility, confiscation and publication of the judgement [3]. In the example given above, it is evident that such type of punishment as death penalty has been abolished in Ukraine and the Netherlands. However, this penalty is still in effect in Japan. And publication of the judgment is purely practice of the Netherlands.

To analyze the penalties of particular states concerning the breach of rules of protection of bowels of the Earth, consider the examples of criminal codes of the Russian Federation, Belarus, and Spain. The penalty imposable under article 325 of the Spanish CC provides for the application of prison sentence from 6 months to 4 years as a type of penalty [4]. This provision has no major disagreements with Ukrainian criminal law; however, the difference lies in time for serving the sentence. In this regard, Ukrainian criminal legislation is somewhat tighter, because it presupposes the possibility of deprivation of liberty for a period from 2 to 5 years. In Ukraine the breach of legal rules of protection of bowels of the Earth may be qualified as a minor or moderately serious offence. In Spain a similar incident may be qualified as less serious offence, and it may be also imposed a fine from 8 to 24 monthly wages and lose the right to hold certain posts for a period of between 1 and 3 years.

The penalty imposable under article 255 of the CC of the Russian Federation does not establish such penalties as arrest or deprivation of liberty, therefore, Russian criminal legislation may be seen as somewhat softer concerning restrictions of intangible nature, and it is more stringent regarding the imposition of fines and prohibitions related to legal rules of protection of bowels of the Earth in comparison to Ukrainian criminal legislation [5]. Article 255 of the CC of the Russian Federation for the breach of above-mentioned legal rules provides for the fine of up to 200 thousand rubles or in wages of prisoner up to 18 months, or with forfeiture of the right to exercise certain official duties for three years, or corrective labour for two years. There are minor differences between types of penalties provided by the Article 271 of the CC of Belarus and by the Article 240 of the Ukrainian CC [6]. Certain differences are in the facts that the CC of Belarus does not provide direct information about the amount of the fine and does not provide confiscation of illegally obtained and instruments for it.

As the conclusion, interpretation of the scope of breaches of legal rules of protection of bowels of the Earth will depend on norms outlined in the criminal code of each particular state under relevant Article. After analyzing the criminal law of particular countries, it is clear that in most criminal codes there are no articles that obviously establish rules and sanctions related to mentioned violations.

References:

1. Кримінальний кодекс України: прийнятий сьомою сесією Верховної Ради України 5 квітня 2001 р. // Відомості Верховної Ради України. – 2001. – №25. – Ст. 131.

2. Уголовный кодекс Японии / [науч. редактирование и предисловие докт. юрид. наук, проф. А.И. Коробеева]. – СПб., Юридический центр Пресс, 2002. – 226 с.

3. Уголовный кодекс Голландии / Науч. ред. докт. юрид. наук, заслуженный деятель науки РФ, проф. Б.В. Волженкин, [пер. с англ. И.В. Мироновой]. – 2-е изд. – СПб.: Юридический центр Пресс, 2001. – 510 с.

4. Уголовный кодекс Испании / Под редакцией и с предисловием доктора юридических наук, профессора Н.Ф. Кузнецовой и доктора юридических наук, профессора Ф.М. Решетникова. – М.: ЗЕРЦАЛО, 1998. – 218 с.

5. Уголовный кодекс Российской Федерации от 13.06.1996. – № 63-ФЗ: принят ГД ФС РФ 24.05.1996. – М., 1996. – 378 с.

6. Уголовный кодекс Республики Беларусь / Вступ. статья А.И. Лукашова, Э.А. Саркисовой. – Минск, 1999.

FOREIGN CRIMINAL EXPERIENCE COUNTERACTING FICTITIOUS BUSINESS

Andrushchuk D.O.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Fictitious entrepreneurship, as a wrongful act, takes place not only in Ukraine but also in other countries, including those that have had a stable market economy for a long time.

Often abroad, criminals resort to frauds such as setting up fictitious businesses, transferring profits to tax-free charities, hiding accounts, and falsifying balance sheets, and more. At the same time, effective legal regulation methods have been developed in most countries with a stable financial system to combat such organizations.

Very often,whatt in Art. 205 of the Criminal Code of Ukraine is recognized as fictitious business, in foreign criminal codes covered by warehouses of fraud with financial resources, concealment of stable financial insolvency, illegal actions in case of bankruptcy, etc. Sometimes, even with a careful analysis of the criminal law rules of foreign law, it is impossible to distinguish clearly the structures of fictitious business or fictitious bankruptcy, as they are foreseen by other crimes in the sphere of business (economic) activity, coincide with them or are understood in their context [1, p.100].

Comparative analysis of the criminal law of the United States, Great Britain, Germany, Sweden and Japan shows that in these countries there is no special rule that provides liability for bogus entrepreneurship. Criminal liability for the specified category of crimes is provided in a number of torts that establish liability for fraud and abuse of trust. This is due to the fact that the criminal law of some foreign countries is not codified. In these cases, equivalent criminal law norms can be found in legislative acts regulating, for example, economic legislation [2, p. 119].

M. Kovyarov points out that in developed countries of Europe and in the USA there is no criminal liability for fictitious business activities, since in these countries a legal mechanism, which includes economic levers and a developed system of civil and financial-tax legislation, is formed and functioning [3, p. 7].

The Criminal Code of France also does not use a specially used physical enterprise, however, it's criminal law on fraud (Art. 313-1) may be such an element of physical enterprise, which indicates a property school, which is known [4]. With the change of this thing it follows that it forms a fraud that can predict and act, and was highlighted in the Criminal Code of Ukraine in the article on physical entrepreneurship.

In the Criminal Code of the Republic of Bulgaria in the section "Crimes against the tax system" is also a crime similar to fictitious entrepreneurship, provided for in Art. 205 of the Criminal Code of Ukraine. Thus, Article 259 of the Criminal Code of the Republic of Bulgaria provides for the responsibility for the "creation of a legal entity for the fictitious purpose or the establishment of a monetary fund that does not carry out or fictitiously perform the activities declared for its registration, for obtaining under its cover loans, tax exemption and tax privileges, or other property benefits, as well as forbidden activities" [5, p. 44].

Criminal Code of the Russian Federation in Art. 173 of section "Crimes in the field of economic activity" Chapter VIII "Crimes in the field of economy" provided responsibility for bogus entrepreneurship. In particular, this article provided for the responsibility for "setting up a business organization without the intention of engaging in business or banking activities for the purpose of obtaining loans, tax exemptions, obtaining other property benefits or covering up prohibited activities that caused great harm to citizens, organizations or the state" [6, p. 78].

However, due to lack of law enforcement practice, Art. 173 "Fictitious entrepreneurship" was hardly used. In this regard, this article was excluded by Federal Law of the Russian Federation of July 13, 2010 No. 15-P. At present, criminal liability for such criminal acts under the criminal legislation of the Russian Federation comes under such articles of the Criminal Code, as tax evasion, legalization of criminal proceeds, fraud, etc. [1, p. 101].

In the criminal legislation of Belarus, Georgia, Moldova, Azerbaijan, Uzbekistan the concept of "pseudo-entrepreneurship" is used. Thus, according to Art. 234 of the Criminal Code of Belarus, pseudo-entrepreneurship is understood as "state registration as a private entrepreneur or creation of a legal entity in the name of a figurehead without intent to engage in business or statutory activity, if such actions have caused large-scale damage or combined with profit from illegal business activity size" [7].

It is worth noting that O.O. Dudorov suggested Art. 205 of the Criminal Code of Ukraine are also called "Pseudo Business" [8, p. 31].

However, this proposal has not yet received legislative support.

Thus, in the criminal law of foreign countries investigated crime exists in various modifications, which is due to the ultimate purpose of committing such an offense. Legal provisions that impose liability are bogus entrepreneurship (pseudo-entrepreneurship) similar to those provided for in Art. 205 of the Criminal Code of Ukraine are included in the criminal codes of such states as Azerbaijan, Belarus, Bulgaria, Georgia, Latvia, Lithuania and Moldova. In most of the Criminal Code of the former USSR, the composition considered by the legislator is material, exceptions are the Criminal Code of Uzbekistan (Article 179), the Criminal Code of Latvia (Article 209) and the Criminal Code of Ukraine (Article 205). In the criminal legislation of France Germany, Spain, Italy there is no special rule, which provides for criminal liability for fictitious business. At the same time, in these countries, in the definition of fraud, there are certain features that also characterize fictitious business.

References:

1. Пустовіт В.А. Міжнародний досвід протидії фіктивному підприємництву / Боротьба з організованою злочинністю і корупцією (теорія і практика). 2014. № 1. С. 99-102. [Електронний ресурс] Режим доступу: http://nbuv.gov.ua/UJRN/boz_2014_1_25.

2. Беремкулов Б.О. Международный опыт борьбы с организованной преступностью в сфере экономики и лжепредпринимательства / Исследования в сфере борьбы с экономическими преступлениями. 2013. № 1 (2). С. 114–122.

3. Ковяров М.Ю. Уголовно-правовая характеристика лжепредпринимательства: автореф дис. … канд. юрид. наук: 12.00.08. М., 2008. 16 с.

4. Уголовный кодекс Франции [Электронный ресурс] / Правовой портал: библиотека Пашкова. Режим доступа: http://constitutions.ru/archives/5859/5.

5. Уголовный кодекс Республики Болгария / науч. ред А.И. Лукашова. С.-Пб.: Юрид. центр Пресс, 2001. 298 с.

6. Волжєнкин Б.В. Преступления в сфере экономической деятельности (экономические преступления). С.-Пб.: Юрид. центр Пресс, 2002. 539 с.

7. Уголовный кодекс Республики Беларусь от 9 июля 1999 года [Электронный ресурс] / Эталон-On-line. Режим доступа: https://etalonline.by/document/?regnum=HK9900275

8. Дудоров О.О. Вибрані праці з кримінального права Луганськ: РВВ ЛДУВС ім. Е.О. Дідоренка, 2010. 952 с.

THE PRINCIPLE OF GOOD FAITH IN THE INTERNATIONAL CONTRACT LAW

Babiichuk Dmytro
National Aviation University, Kyiv
Scientific adviser – Mushak N.B., Doctor of Law, Professor

International contract law has specific origins of the notion of good faith in its origin, we will consider some of them. Firstly, we must understand how the good faith principle of law and of all the developed countries is interpreted in the same way, it notes the Court of justice. This means that have common rules and principles abide by these things.

It should be noted that many transactions are governed by the international law principle of good faith. The legal category of "a good conscience" (fides) is faith, trust and moral obligation of the whole society, which is evolved in the Roman law [1], [3].

Alternatively, we can interpret the principle of good faith as such that is the core of the ten principles of international contract law.

In the Declaration of principles 995_569 of 24.10.1970 of international law 1970 States that each state must conscientiously perform their actions, and no state can use its principles in relation to another state. Before proceeding to a detailed analysis of the concept the principle of good faith should be called the concept of a contract [10].

According to a legal encyclopedia, a contract is an agreement between the parties, which provides for liability and performance on the terms of this agreement.

International law expresses a contradiction between the international community's aspirations in general and the desire of individual states to strengthen their sovereignty.

General features of the contractual rules are: 1) written (in the modern period - preferably) a form that allows for maximum accuracy of

formulations and is set the real will of the subjects; 2) the stability of the content, allowing for predictability

the behavior of obligated entities; 3) lightness (compared to customary standards) application; 4) effective control over implementation [4].

The presence of customary norms can be confirmed in international treaties and decisions judicial and arbitration bodies, statements by states, acts of a non-legal (political) nature, national legislation, etc. A complaint that has been declared admissible may be considered by either the Chamber or the Grand Chamber. The obligations put the state in a position to refrain from any action that could lead to the violation of rights and freedoms. This may be due, for example, to the inadmissibility of State interference in the area of the exercise of law or freedom [5], [6].

Interestingly, the Court can combine the cases of the people who went to court. For example, three people blame Australia. The court joins its appeal and considers the case the same as one.

Quite often, the same legal rule has two forms of expression: external and internal.

Thus, the main purpose and task of international contract law is to regulate the necessary interdependence, interaction in the agreements of states without violating their independence. The contract is a necessary legal guarantee to ensure a balance between the parties to the contract.

With regard to the terms of the contract, the parties to the contract are concluded, if required in two languages and certified by signatures. [12], [13].

The principle of good faith is the basis of the principle « pacta sunt servanda». The principle of good faith in international law is the main principle when concluding an agreement. [13].

The principle of good faith fulfillment of international obligations is of great importance for humanity, international relations, international law because this principle ensures compliance with the rules of international law, international obligations, cooperation between states.

Thus, the concept of integrity is the foundation for all other principles but that in itself is a separate principle. This principle is an integral part of the implementation of commitments between the two parties (in international contract law that means responsibilities between States have signed the agreement). The relationship between the notion of integrity and good faith is very large. This is due to the fact that both concepts share the same criteria. The main difference between the concepts is that the concept of good faith is a legal category and the concept of integrity is more ethical now. However, the main goal is not to do bad.

Regarding the meaning of this principle in international contract law, honesty and "good faith and fair dealing". In this regard, the concept of "good faith and fair dealing" cannot be understood each in its own way.

We need to understand that international treaties are the basis for the legal consequences that a treaty entails. Interpretation of the international treaty is carried out on the basis of the principle of integrity and other principles: one of the parties to the treaty, and in this case, the interpretation is effective only for that party; which may be mentioned in the contract for this purpose.

The principle of good faith is in line with other principles in international law. For example, this is related to the principle of fair fulfillment of the contract. Its principle of good faith fulfillment of international obligations presupposes a duty of the state to comply with to harmonize its national legislation and practice with their international obligations [11].

Integrity should be understood as: the exact responsibilities with the "letter and spirit", the accuracy of performance of the obligations of the state, which it takes, the need to take the party only those obligations which it will be able to perform and honest attitude to the drafting of the agreement and the conditions. The following should be highlighted:

• The principle of good faith in international contract law is one of the fundamental principles.

• The principle of good faith is based on these other principles.

• The principle of good faith applies in all treaties of international law.

• The principle of good faith is used as a standard of conduct between the parties (states).

• International treaties contain detailed prescriptions about the content of their respective rights and obligations [13].

The principle of good faith ensures the order and correctness of international law. The parties to the contract must also comply with all the terms of the contract. It is very difficult to overestimate the principle of good faith in international contract law.

References:

1. Draft Articles on the law of Treaties with commentaries URL:http://legall.un.org/ilc/texts/instruments/english/comentaries/ 1_1_1966/pdf

http://lutsk-ntu.com.ua/sites/default/files/mpp_lekciyi.pdf

2. Alimova Ya. Principles of UNIDROW International Commercial Treaties: author. diss. … Cand. lawyer. Sciences / Yana Alimova. - M., 2011. - P. 6-7. URL: https://cyberleninka.ru/article/n/printsipy-unidrua-kak-

istochnik-buduschey-novoy-konventsii-v-sfere-dogovornogo-prava-mif-ili-realnost

3. Bartoshek M. Roman law: (Concepts, terms, definitions): Per. with a fountain. - M .: Law. Lit., 1989 - P. 131

4. P. Bityuk To the question of the relationship between integrity and freedom of contract URL: http://pgp-journal.kiev.ua/archive/2017/8/14.pdf

5. Bogatchuk D.P. Integrity as part of the principle of good faith in modern international law URL: http://www.nvppp.in.ua/vip/2017/6/tom_3/41.pdf.

6. Consideration of Integrity as One of the Common Principles of Civil Law in the Formation of Court Practice URL: -pri-formuvanni-sudovoyi-practitioners.

7. J. Digests: Trans. with lat. / Ans. ed. LL Kofanov. - M .: Charter, 2002. - Vol. 1, BN. I-IV. - P. 86-87

8. Matselyk MO Integrity and tax optimization / M.. Matselyk, VA Prigotsky // State and Law. - 2010. - Vip. 48. P. 333-339.

9. Declaration on Principles of International Law concerning Friendly Relations and Cooperation among States in accordance with the Charter of the UnitedNationsURL:https://www.auswaertigesamt.de/blob/2165236/b03d8c5c0c74fc7c9947bee51cd27163/ungvresfreundschaftlichebeziehungendata.pdf

10. H.Keller Friendly Relations Declaration

URL: https://opil.ouplaw.com/view/10.1093/law:epil/9780199231690/law-9780199231690-e938

11. State Policy: Textbook / Nat. Acad. state. ref. under the President of Ukraine; ed. qty. : Yu. V. Kovbasyuk (Chairman), KO Vashchenko (Deputy Chairman),Yu. P. Surmin (Deputy Chairman) [and others]. - K.: NADU, 2014.448p.URL:http://academy.gov.ua/NMKD/library_nadu/Pidruchnuiky_NADU/9fa81bc0-991f-47e7-817d-a853b8627f97.pdf

12. Declaration on the Principles of International Law relating to Friendly Relations and Cooperation between States, in accordance with the Charter of the United Nations URL: https://zakon.rada.gov.ua/laws/show/995_569

INTERNATIONAL LEGAL PROBLEMS OF PROVIDING GLOBAL SECURITY AT THE PRESENT STAGE

Blaida M.A.
National Aviation University, Kyiv
Scientific adviser – Zamula A.Yu., PhD in Law, Associate Professor

To date, the creation of new effective security system is important for states and their citizens is one of the main issues that require immediate solutions. For starters, I think you should consider the main problems which are a real danger for mankind, as well as factors contributing to their existence and dynamic development.

In the era of globalization replaced the threat of nuclear destruction of states and nations came new dangers such as terrorism and separatism, national, religious and other forms of extremism, drug trafficking and organized crime, regional conflicts and the proliferation of weapons of mass destruction, financial - economic crises, environmental disasters and epidemics. [3]

All these problems existed before, but now that the world has become more interdependent, they quickly began to acquire a universal character, really threatening regional and international security. Thanks to the intensive development of scientific and technological progress, the development of economic and other relations between different countries resources are being created and the conditions for international security at a qualitatively new level. Constantly generated new policy approaches to create a mechanism to solve problems in the field of international security. [1]

Today, we cannot ignore the fact that flows of investment , goods, resources, scientific innovation “localized” in a narrow circle of most developed countries. I think it may have a negative impact on the development of globalization processes, as the gap between socio - economic development of different regions is not only not declining , but increasing.

Increasingly, globalization and the manipulation of its course is used as a weapon of political pressure. This feature of the present stage of international relations can be studied in the UN report “the Impact of globalization on social development”. In the document, in particular, notes that “concern about globalization is due to the fact that the national policy of a state is increasingly strongly influenced by policies beyond its borders”. It should be noted that the instruments of such influence varied:

– “investment and credit diplomacy,” which uses the urgent need of most countries to foreign investment and loans;

information diplomacy, aimed at dominance in the global information space;

– “political engineering” - the combined use of economic, information and military-political levers to “design” desired “partners” - governments willing to accept imposed on them from outside conditions to solve international and domestic problems. [3]

At the moment, a situation that carries a large crisis potential and at the same time, little adapted to the prevention and resolution of global security issues on a collective basis. The lack of effective mechanisms of coordination and consideration of the interests of a wide range of states can be used as an excuse or justification for the thesis that the acquisition of weapons of mass destruction, even in limited quantities, it is almost the only way to ensure its security in an unstable and unpredictable world. [2, 58]

The danger of the situation lies in the fact that, unless urgent measures are taken, threats to international peace and security can grow to such a scale, when the international community is not able cope with them, but to keep the situation under control .

We can draw the following conclusions: transition to the challenges of the new security does not necessarily require the destruction of existing structures of international security. [1]

Perhaps, given the new realities, you need only convert and supplement mechanisms and procedures that can take place with strict adherence to international legal principles and norms. Only common approaches and standards, and consideration of mutual interests in relations between the countries can contribute to the smooth functioning and collective security.

It is worth emphasizing the importance of issues of contemporary international relations, noting the need to develop practical proposals and recommendations aimed at further strengthening international and regional security and development of mutually advantageous and constructive relations between states.

References:

1. Нурієва Е.Г. Деякі актуальні проблеми міжнародної безпеки / Нурієва Е.Г. //Право: Теорія і Практика: журнал. – М.: 2013, № 03

2. Деріглазова Л.В. Проблеми забезпечення міжнародної безпеки / Деріглазова Л.В. //Вісник. – Томськ: 2009, № 288

3. Подберезкин А. Глобальні процеси та міжнародні відносини // [Електронний ресурс] – Режим доступу: http://www.nasled.ru/

MERCENARY. GENERAL CHARACTERISTICS OF CRIME AND INTERNATIONAL LEGAL DEFINITION.

Bodnar O.V.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

The social and social danger of hiring is that, contrary to existing principles and rules of national and international law, there is a special "caste" of people for whom the profession is to commit murder, harm another person's or group's health during hostilities, armed conflicts, acts of terrorism, destruction of objects of economy, culture, property of civilians, etc. There are many facts about mercenary involvement in armed conflicts and acts of terrorism in today's world. Moreover, mercenaries are nowadays becoming an integral element and main force of aggression, another crime punished in international law and recognized as a crime against the peace and security of mankind[1].

For a long time the mercenary was condemned, but it was not considered a crime. However, in the criminal law of the XVIII - early XX centuries. the view that is still relevant today is clear that the main reason that drives the human community to combat this shameful phenomenon is that the use of mercenaries in war turns the armed conflict from war into an ultima ratio (last argument) into a manifestation of war. ultima rabies and its consequences are far worse and sometimes irreparable to states and civilians. It is well known that mercenaries do not care about the future of the land, its subsoil, the people who live in these territories, and therefore the means used by them, is the destruction of anything that harms the performance of paid work customer. This is what makes these crimes one of the most serious of criminal law – crimes against peace and security of humanity[2].

The urgent issue now is hiring, which can be seen as a dangerous phenomenon closely linked to international terrorist and extremist activities and other serious crimes. It is a real threat to the world community. It should be noted that the phenomenon of mercenary has existed for many centuries. The earliest evidence of mercenary use dates from the days of Psalm Ethics I (663-603 BC), when Egypt, exhausted by endless wars and devastating raids by the Assyrians and Nubians, could no longer have the numerous armies needed to defend and support its role in Asia[3].

Mercenaries are considered criminals under international law. Therefore, the states in whose territory they have committed wrongdoing can be prosecuted and tried.

The subjective side of the crime is characterized by direct intent. In addition, the recruitment, financing, logistics and training of mercenaries must be accompanied by a specific purpose - the use of mercenaries in armed conflicts of other states or in violent acts aimed at overthrowing state power or violating the territorial integrity of other states[4].

The problem of mercenary is all the more urgent now that large-scale financing by public organizations is the basis of mercenary activity, and mercenary is closely intertwined with terrorism. Therefore, the organization of combating hiring has ceased to be an internal affair of individual states, including Ukraine, and requires a concerted effort by the international community to combat this crime.

Mercenaries are ready to fight on any side and for any cause and can be hired by governments, opposition groups, national resistance movements or criminal organizations. They are increasingly associated with drug, arms, minerals and human trafficking groups. Mercenaries offer their services mainly as combat operations specialists who are more military-efficient than regular troops and, in addition, unbound or not restricted by international law, including respect for human rights and international humanitarian law . This is a «valuable quality» for indiscriminate individuals, as regular troops are required not to comply with orders that are contrary to international humanitarian law. States and others hire mercenaries in order not to endanger the lives of their own personnel, to use their military professionalism, effectiveness, experience and lack of deterrents, and to conceal their own involvement in conflicts[5].

Mercenary is a lucrative business for recruiters and labor suppliers alike, including arms dealers, who generally benefit when the conflict lasts indefinitely. Transnational companies, especially natural resource companies, can also encourage the presence of mercenaries, using them either to protect their businesses or to support an armed group that best serves the interests of the company.

The mercenary services are resorted to in three cases: international armed conflicts, including national liberation wars; internal armed conflicts; and situations characterized by the absence of any armed conflict. In the event of international armed conflicts, mercenaries usually fight for one of the belligerents of which they are not nationals, or intervene to support the belligerent party at the request of a third party. In the past, this was mainly observed in the period of decolonization, as well as in cases where the states were divided by ethnic principle, leading to prolonged fighting after independence.

Recruiting mercenaries to prevent or delay the independence of the colonial powers was often motivated by economic or strategic goals or a

desire to prevent a government with other ideological views. Whatever the original cause, the result was the creation of significant obstacles to the exercise of peoples' right to self-determination in violation of the principles of international law, including those based on the condemnation of colonialism, racism and foreign domination.

In the event of internal conflicts, third countries may resort to mercenary services for the purposes of interventionist purposes. Mercenaries can be used to provoke or encourage armed conflict to secure the overthrow of an existing government. They can be paid for their participation in hostilities together with opposition groups that do not represent the views of the majority of the population, and in this connection cannot claim the status of national liberation movements that have the right to exercise their right to self-determination. They may also be used by governments that are threatened by opposition groups, or in fact by the opposition groups themselves.

Mercenaries may be effective in controlling opposition elements, interfering with them regardless of the nature of the conflict, leading to escalation or, at the very least, continuation of hostilities, resulting in not only a situation that is illegal under the United Nations Charter. , but in some cases the territorial and political integrity of the State or States concerned and, consequently, the right of their peoples to self-determination are also violated [6].

Mercenary is one of the most dangerous social and legal phenomena closely linked to terrorist and extremist crimes that pose a real threat to the security of states.

References:

1. Кримінальний Кодекс України : чинне законодавство зі змінами та допов. Станом на 1 верес. 2019 року: (ОФІЦ. ТЕКСТ). – К.: ПАЛИВОДА А. В., 2019. – 264 с. – (Кодекси України)

2. Александров Ю.В. Кримінальне право України: Загальна частина. — Київ : МАУП, 2004. — с. 59—62.

TYPES OF PARTNERS IN CRIMINAL LAW OF COUNTRIES ROMANO-GERMAN LEGAL SYSTEM

Gavrishchuk A.O.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

In the countries of anglo-american law and Criminal code of France unlike the criminal legislation of Ukraine legal determination of concept of participation is absent in the commission of crime. A right for these countries clearly determines forms and types of accomplices only. The concept of participation is determined by the doctrine of these countries. Yes, if KK of Ukraine determines clearly, that participation is the intentional common participating of a few subjects of crime in the commission of intentional crime, then in the legal doctrine of France under participation (complicite) it is accepted to count only participation in narrow maintenance of word, that is such activity of other persons, that provokes or facilitates realization of crime a performer, but in itself contains no elements of criminal act. Exactly in these limits participation belongs in a criminal right for France to General part. In the criminal law doctrine of countries of anglo-american right under participation actions understand two or more persons for realization of criminal design. But as well as in England, the USA so in France.

What touches the forms of participation, then here a situation following already. The French criminal right distinguishes the concept of participation and co-executions. However, it is possible to draw conclusion, that it equates forms and types of accomplices. Thus group character of implementation of crime obtains legal value only in that case, when he is specially envisaged by the norm of Special part of KK of France as a sign of concrete skilled crime. In all another cases co-executors bear the responsibility for to the same general rules, that behave to the performers that go it alone. anglo-american right clearly distinguishes the certain forms of participation neither in a doctrine, nor in practice. More in detail the here worked out questions of kinds.

How it is known, KK of Ukraine determines 4 types of co-executors such as a performer, organizer, instigator and abbetor . KK of France distinguishes concrete not co-executors, but 5 forms of participation depending on the role of every accomplice : participation in form instigation, participation in form guidance, participation in form the grant of facilities, participation in form a help and participation in form an assistance. Interestingly, that some of these independent French forms of participation, in particular 3 last, in the Ukrainian right characterize one accomplice only, such as abbetor. In a anglo-

american right a concept « accomplice « is used as well as before in legal literature, but some authors attribute any participants of crime to him, and other only additional (abbetor and instigators). Thus, in the English common law the institute of participation was embrace both performers and all other participants of criminal act. In this time fourmembership classification is anniented. Participants of all crimes are performers. However at awarding punishment of judge take into account «payment» each of criminals, what the problem of participation is as well as before actual in connection with.

So,the legal adjusting of institute of participation different countries has the specific features and differences. These features, to our opinion, it can take into account at perfection of national legislation, certainly not by the direct borrowing of separate norms or positions, but only those that will be really viable in our right, in fact a tendency is lately set to rapprochement and harmonization of substantive provisions of different legal systems.

References:

1. Гражданское право. Учебник… —Ч.1. — С. 63—64.

2. Загальна характеристика континентальної (романо-германської) цивільно-правової системи. [Електронний ресурс]. Режим доступу: https://buklib.net/books/22512/

3. Уголовный кодекс Франции / Научн. ред. и предисл. Н.Е. Крыловой, Ю.Н. Головко / Пер. с франц. Н.Е. Крыловой. – СПб., 2002.

4. Інститут співучасті у вчиненні злочину у кримінальному праві України, Франції та англо-американському праві. [Електронний ресурс]. Режим доступу:- http://www.refine.org.ua/pageid-10629-8.html

5. Співучасть у злочинах в законодавстві зарубіжних країн. [Електронний ресурс]. Режим доступу: - http://www.legalactivity.com.ua/index.php?option=com_content&view=article&id=1979%3A071218-12&catid=232%3A5-122018&Itemid=286&lang=r

HUMANISM AS ONE OF UKRAINE'S CRIMINAL LAW PRINCIPLES

Gurin V. V.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Humanism - is one of the principles of law in a democratic state that recognizes the value of the individual and the individual, his or her right to freedom, free development and expression of their abilities, affirmation of priority of good human as a criterion for the assessment of social relations, based on the principle of equality and justice [1, p. 129].

The content of the cited definition allows a broad interpretation of the principle humanity, which is reduced to the inadmissibility of inhuman treatment not only to persons, criminally charged or convicted or serving time punishment, but also to the victim of the crime.

These principles are fundamental, guiding principles that are enshrined in the rules of law and determine the construction of the whole branch of law, its individual institutions, law-making and enforcement activities. They are important for criminal enforcement state policy [2, p.18].

Consideration of this problem touches on a wide range of issues, and attention which is not possible in a limited volume report. In addition, these issues are more or less researched by scientists. Therefore, the author focuses not so much on the positive aspects the principle of humanization as its distortion in the process of lawmaking and enforcement, which transforms the principle of humanism into itthe opposite is humanity [3, p.21-25]. .

Unfortunately, the practice of law-making and enforcement provides numerous examples anti-humanism. Indicative in this sense are the changes to articles of Title VIICK (Crimes in economic activity), as amended by the Law of 15.11.2011 "On Amendments to some legislative acts of Ukraine on the humanization of responsibility for offense in the field of economic activity." Even the name of this Law sounds paradoxically, it excluded 16 articles, including 208 (illegal opening or using foreign currency accounts outside Ukraine, 223 (breach of order of issue (issue) and circulation of securities), 225 (deception of buyers and customers), 228 (coercive action against concerted action) and others. As a result Amnesty-ridden amnesty was inflicted on questionable decriminalization losses to the economy of the state and citizens.

Absolutely unclear abolition of criminal liability for fraud buyers and customers. Article 225 of the Criminal Code was already not due to a bad editorial effective, and now the opposition to such totally common actions is nullified.

Another example of the alleviation of violators of trade law. Art. 228 of the Criminal Code provided for liability for coercion to anti-competitive concerted action. Such a rule made it possible to counteract artificial enhancement or maintenance monopoly prices to eliminate competition between business entities activities contrary to the requirements of antitrust law. However, July 11, 2011 this article was excluded from the Criminal Code.

The latest revision of Article 227 of the Criminal Code, which led to mitigation of liability for intentional entry into the market of Ukraine (release on Ukrainian market) of dangerous products, as such actions are common and extremely first and foremost dangerous to human health.

The cynicism of criminals has reached the point where people are ill with the use hazardous products, or use of them, is obtained through counterfeit medicines. At such phenomena have become very widespread.

The abolition of criminal liability for unlawful acts is also not justified opening or using foreign currency accounts outside Ukraine (Article 208 of the Criminal Code). Even for the duration of this rule, through the use of various ways to circumvent the law as well ineffective activity of law enforcement agencies, outside Ukraine (in offshore areas, etc.) billions of foreign currency have been moved, the treasury of the state was devastated. Different It is estimated that Ukrainians keep $ 30 billion to $ 50 billion of banks abroad [2].

Due to a certain imperfection of the current legislation and its practice criminal law protection of human health is also unsatisfactory.

A number of issues that are important to prevent the unjustified condemnation, excessive criminalization of conduct committed on the ground addiction remains unresolved, namely.

The issue of the subjects of these crimes is quite problematic, in particular, on the interpretation of the concept of analogues of drugs and psychotropic substances, referred to in Art.307, Art. 309 and other articles of the Criminal Code.

Ways of its solution are described in the previous works of the author [4s.135-143].

The question of criminal liability for illegal acts with narcotic drugs, psychotropic substances or their analogues without sales goals. Mainly, the existence of such a rule in the Criminal Code due to difficulties proving the purpose of sales, and Art. 309 gives the possibility not to leave such acts unpunished.

This raises fears that they will be held accountable for non-medical use of drugs. On the other hand, the effects of such actions may lead to large-scale drug trafficking.

The optimal solution to this problem may be partial decriminalization of Art. 309 of the Criminal Code of Ukraine by establishing criminal liability only for illegal purchase, storage of narcotic drugs, psychotropic substances or their analogues without sales goals in large or especially large size [5, p.277].

It is impossible to recognize the perfect model of the composition of the crimes they are the subject ofprecursors as defined in Articles 311, 312 of the Criminal Code.

The result is a situation in which the subject of the rule must be for everyone cases qualify the acts committed on the aggregate of crimes. Such are the faults of the law lead to an unjustified increase in punishment that violates the principle justice.

With regard to adherence to this principle when deciding whether punishment and its occurrence, manifestations of humanity take place primarily in relation to persons suspected or accused of committing crimes or sentenced. It can manifest in the excessive repressiveness of the measures taken, ignoring the grounds release from criminal responsibility and punishment, violation of human rights under time served, etc.

This issue has received considerable attention in the legal literature scientists have made sound proposals aimed at eliminating such shortcomings [6, p.14-15; 7, p. 9-11; 8, p. 11-12;]. There is an explanation for this content in the Plenum Ordinances Of the Supreme Court of Ukraine [9].

In my opinion, for the optimal solution of the problem of prevention of violations the principle of humanism in law-making and law-enforcement practice is necessary.

1. Define the list of principles and indicate the principle of humanism in the Criminal Code Of Ukraine. Such proposals were made by scientists [9, p.10; 10, p.10-11], but the legislature has never been implemented.

2. Determine the correlation of categories of criminal policy and principles of criminal law. Ensure consistency and synchronicity of provisions of these categories. In doing so, criminal policy should determine the direction the development of legislation, and the principles - legislative provisions as the main provisions on which should focus on lawmaking and enforcement. In this approach, both unjustified decriminalization and non-decriminalization can be avoided excessive criminalization of certain acts, etc.

3. Amend the above articles to Section VIICK (Crimes in the Field economic activities), as well as Section IIICK (Drug offenses drugs, psychotropic substances, their analogs and precursors and other crimes against public health).

4. It is advisable to generalize the practice of punishment, conditions his serving as well as being released from criminal liability and sentencing in order to prevent violations of this principle of humanity.

References:

1. Glossary of legal terms and concepts. Tutorial (edited by professors V.G. Goncharenko and Z.V. Romovskaya): K., Justinian, 2017.

2. O. Volchkov. Accounts Abroad - Indulgences for Old Sins / Electronic resource: http://forbes.net.ua/en/opinions/1399588-rahunki-za-kordonom-indulgenciya-dlyastarih-grihiv/Open August 4, 2017.

3.Fesenko EV Humanization as a principle of criminal law of Ukraine. Legal Ukraine - №8. K. 2018.

4.Fesenko EV Criminal justice against health crimes people. Bulletin of the Criminological Association of Ukraine. - Kharkov, 2015. №2

5. Fesenko EV Crimes against the health of the population and the system of remedies against it protection. -K .: Attica, 2010.

6. Denisova TA Criminal punishment and implementation of its functions. Author's abstract doc. diss. - Zaporozhye-2014.

7.NazimkoE.S. Depenalization as an element of penal policy of Ukraine. Author's abstract Cand. diss. –K-2011.

8. Filiy YV Criminal sanctions and their application for crimes against property. Author's abstract Cand. diss. - Lviv -2018.

9. Resolutions of the Plenum of the Supreme Court of Ukraine - K., 2007 On April 26, 2002 №2; of October 24, 2003 No. 8 On the appointment of criminal sentences by courts; from 23 December 2005 and № 12

10.Gatselyuk V.O. Implementation of the principle of legality of criminal law of Ukraine (general concept concepts). Author's abstract Cand. diss. - Lviv -2017.

11. Gnatov IM Non bis in idem principle in the criminal law of Ukraine. Author's abstract Cand. diss. - Lviv -2018.

APPLICATION OF EUROPEAN COURT OF HUMAN RIGHTS` PRACTICE BY NATIONAL COURTS

Haichenya A.V.
National Aviation University, Kyiv
Scientific adviser – Mushak N.B., Doctor of Law, Professor

Act international recognition of Ukraine as a democratic state began its accession to the Council of Europe and ratification of the Verkhovna Rada of Ukraine European Convention on Human Rights and its Protocols in November 9, 1995.

Practice shows that local courts make decisions that do not contradict the Convention, but have no direct links to it. The reason, in our opinion, is primarily due to the inaccessibility of ECHR decisions taken against other countries due to the lack of translations.

According to Art. 18 Law of Ukraine "On the enforcement and application of the European Court of Human Rights' for the purposes of referencing the text of the Convention, courts use the official translation of

the Convention into Ukrainian language. In the absence of a translation of the Court's Decision and Order or of the Commission, the court shall use the original text. [1]

Thus, the analysis of legislative provisions gives rise to the conclusion that both types of decisions are binding: both those taken against Ukraine and those made against other states. Settlement by the European Court of Human Rights of identical cases will necessarily lead to a breach of the principle of equality of all before the ECHR. As a consequence, the hopes of entities seeking transnational protection may not be justified [2, p. 6]. National legislation does not make a difference and does not set the rules of the application of the ECHR against Ukraine and foreign countries during the proceedings by the courts, that both practices are applied equally. The difference between these types of decisions is that decisions against Ukraine are binding and enforceable; instead, decisions against other states are binding only on application, since they contain the ECtHR's legal position to interpret the provisions of the Convention.

However, in practice, there are obvious problems with the application of ECHR practices against other countries, due to a number of factors. First, there is not only an official translation of ECHR practice in cases against other countries, but mostly any translation of decisions, since the ECHR makes decisions in English or French, and Ukraine has undertaken to officially translate only ECHR decisions, adopted against Ukraine, which eliminates the possibility of using both the participants in the court proceedings and the judges who do not speak the languages of the original ECHR decisions [3, p. 60]. Secondly, even if the litigant or his or her representative speaks these languages, judges often do not take into account the practice, arguing that it is not the official translation of such decisions. Thus, the key in this context is the problem of access to the case-law of the ECHR culture and education of its application, which now is very important in our country.

National courts in the event of the application of the ECHR must be guided exclusively produced ECHR established criteria for the applicability of any article of the Convention, not identity criteria circumstances.

Ukraine's ratification of Protocols number 15 and number 16 of the Convention also promotes harmonization of national legislation with European standards. According to Part 5 of Art. 403 of the CPC, a court hearing a case in cassation within a panel or a chamber shall have the right to refer the case to the Grand Chamber of the Supreme Court if it concludes that the case contains an exceptional legal problem and such transfer is necessary to ensure the development of law and the formation of a single law enforcement practice.

Given the large number of loopholes and contradictions in the current legislation, the main obstacle to establishing a harmonized practice of application by the Courts of the European Court of Justice in such cases

is the lack of a clear approach in their application. This requires settlement by summaries and explanations of the highest body in the system of general jurisdiction of Ukraine regarding the uniformity and accuracy of understanding the rules and regulations applying to them difficult.

So, the main problems of application of European court of human rights` practice by national courts are:

1) unavailability of ECHR decisions taken against other countries due to lack of translations;

2) lack of general culture and knowledge of the application of the ECHR among stakeholders and judges

These problems require urgent action by the state to create appropriate databases with available translations of ECHR practices into Ukrainian. Recommendations from higher courts and examples of the use of relevant sources of law in the administration of justice need to be created, which is able to enhance the overall culture of the application of ECHR practices in the administration of justice in lower courts.

References:

1. On the Enforcement of Judgments and the Practice of the European Court of Human Rights: Law of Ukraine of 02.12.2012 No. 3477-IV [Electronic resource]. - Access mode: https://zakon.rada.gov.ua/laws/show/3477-15

2. Wildhaber L. Precedent in the European Court of Human Rights / L. Wildhaber / / State and Law. - 2001. - № 12. - P. 5–17.

3. Drogozyuk K. B. The procedural and legal nature of the decisions of the European Court of Human Rights in proving in the civil process of Ukraine / K.B. Drogozyuk // Actual problems of domestic jurisprudence. - 2016. - № 2. - P. 58-63.

SPECIFICITY OF THE PERSONALITY OF THE HOLY SEE

Ivanova A.A.
National Aviation University, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

Within the realm of international order, the concepts of statehood, international personality, and sovereignty are generally well understood. Yet evidence of disagreement and debate exists. Each of these subjects is characterized by some measure of variety in its essential components as defined by international law. There is a category of such subjects that have a special status.

It is generally understood that the Holy See's international personality materializes from its religious and spiritual authority and mission in the world as opposed to a claim over purely temporal matters. This is an incomplete understanding, however, of the grounds on which its claim as a subject of international law can be justified. In partial explanation of its status as a subject of the law of nations enjoying international personality, it is said that the Holy See is an "anomaly, an "atypical organism, or is an entity sui generis [1].

While the Holy See's status may be an anomaly or unique, the statehood-like status of the Holy See cannot be denied. Recognition by other States is of considerable importance especially in marginal or borderline cases. Currently, the Holy See is recognized through the diplomatic exchange by 180 States, including Ukraine, which clearly makes the point [2].

A commonly held view is that the Holy See, without interruption, has been a subject of international law and has lawfully exercised the attendant rights and duties of an international personality. The contention that the Holy See had no international personality from 1870 to 1929 is "wholly untenable in the light of the practice of states".

The Holy See's international personality, while it may be sui generis, is based on social need-that is, the needs of the community-rather than a conventional application of personality accorded to states an entity such as the Holy See, which is neither strictly a state nor an international organization, derives its international personality by executing functions "recognized as significant for the international community." The definition of international personality depends on the answer to this important question: does such an entity as the Holy See engage in functions or activities that are useful in serving the interests of the international community. Answer is in the affirmative and relied on the evidence of the utility of the Holy See's participation in the

creation of international agreements and other legal instruments, its exchange in diplomatic relations, and its involvement in and contribution to various international organizations [3].

As a result, it is not essential in the exercise of sovereignty to preside over a specific territory with an identifiable population. Unlike most, this sovereignty is not restricted by a specific territory. The places where the Holy See exercises its sovereignty transcends a particular territory because it is exercised throughout the world. This is why the sovereignty of the Holy See has sometimes been described as "supra-national. In the exercise of its international personality, the Holy See identifies itself as possessing an "exceptional nature within the community of nations; as a sovereign subject of international law, it has a mission of an essentially religious and moral order, universal in scope, which is based on minimal territorial dimensions guaranteeing a basis of autonomy for the pastoral ministry of the Sovereign Pontiff" [1].

The Holy See is a unique entity amongst other subjects of international law. Notwithstanding its uniqueness, the Holy See enjoys an international personality similar to that of other States. Its ancient existence as a sovereign transcends territorial possession. It is a truly international person because its presence, unlike that of individual States, is universal.

References:

1. Ian Brownlie, Principles of Public International law, 7th edition module [Електронний ресурс]. − Режим доступу: http:// https://files.pca-cpa.org/pcadocs/bi-c/2.%20Canada/4.%20Legal%20Authorities/RA-58%20-%20Principles%20of%20Public%20International%20Law,%20Brownlie,%207th%20edition,%20Sources%20of%20Law.pdf.

2. Bilateral Relations of the Holy See // The Holy See Official Website [Електронний ресурс]. − Режим доступу: http://www.vatican.va/roman_curia/secretariat_state/documents/rc_seg-st_20010123_holy-see-relations_en.html.

3. Kunz, J. L. The Status of the Holy See in International Law / J. L. Kunz // The American Journal of International Law. − 1952. − Vol. 46, N 2. − P. 308 − 314.

MARITIME TERRORISM AS A THREAT OF LIFE AT SEA

Ivanova O.O.
National Aviation University, Kyiv
Scientific adviser – Zamula A.Yu., PhD in Law., Associate Professor

The topic is relevant to the 21st century,as in recent times the phenomenon of piracy and maritime terrorism has gained momentum. Today, there is much thought about the identity of such phenomena as terrorism and piracy. The illegal activities of modern-day pirates are increasingly referred to as terrorism at sea, and the capture of ships and their crew in captivity by terrorist attacks. Terrorism and piracy are considered to be emergencies of social origin. The lack of effective mechanisms to combat piracy and maritime terrorism is now identified as one of the threats to the international community. The increasing interdependence of States in combating crimes against the safety of navigation requires appropriate reflection in international law.

Improving the operation of universal international mechanisms and procedures is of great importance for preserving life at sea. Along with them, regional mechanisms should be developed, which also play an important role in international cooperation in this field. In addition, each state must have its own maritime safety mechanism [3].

It should be noted that international co-operation in the fight against maritime piracy continues to evolve, taking into account:

- the problem of modern maritime piracy is global in nature, it must be solved jointly, using all forms, methods and methods of interaction between states within and outside the framework of international organizations;

- the main unifying and coordinating institutions in the fight against illegal offshore activities are recognized international and regional organizations in this field, first of all the International Maritime Organization - IMO;

- modern maritime security work is very extensive.

Pirates who are redeemed often go unpunished. The two major anti-piracy organizations in the world - The International Maritime Organization (IMO) and The International Maritime Bureau (IMB) - can, in practice, only provide guidance on vessel seizure, and also map the risk areas. The world organizations are not paying much attention to the fight against this phenomenon because the economic damage from piracy is a very small part of international maritime trade [2].

The full dependence of producing countries on the maritime supply of fuel and raw materials makes maritime piracy a threat not only to international but also to national security. In international law, piracy is an international crime involving the unlawful seizure, robbery, inundation of a merchant or other civilian vessel committed on the high seas.

The geographically most dangerous are the waters of Southeast Asia and the coast of East Africa (the so-called Horn of Africa), and especially the coastal waters of Somalia. The so-called Somali piracy is a threat to European security today.

Using the suddenness factor, Somali pirates attack offshore merchant vessels or port waters, and the purpose of such illegal activities is to capture, rather than ship, commands and ransom. These are usually well organized groups armed with large machine guns, machine guns and grenade launchers; they use state-of-the-art satellite navigation and communications, have an affiliate network, have partners in other countries. The European Union has developed a comprehensive approach to tackling the problem of maritime piracy in Somalia, which is part of the Common Security and Defense Policy (CSDP), which in turn is a key element of the Common Foreign and Security Policy Common Foreign and Security Policy (CFSP) [3].

The following conclusions can be drawn: life preservation at sea is an independent component of the global security system. The international legal character of the regulation of the conservation of life at sea ensures the universalization of technical and organizational requirements at the global level.

International cooperation is an important factor in ensuring the conservation of life at sea. The legal forms and types of international cooperation are defined in global and regional agreements on the conservation of life at sea and the practices of their application. The expansion and development of these forms necessitates the optimal combination of global and regional measures to ensure the safety of navigation and the preservation of life at sea, both directly by States and through international organizations.

References:

1. Blomberg, S. Brock, Khusrav Gaibulloev, and Todd Sandler. «Terrorist group survival: ideology, tactics, and base of operations.» Public Choice 149, no. 3-4 (2011): 441-463.

2. The International Convention for the Safety of Life at Sea (SOLAS), 1974, as amended [Електронний ресурс] – Режим доступу до ресурсу: http://www.imo.org/en/

3. Joses Yau Meng Wee. MARITIME TERRORISM THREAT IN SOUTHEAST ASIA AND ITS CHALLENGES / Joses Yau Meng Wee.

THE INTERNATIONAL LEGAL PROTECTION OF CHILDREN IN ARMED CONFLICT

Kemin O.V.
National aviation university, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

The issue of the fate of children in armed conflicts is one of the most pressing in modern international law. This is evidenced by the large number of international treaties and other international human rights and international humanitarian law instruments that govern this issue: the 1989 United Nations Convention on the Rights of the Child, the Optional Protocol to the Convention on the Participation of Children in Armed Conflict, 2000, African Charter of Rights and Child Welfare 1990, Declaration on the Protection of the Rights of Women and Children in Emergency and Armed Conflict 1974, Geneva Convention on the Protection of the Civilian Population during the War of 12 August 1949 and Supplementary Proto hen, Rome Statute of the International Criminal Court, the rules of customary international law.

At the same time, thousands of civilians are killed and injured every day during armed conflicts. More than half of these victims, unfortunately, are children. According to the United Nations Children's Fund over the last decade in armed conflicts: 2 million children have been killed, 6 million homeless, 12 million injured or disabled, and at least 300,000 child soldiers involved in more than 30 conflicts of the world [1]. Such striking figures suggest that the problem of child protection remains unresolved to this day.

The relevance of the topic is also due to the fact that children, who are particularly vulnerable in the population, despite the efforts of most countries of the world, remain the main subjects of systemic discrimination, especially in crisis situations, in particular during armed conflicts.

Under the Geneva Convention, a special regime is in place for the protection of children during an international armed conflict. This special regime in the course of an international armed conflict includes special respect and protection against any indecent assault, assistance and maintenance of children in situations of armed conflict. Non-international armed conflict, under Additional Protocol II, is prohibited from committing a death sentence against young people under 18 years of age. All possible measures for family reunification are being implemented, and measures are being taken to temporarily evacuate children from the war area to a safer area for the sake of the child's safety [2].

However, customary international humanitarian law states that children affected by armed conflict have the right to special respect and protection. In the practice of States, this rule is established as a standard of customary international humanitarian law, applicable both in the case of international and non-international armed conflict. Practice indicates that the special respect and protection to which children are entitled includes: protection against all forms of sexual abuse; detention separately from adults in the case of imprisonment, unless they are not members of the same family; access to education, nutrition and health services; evacuation from the war zone to ensure safety; reuniting children with their families.

In spite of the existence of a large number of legal acts regulating various aspects of the protection of children's rights, today there are a small number of legal norms that set out the peculiarities of the legal regulation of the rights of children in armed conflict. In order to develop international and national legal norms and effectively discharge the responsibilities of children in the area of war, it is advisable to expand the cooperation of States with relevant non-governmental international organizations and other components of civil society and assist them in carrying out their respective activities.

A separate issue is the protection of children's rights during the armed conflict in eastern Ukraine. As a result of the armed conflict, children need special protection from the state, as it is a vulnerable population.

The Law of Ukraine "On Childhood Protection" of 2001 stipulates: the state takes all necessary measures to ensure the protection and care of children affected by war and armed conflict. In addition, the said Law declares: the central executive body providing the formation and implementation of state policy on family and children, the central executive body providing the formation and implementation of state policy in the fields of education and science, the central executive body, which provides for the formation and implementation of the state health policy, create conditions for medical, psychological, pedagogical rehabilitation and social reintegration of children affected by war and armed x conflicts [3].

During the anti-terrorist operation period, more than 1500 children-pupils of boarding schools, who are located directly in the area of operation, were removed from the danger zone.

However, today it is not safe to say that all the children are evacuated from the territory, because every day there are children left without parental care [4].

The issue of protection of the housing and property rights of orphans and children deprived of parental care registered in the Autonomous Republic of Crimea and temporarily relocated to other regions of Ukraine remains unresolved. Unfortunately, the current legislation of Ukraine

provides for housing for such children only at their place of origin. Also, as a result of the armed conflict in the East in Ukraine, the phenomenon of child homelessness reappeared, and moreover, the adoption of children was stopped in the ATO zone, and the right of orphans and children deprived of parental care temporarily taken out of health care outside the zone ATO, for family upbringing because of the unsettled procedure of their placement in the family of Ukrainian citizens.

Schools, in their turn, are being attacked and used by the military as barracks, warehouses, etc., contrary to international standards. And as a consequence, there is a decline in school attendance during periods of armed conflict, which negatively affects children's development.

Despite many international legal acts, children continue to be involved in hostilities and armed conflicts around the world. Children are not only victims but also perpetrators of violence.

Therefore, there is a need to update legislation on the placement of orphans in family-based education and to provide all the conditions for a peaceful and socio-economically stable life for families affected by the ATO in the occupied territories of Ukraine.

The above statistics testify to the ineffective application of international mechanisms for the protection of children's rights in the world and in Ukraine in particular.

It can be concluded that the causes of this state of affairs in the field of protection of the rights of the child in times of armed conflict, both in the world and in Ukraine, in particular, may be different. International mechanisms for the protection of such rights include normative acts regulating punishment for human rights violations. It is quite difficult to determine the perpetrator if such is the state, and especially when the rights are violated in an armed conflict. At the same time, the question arises as to how to punish the state in the event of death or other negative events in relation to children, that is, a clearly established institution of responsibility.

Military actions and armed conflicts adversely affect the child's development, his or her psychological state and the functioning of the family itself. The risks of violations of the rights of the child are increasing and new tools are needed to identify such risks and restore the violated rights of children, such as a separate, solid state program for children affected by conflict. Where assistance measures should be defined, a budget should be set for helping these children, where local authorities should coordinate and give them specific guidance on how to deal with these children so that there is no imbalance that exists now.

References:

1. Діти в Україні // Звіти ЮНІСЕФ про ситуацію в Україні [Електронний ресурс]. – Режим доступу : http://www.unicef.org/ukraine/ukr

2. Факультативний протокол до Конвенції про права дитини щодо участі у збройних конфліктах від 01 січня 2000 року. URL: http://zakon3.rada.gov.ua/laws/show/995_795

3. Закон України "Про охорону дитинства" від 2001 року// [Електронний ресурс] — Режим доступу: https://zakon.rada.gov.ua/laws/show/2402-14

4. Діти, жінки та сім'я в Україні: Стат. Збірник/ Державна служба статистики України. – К., 2018. – 313с.

DEATH PENALTY - FOR OR AGAINST?

Kharabara M.V.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

The highest punishment in the modern world is the death penalty. In some countries, it is civilized (lethal injection in some US states), while others continue to use less humane, sometimes even barbaric, methods of execution (executions (Belarus, PRC), hangings (Iraq), head clippings (IDIL)). The death penalty is known to most countries of the world, and after the rise of crimes in Ukraine, they are again discussing the introduction of this type of punishment. for the society.

The urgency of the issue of the use of the death penalty is, first and foremost, that many states are now on the path of liberalizing legislation, so that life imprisonment becomes the maximum punishment for crimes of particular gravity. Numerous discussions call into question the appropriateness of this measure of punishment, its validity and admissibility. From ancient times, at various stages of society, the subject under consideration was investigated by T. Mor, Montesquieu and Rousseau, Kant, Hegel, and Stahl. They argued for the use of the death penalty on persons who committed murders only in individual cases, in contrast to Hobbes and Voltaire, who generally opposed the use of such a punishment. To date, the World Day against the Death Penalty, which is due on October 10, has even been introduced. Typically, in many countries (especially those where the death penalty is applied), mass rallies and demonstrations against the use of the death penalty are held, roundtables and conferences are being held to find ways to dialogue with the authorities to ban this type of punishment.

What is the death penalty? The death penalty is a deprivation of life for a person carried out within the legitimate powers of the state. In other words, this term can also be defined as the murder of a person under a court sentence. This is the highest, most severe punishment. Considering it from a historical point of view, it should be said that over time the number of crimes for which such punishment is provided decreases and the number of states abolishing the death penalty increases. Earlier, its execution was public in nature, accompanied by torture, torture, but nowadays there are tendencies towards its secrecy and a certain degree of «humanity».

Currently, there are 129 countries in the world that abolished the death penalty and only 68 countries that apply this type of punishment. However, it should be noted that society has never explicitly treated the death penalty. Where it is - its cancellation is discussed, and where it is canceled - there is an active effort to restore it. The leaders of the death penalty were China, Iran, Pakistan, Saudi Arabia and the United States. In Ukraine, the death penalty is not applicable today. The prerequisite for the moratorium on the death penalty was the accession of an independent Ukraine to the Council of Europe. On December 29, 1999, the Constitutional Court of Ukraine found that the death penalty was contrary to the Constitution of Ukraine. In view of this decision of the Constitutional Court, in 2000 the Verkhovna Rada of Ukraine amended the Criminal Code of Ukraine, which permanently removed the concept of the Death Penalty from the list of criminal penalties of Ukraine.

Thus, the question of the use of the death penalty in the context of democratization and humanization of criminal and criminal procedural legislation has not lost its relevance, providing for the need to further analyze the ratio of all the pros and cons [1, p. 251].

“For”:

- “Defenders of the death penalty consider it an effective means of preventing particularly violent crimes, protecting society from criminals and justly repaying for the violence”;

- detention of detainees costs about 14 thousand UAH, the society is indignant at the fact that they have to pay taxes to finance murderers and maniacs;

- According to the Criminal Code of Ukraine, a convicted person serving a sentence of at least 20 years has the right to file a petition with the President of Ukraine for pardon. In the case of pardon, that person will not serve the full sentence;

- it is the death penalty that can act as a mechanism of intimidation. It can save a significant number of people;

- The church has supported the state in punishing criminals for centuries. All religious codes (Bible, Qur’an, Talmud) call for law-abidingness.

There are even such commandments that have a direct bearing on legal upbringing: «Everyone who commits sin also commits iniquity,» «All wicked will be destroyed»; - statistics show that existing penalties result in a low crime prevention rate. During the years of independence, more than 80,000 murders and attempted murders have been committed in Ukraine;

- most consider Talion's ancient «eye for eye, tooth for tooth» principle valid. If a person has killed another person, then it can be done;

- scientist Ernest Van Hague wrote in the article «In Defense of the Death Penalty: A Practical and Moral Analysis» that «the death penalty is more feared than all punishments, because it is not just irreversible, like most other punishments, but the final ...».

«Against»:

- the introduction of the death penalty could be an obstacle to Ukraine's stay in the Council of Europe and the CIS;

- Judicial error is no exception. Think of serial killer Andrew Chikotil. For his first murder, the 29-year-old man was innocently sentenced to death. In this case, we can borrow something from American practice: there is a period of 5 years between the sentencing and its execution. This gives the defenders the opportunity to prove the existence of a judicial error;

- the religious belief that «Only God gives life, and only He can take it away»;

- the death penalty impedes the possibility of rehabilitation, ie rethinking the perpetrators of the perpetrator, does not provide a chance for remorse;

- "No punishment can undermine the inherent dignity of the perpetrator. Doors open for repentance and rehabilitation must always be open "(John Paul II, 1997);

- do not forget the words of Grand Duke Vladimir Monomakh: «Neither kill the right nor the guilty, nor command him to kill»; - the death penalty involves torture and humiliation, which is denied by Art. 28 of the Constitution of Ukraine;

- "the death penalty cries out to the darkest corners of our soul about the need for retribution. Perhaps it satisfies society's thirst for vengeance, but does not restrain criminal behavior in society; - everyone has the right to life, and to destroy it through the death penalty means to destroy what you protect ";

- Sentencing is not an easy matter for a conscientious person, but also a difficult case for the executor. In countries where there is a death penalty, such persons receive leave because it is a psychological trauma. Although in essence the responsibility lies with the state, which through the authorized persons implements the sentence, the executor in public eyes is the killer [2, p. 67–68]. So, we looked at the two sides of the gravest punishment - the death penalty. The choice is very difficult. No one can give a 100% clear answer for or

against. This question lies both in religious belief, in political and legal beliefs, in the geopolitical plane, and in moral and ethical aspects. The death penalty is a complex concept that is ambiguous. The discussions around it have been going on for more than a decade, so it is up to each citizen to decide whether to impose this punishment or not. Of course, this list of arguments for and against the death penalty is not exhaustive and it is understandable. After all, we are talking about the harshest punishment, and the issues of life and death are complicated, ambiguous and the controversy of this issue is undeniable. To sum up, it should be said that the issues under discussion will be debatable and relevant as long as particularly serious crimes are committed in society. And it is the state itself that must protect and guarantee the rights and freedoms of citizens by taking effective, effective, large-scale measures to combat crime in all its negative manifestations. Only then can real and substantial humanization and liberalization of criminal law be possible.

References:

1. Омелянчук Л. В., Бурлачук О. О. Перспективи запровадження смертної кари в Україні. Порівняльно-аналітичне право. 2014. № 6. С. 250–259. 123 © Сагайдак Є. С., 2017

2. Карпенко М. І., Бандурович А. В. Смертна кара: бути чи не бути? Юридична наука. 2013. № 5. С. 62–69.

3. Якушев В. Нам потрібна смертна кара. http://www.gazeta.lviv.ua/ life/2013/02/22/8682

THE HUMAN RIGHT TO DRINKING WATER IN INTERNATIONAL LAW: LEGAL REGULATION AND MECHANISMS OF PROVISION

Kharchenko A.I.

National aviation university, Kyiv

Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

The problem of clean drinking water and its provision has been and is relevant at all times of human existence, because water is a fundamental component of all living organisms. This issue is of particular importance in today's world, when millions of people on the planet do not even have a minimum supply of water. An extremely important component of this issue is the supply of clean drinking water to the population by States that have a sufficient amount of it in their territories. Often, such supplies are

not properly delivered, as businesses entrusted with such a function do so with many violations. As a result, the consumption of unsuitable water and the occurrence of various diseases. Anthropogenic pollution and, as a consequence, the loss of the nature of renewable capacity at the previous level should also be considered as factors of such a problem.

A large number of normative acts of international and national importance proclaim the fundamental rights that each person is granted. But, unfortunately, there is no specialized document that would only cover everyone's right to clean drinking water, as well as the mechanisms for regulating and providing it. There are only specific provisions in international instruments on this issue.

In the so-called International Bill of Human Rights, there is no direct enshrining of the right to drink water. These documents contain only general provisions for a safe and healthy environment. Instead, the Convention on the Elimination of All Forms of Discrimination Against Women and the Convention on the Rights of the Child are contain rules for this. Access to clean drinking water as a human right was also directly recognized in the UN General Assembly resolution and in the UN Human Rights Council resolution [1].

Subsequently, the situation started to change and more attention was paid to the issue of water. The Stockholm Declaration on the Environment (1972) for the first time enshrined the right to favorable living conditions in the environment. At the 1977 United Nations International Conference, it was proclaimed that all people have the right to have enough clean drinking water to meet their personal needs. At the UN Conference on Environment and Sustainable Development (1992), the Agenda for the 21st Century was approved, the problem of lack of drinking water and proper sanitation was discussed, and the idea was put forward to implement an effective water management policy at the local level.

Also important in this respect is the Convention on the Protection and Use of Transboundary Watercourses and International Lakes (1992) and the Water and Health Protocol. The latter proclaims assistance at all levels in improving the management of water resources and reducing the incidence of water-related diseases.

The Charter of the Earth states that it is necessary to properly manage the use of renewable resources, including water, and to emphasize the guarantee of the human right to drink water, using all national and international resources to this end [2]. The UN Millennium Declaration in 2000 also raised questions about the proper provision of water.

In the future, the problem of drinking water scarcity was considered at the UN World Summit in Johannesburg (2002). This summit addressed the goal of reducing the number of those who do not have access to water. In

the same year, the UN Committee on Economic, Social and Cultural Rights adopted Comment No. 15 on the right to water as a mandatory component of the fundamental human right to life and health. The same comment made a definition of the right to water.

In 2010, the United Nations General Assembly adopted resolution 64/292, recognizing the right to safe water and sanitation as a basic human right, which is essential for a fulfilling life [3]. The regulated right to water imposes on governments the obligation to provide clean, acceptable and accessible water.

Currently, research in this area relies mainly on international intergovernmental and national non-governmental organizations.

The modern development of the study of drinking water focuses on UN activities. This issue is addressed in a separate strand of Sustainable Development Goals, «Goal 6: Ensure access to water and sanitation for all». This program sets out the goals to be achieved by 2030 [4].

Thus, the human right to drinking water is quite relevant in modern society. Although the overwhelming number of states are parties to documents where the right to water is enshrined in the list of rights, the unresolved problem is the lack of a specialized document that would only address drinking water rights. Of course, regulating and imposing certain responsibilities on states is a positive step in overcoming this problem. At the same time, it is impossible to resolve this issue without the establishment of a special mechanism, both at the international and national level, which will ensure the proper and fair implementation by all States of their commitments in the field of drinking water supply. We are witnesses that most of these obligations are not properly implemented by states. And this is a global problem and a challenge for the international community.

References:

1. Марутяк Ю. І. Нормативний зміст права людини на питну воду / Ю. Марутяк // Наукові записки НаУКМА. Юридичні науки. - 2014. - Т. 155. - С. 63-67.

2. The Earth Charter. [Electronic resource]. – Mode of access: https://earthcharter.org/discover/the-earth-charter/.

3. Обіюх Н.М. Право людини на питну воду: тенденції розвитку та гарантії реалізації // Ученые записки Таврического национального университета им. В.И. Вернадского. Серия «Юридические науки». – Том 26(65). 2013. № 2-2. С. 174-179.

4. Goal 6: Ensure access to water and sanitation for all. [Electronic resource]. – Mode of access: https://www.un.org/sustainabledevelopment/water-and-sanitation/.

RELEASE FROM CRIMINAL RESPONSIBILITY: MATERIAL AND PROCEDURAL ASPECTS

Kharchenko A.I.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

The protection of human and citizen's rights and freedoms is a direct responsibility of both the state and all public authorities. Courts fulfill this duty through the administration of justice. The exercise of this function by the courts is based on justice and the rule of law. Therefore, the efficiency and quality of criminal justice proceedings for the state and the judiciary should be on par with the highest priorities. However, the issues of the ratio of general and special types of release, determination of preconditions and grounds for release from criminal liability, legal position of the parties to criminal proceedings on discharge, closure of criminal proceedings and other aspects in this matter remain controversial.

According to the Criminal Code of Ukraine, exemption from criminal responsibility is a statutory refusal of the state to apply to a person who has committed a crime, restrictions on its certain rights and freedoms. This view is supported by the doctrine and the Supreme Court of Ukraine [1]. The closure of cases against such persons is a manifestation of the general tendency of the development of criminal legislation in the direction of mitigation of responsibility for crimes of small and medium gravity, committed for the first time, by the legislative embodiment of humanism, enabling a person to correct himself. At the same time, it does not justify the person.

The general provisions for closing criminal proceedings in connection with the release of a person from criminal responsibility are set out in Art. 285 of the Criminal Procedure Code of Ukraine. The practice of closing criminal proceedings in connection with the release of a person from criminal liability under the provisions of the Code is becoming more and more widespread every year and the number of released persons is increasing.

Under the Criminal Code, a suspected or accused person who may be released from criminal responsibility must be made aware of the nature of the suspicion or charge, the grounds for release, and the right to object to the closure of criminal proceedings on this ground. In case of objection, pre-trial investigation and court proceedings shall be conducted in full and in general. The order of discharge provides for clarification of the victim's legal position on this issue. The Code states that, before filing a petition in court, the prosecutor must acquaint him with the victim and clarify his position on the possibility of being

released from criminal liability. Also, the court is obliged to find out the victim's opinion on the possibility of release of the suspect, accused of responsibility. Such a procedure should apply to both private and public prosecution [2]. However, the victim's objection to the release of the suspect, accused of criminal responsibility does not lead to the fact that "pre-trial investigation and judicial proceedings are conducted in full in the general manner." In this case, there is a failure to comply with the requirements of Article 22 of the Criminal Procedure Code regarding the parties' competitiveness and freedom in presenting their evidence to the court and in proving their conviction before the court.

The Criminal Code provides for general and special types of exemption from criminal liability. The provisions in this regard are contained in separate articles of the General and Special Part. These provisions concern different types of punishments and crimes [3]. The study of these provisions shows that the victim's legal position regarding the possibility of releasing the suspect or accused of criminal responsibility in most cases does not affect the closure of criminal proceedings and discharge. This requirement is confirmed only by certain provisions of the Criminal Code [4].

At the same time, in most public prosecution crimes involving the release of criminal responsibility, it is generally not possible to establish the victim's opinion as to the possibility of releasing the suspect or accused from criminal responsibility. This aspect is also referred to in separate provisions of the General and Special sections of the Criminal Code of Ukraine.

Thus, the requirement to clarify the victim's legal position regarding consent to the release of the suspect, accused from criminal responsibility applies not only to all, but only to the specific provisions of the Criminal Code, in which such consent is directly stated as the reason for such release, or directly follows from the content of other grounds. This leads to the conclusion that the criminal legislation of Ukraine needs to make some changes in this issue, as well as to provide a clearer application. This is required in order to ensure that the issue of the release of a person from criminal responsibility not only provides regulatory support but also a clearer mechanism for its implementation.

References:

1. Баулін Ю. В. Звільнення від кримінальної відповідальності. Вісник Асоціації кримінального права України [Електронний ресурс]. − Режим доступу: http://nauka.nlu.edu.ua/wp-content/uploads/2015/07/1_12.pdf.

2. Красій М. Звільнення від кримінальної відповідальності як основа в Кримінальному кодексі України і процедура в Кримінальному процесуальному кодексі України [Електронний ресурс]. − Режим доступу: http://jurnaluljuridic.in.ua/archive/2016/2/part_2/31.pdf.

3. Хряпінський П. В. Заохочувальні норми у кримінальному законодавстві України : монографія / П. В. Хряпінський – Харків: Харків юридичний, 2009 – 840 с.

4. Хряпінський П. В. Спеціальне звільнення від відповідальності у кримінальному праві та законодавстві України : навчальний посібник / П. В. Хряпінський – Запоріжжя:

ЗНУ, 2010 – 270 с.

THE SUBJECT OF CRIMES THAT ENCROACH ON THE PERSON'S FREEDOM

Khomich V.V.

National Aviation University, Kyiv

Scientific adviser – Les I.O., PhD in Law, Associate Professor

Issues of the subject of a crime encroaching on the will of the person are very important in the theory and practice of the application of criminal law, since the subject of the crime is one of the elements of the crime as a basis of criminal responsibility. Without the establishment of the subject of the crime is not can be done and one of criminal procedural tasks , and it is : the punishment the guilty and prevent the punishment of the innocent .

In criminal theory, a person who possesses a set of features giving grounds for criminal prosecution is recognized as a subject of crime [2].

According to Part 1 of Art. 18 of the Criminal Code, the subject of the crime is a natural convicted person who has committed a crime at an age, from which, according to this Code, criminal liability may arise. This legislative definition makes it possible to distinguish three mandatory groups of features that characterize the subject of crime. He (the subject) should be :

1) an individual;

2) convict;

3) reach the age at which criminal liability may ensue.

With regard to such a feature of the subject of crime as an individual, it should be noted that during the discussion of the draft of the new Criminal Code, proposals were made to provide in the criminal law the responsibility not only of individuals but also of legal entities. A criminal person is a person.

In criminal law doctrine suggested approach , in accordance with which the age from which can occur criminal responsibility , should reduce . Yes, VM Burdin proposes to resolve this issue as follows:

a) children aged up to eleven years are outside the scope of criminal andlegal impact not can be brought to criminal responsibility ;

b) minors aged from eleven to fourteen years attracted to criminal liability only for a comprehensive list of crimes under conditions confirm the conclusion of the examination of conformity of the actual level of their chronological age , sufficient for a guilty responsibility .

I believe , that the general age should be fifteen years , and reduced - thirteen years . This is necessary in order to prevent the commission of new crimes by minors and underage persons are assured , that is not subject to criminal liability for committing a crime , that they are " untouchable " to the criminal law .

According to the current Criminal Code, the subjects of crime may be:

a) citizens of Ukraine;

b) stateless persons;

c) foreigners who do not have diplomatic immunity.

The issue of criminal liability of diplomats and some other categories of persons not subject to the jurisdiction of the Ukrainian court is resolved through diplomatic channels [3].

An individual in criminal-legal relations reveals himself not only as a subject of crime, that is, a person who has the characteristics mentioned in Art. 18 of the Criminal Code, but more broadly - as a person who combines the totality of characteristics of a social individual and a biological being. That is, it refers to the identity of the offender as a concept that encompasses many other features not listed in Part 1 of Art. 18 of the Criminal Code.

It should be noted that in the criminal law aspect, the concepts of "subject of crime" and "personality of the offender" are not identical. Both of them summarize the characteristics of the individual who committed the crime, but their criminal value is different [1] . If the concept of the subject of the crime is important for deciding the issue of criminal responsibility of the person, then the concept of the identity of the offender has criminological meaning. The criminological characteristics that characterize the perpetrator are: their social status; the social functions (roles) it performs in society; its moral and psychological characteristics, reflecting its attitude to social values, etc.

Separation of the concepts of "subject of crime" and "personality of the offender" is necessary in order to understand more clearly the possibilities and tasks of criminal law. The characteristics of the subject of the crime are necessary to address the issues of criminal liability, in particular the qualification of the crimes. Finding out the identity of the offender can serve, for example, to establish more fully the circumstances of the crime, the reasons and conditions that contributed to it, in order to determine what is necessary to correct the guilty punishment and prevent the commission of crimes by both convicted persons and others.

References:

1. Велика українська юридична енциклопедія : у 20 т. / Нац. акад. прав. наук України, Ін-т держави і права ім. В. М. Корецького, Нац. юрид. ун-т ім. Ярослава Мудрого; редкол. В. Я. Тацій [та ін.]. Т. 17 : Кримінальне право / гол. редкол. В. Я. Тацій, 2017. - 1064 с.

2. Київська школа кримінального права (1834—1960 рр.): історико-правове дослідження / П. С. Берзін. — К. : КНТ, 2008. — 435 с. : іл., табл., портр. ; 21 см. — Бібліогр. в підрядк. прим. — 500 пр. — ISBN 978-966-373-340-1

3. Кримінальний кодекс України: Кодекс України, Кодекс, Закон від 05.04.2001 № 2341-III // Відомості Верховної Ради України (ВВР), 2001, № 25-26, ст. 131.

INVESTMENT ACTIVITY IN UKRAINE. MAIN ISSUES

Khoruzha A.I.

National Aviation University, Kyiv

Scientific adviser – Drachov O.V., PhD in Law., Associate Professor

The topic of investment climate is relevant for each country. Ukraine is no exception. Important issues that I have to consider are first and foremost how foreign investment issues and the prospects for developing this field of activity in Ukraine are regulated. So first of all, we need to consider what securities are, how they relate to international law and the international economy as a whole.

First of all, a security is a document of the established form with appropriate details, certifying monetary or other property right, defining the relationship between the issuer of the security (the person who issued the security) and the person entitled to the security, and provides for the fulfillment of obligations for such a security, as well as the ability to transfer the rights to the security and the rights to the security to other persons. In Ukraine, the following groups of securities may be in civil circulation [2]:

1) equity securities, which certify the participation of the holder of such securities (investor) in the authorized capital and / or assets of the issuer (including assets under the management of the issuer) and entitle the holder of the said securities (investor) to receive part of the profit (income), in particular in the form of dividends, and other rights established by law, as well as a prospectus or a decision on the issue of securities. Mutual securities include [2]: a) shares; b) investment certificates; c) certificates of background; d) corporate investment fund shares.

2) debt securities - securities that represent a loan relationship and involve the obligation of the issuer or the person who issued the non-issuing security to pay funds within a specified period, to transfer goods or to provide services in accordance with the obligation.

Debt securities include: a) corporate bonds; b) government bonds of Ukraine; c) local loan bonds; d) Treasury obligations of Ukraine; e) savings (deposit) certificates; e) promissory notes; e) bonds of international financial institutions; g) bonds of the Deposit Guarantee Fund;

3) mortgage securities - securities, the issue of which is secured by a mortgage cover (mortgage pool) and which certify the right of owners to receive from the issuer the funds due to them. Mortgage-backed securities include: a) mortgage bonds; b) mortgage certificates; c) mortgages;

4) privatization securities - securities that certify the right of the owner to receive free of charge in the process of privatization of a part of property of state-owned enterprises, state housing stock, land fund;

5) derivative securities - securities whose mechanism of issue and circulation is related to the right to buy or sell securities, other financial and / or commodity resources within the period stipulated by the contract;

6) commodity securities - securities that give their holder the right to dispose of the property specified in these documents.

According to analytical studies of international financial groups from Northern Europe (Danske Bank, Nordea Group), first of all, investors are interested in government bonds of Ukraine, which currently offer the highest nominal value among the leading emerging markets (up to 19.5% in UAH and up to 9%). 75% in foreign currency). According to forecasts of international experts, in 2019, in which the elections are scheduled, potential institutional investors will mostly hold a wait position, but will remain interested in investing in industries such as alternative energy, agribusiness, and information technology.

These findings correlate with the results of studies conducted in Ukraine by the European Business Association and Dragon Capital. During various investment and business forums, foreign entrepreneurs agree that Ukraine is a large and promising market, as well as attractive, albeit risky, for investment. To a certain extent, this is confirmed by the Doing Business 2019 global ranking prepared by World Bank experts, which ranked 71st in Ukraine, up 5 positions compared to 2018.

Foreign investors have traditionally considered the factors that hinder Ukraine's investment attraction [5]:

• high level of corruption (if compared to the developed economies of the world);

• ineffective judicial system and difficulties in enforcing court

decisions;

• a high level of market monopolization;

• Often, impunity for the activities of public authorities or individual officials;

• unreasonably complex procedures for exiting the Ukrainian market and termination of activity (the percentage of costs can be more than 40% of assets);

• insignificant rates of repayment by the creditors of the bankruptcy procedure (only 6 7%);

• absence of a free land market (the ban on free circulation of land is unknown when it will be lifted);

• slow state of implementation of large-scale privatization projects, etc.

In 2018, the Law of Ukraine "On Amendments to Certain Laws of Ukraine on Promoting Foreign Investment Attraction" came into force, aimed at introducing the Institute of Nominal Securities Holders as participants in the depository system of Ukraine. This novelty reduces the volume of formal procedures, since for non-resident investors, the imperative need to conclude personal agreements with depository institutions is eliminated. As a result, non-resident investors are not required to be present during the identification and filing procedures for opening securities accounts in Ukraine.

References:

1. Про затвердження Ліцензійних умов провадження професійної діяльності на фондовому ринку (ринку цінних паперів) - діяльності з управління активами інституційних інвесторів (діяльності з управління активами) {Із змінами, внесеними згідно з Рішеннями Національної комісії з цінних паперів та фондового ринку № 1288 від 30.09.2014 № 11 від 12.01.2016 № 713 від 26.09.2017}.

2. Про цінні папери та фондовий ринок. Закон України Документ 3480-IV, чинний, поточна редакція — Редакція від 01.01.2019, підстава - 2210-VI

3. Про внесення змін до деяких законів України щодо сприяння залученню іноземних інвестицій. Закон України Документ 2418-VIII, чинний, поточна редакція — Прийняття від 15.05.2018

4. Чому інвестори не довіряють Україні (інфографіка). URL: https://konkurent.in.ua/publication/18620/comu-investori-ne-doviryayut-ukrayini-infografika/

5. Україна очима іноземних інвесторів: практичні аспекти. Юрій Васагакерівник юридичного департаменту СЕБ Україна. *Опубліковано в №25-26 (679-680). URL:* http://yur-gazeta.com/publications/practice/mizhnarodne-pravo-investiciyi/ukrayina-ochima-inozemnih-investoriv-praktichni-aspekti.html

FEATURES OF DISPUTE RESOLUTION IN THE FIELD OF SPORTS BY COURTS OF GENERAL JURISDICTION, BODIES OF SPECIAL SPORTS JURISDICTION AND INTERNATIONAL SPORTS ARBITRATION BODIES

Kishoian A.A.
National Aviation University, Kyiv
Scientific adviser – Chornolutsky R.V., Doctor of Law, Professor

At the present stage, sport is not only a system of certain social and cultural values, which plays a significant role in maintaining the harmony of society, but also serves as an instrument of diplomacy in many countries. Under the influence of the development of sports relations, bodies that are created to resolve disputes in the field of sports relations are becoming increasingly important. In this regard, it is important to study the specificities of dispute resolution in the field of sports.

The Law of Ukraine «On Physical Culture and Sports» does not contain a definition of sports dispute. A.M. Aparov offers the following definition of the term: "sports dispute is a legal dispute between the subjects involved in sports relations over mutual rights and obligations, as well as their disputes arising from non-sports relations, but having Impact on or related to the rights and responsibilities of athletes and other sports entities [1,c. 380].

The peculiarities of sports disputes are that they are governed by the norms of different fields of law, characterized by the specificity of the subjects of sports dispute and the diversity of their activities, and are diverse in their types. Disputes in the field of physical education and sports may arise regarding: property rights and interests of subjects of sports activity; determining the status and procedure of transfers of athletes; labor relations; agency activities; sponsorship contracts; rights to broadcast sports events; contractual and other civil legal relations in the field of physical culture of sport.

Another feature of sports dispute resolution is that such disputes can be resolved by courts of general jurisdiction and sports arbitration organizations. Sports arbitration institutes are called upon to resolve controversial issues arising in the field of sports and sports. In cooperation with the stakeholders, these bodies determine the creation and development of the sports process through their activities [3].

Most sports disputes that are heard by courts of general jurisdiction are related to contesting decisions and actions (inaction) of sports organizations and their associations. Such cases are considered under the rules of lawsuit as cases of the protection of subjective law. In such cases, the sports arbitration bodies are not entitled to consider such disputes because they are based on administrative or other relations that are built on the principle of subordination of the parties. As the parties to disputes of actions of sports and sports organizations, as a rule, are unequally positioned, it is necessary in

each case to check the competence of the sports arbitration body in relation to the dispute under consideration [4].

The bodies of special sports jurisdiction are the Sports Arbitration Bodies, which are created at the sports and sports federations. The jurisdiction of such bodies includes, inter alia, the following disputes: disputes concerning the opening of disciplinary proceedings and the application of disciplinary sanctions for violations not noticed by officials and reported from public sources (television broadcasts); to review the decision on disciplinary sanctions taken by the arbitrator in terms of the legal consequences of such decision and only if such decision caused a manifest error; about removal of participants; on the application of additional disciplinary sanctions [2].

International sports arbitration courts, unlike domestic sports arbitration courts, are competent to resolve disputes related to the appeal of actions (inaction) and decisions of sports and sports organizations, with the resolution of labor disputes, etc. Participants in a sports dispute in international sports arbitration are given the opportunity to choose arbitrators from among the persons on the list of sports arbitration.. International Sport Arbitration Courts act as a body of cassation against members of an international sports federation. As a general rule, the decision of the International Sport Arbitration, made on the basis of a sports dispute, is final and cannot be appealed [1,c. 399].

So, in the field of sports relations, there is an extensive system of bodies which deal with disputes. These bodies have their own jurisdictional features and procedures for resolving of disputes. Bodies of general jurisdiction, that are courts of general jurisdiction of Ukraine, decide on cases civil, commercial and administrative relations in the field of sports. Sports arbitration bodies are set up at federations at the national level resolve issues related to disciplinary proceedings. International sports arbitrations are institutions which are cassation bodies in the field of sports disputes.

References:

1. Апаров А. М. Спортивне право України / А. М. Апаров. – Київ: Істина, 2012. – 518 с.

2. Залізко О. М. Спортивний арбітражний суд - альтернативний спосіб вирішення спортивних спорів / О. М. Залізко. // ПРАВО І СУСПІЛЬСТВО. – 2016. – №5. – С. 192.

3. ОСОБЛИВОСТІ РОЗГЛЯДУ Й ВИРІШЕННЯ СПОРТИВНИХ СПОРІВ [Електронний ресурс]. – 2015. – Режим доступу до ресурсу: https://ukrainepravo.com/scientific-thought/legal_analyst/osoblyvosti-rozglyadu-y-vyrishennya-sportyvnykh-sporiv/.

4. Спортивний спір: поняття та класифікація [Електронний ресурс] // Юридичний журнал теорія та практика. – 2012. – Режим доступу до ресурсу: http://www.jurnaluljuridic.in.ua/archive/2018/3/part_2/18.pdf.

LIFE IMPRISONMENT

Knishuk N.I.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Life imprisonment is one of the types of punishments provided for by the current legislation of Ukraine, and, at the same time, the type of punishment that causes the greatest number of questions. The debatability of this punishment is obvious. It seems clear that the ability to punish a person by depriving him of his freedom for the rest of his life needs serious substantiation. And science gives such a justification, pointing to the increased social danger, the "incorrigibility" of the convict and other similar cliches that have long required rethinking and revision. This is especially true in the light of existing quite successful punishment practices, including dangerous criminals, in European countries without applying life sentences to such persons.

Of course, the arguments that the Court makes in its decisions indicate that life imprisonment should have all the signs of criminal punishment, including obeying the same goals that any other punishment faces. In addition, life-long must have existing mechanisms for responding to changes in the convict. After all, punishment is applied to a person, and a person is a creature subject to the process of change. However, I would like to note that, given the legal, or rather the non-legal nature of life imprisonment that we have identified, it is unnecessary to talk about parole for life-sentenced persons. The specified type of punishment, as immoral, not subordinate to the goals of criminal punishment, as not having a positive social effect, should be excluded from the current legislation. Otherwise, choosing from two evils (life-long with parole or life-long without it), we nevertheless choose evil. Taking into account that it is completely possible to refuse this punishment, we consider it expedient to raise this issue in principle and in this way.

In conclusion, I would like to emphasize that the main argument that protects the existence of life imprisonment suggests that this type of punishment is condemned by persons who have committed especially serious crimes that pose an increased public danger and those with respect to which there are doubts about the possibility of their re-education and generally any change for the better. That is why they deserve to be isolated from society for the rest of their lives. The failure of this argument lies in its very essence. On the one hand, he postulates the invariance of a certain state, which is impossible, based on the properties inherent in both the world of objects and the world of people, and on the other, in fact, forces us to put an equal sign between the death penalty and life imprisonment. Because what else, if not the death penalty, can be called the burial of a person alive in prison.

References:

1. Исполнение наказания в виде пожизненного лишения свободы в России, Захарихина, Ольга Васильевна 2005, Москва, 208 с., Желоков Н. В. Эволюция института пожизненного лишения свободы в российском уголовном законодательстве – http://sartraccc.ru/i.php?oper=read_file&filename=Pub/gelokov(06-10-08).htm М139 Мазурина, Ю. Е.
2. головное наказание в виде пожизненного лишения свободы и его объект: автореферат диссертации на соискание ученой степени кандидата юридических наук. Специальность 12.00.08 – уголовное право и криминология; уголовно-исполнительное право /Ю. Е. Мазурина ; Науч. рук. К. А. Сыч. – Рязань, 2010. – 24 с. – Библиогр. : с. 23 – 24.6 ссылок
3. Судебник 1550 года. – Электронный ресурс, режим доступа: http://www.zakon.rin.ru/cgi-bin/view.pl?id=546&idr=545
4. Соборное уложение 1649 года. – Электронный ресурс, режим доступа: http://www.zakon.rin.ru/cgi-bin/print.pl?idr=545&id=852&t=m
5. Мостепанюк Л. О. Довічне позбавлення волі як вид кримінального покарання, – автореф. канд. дис., 2005, – 18 с.
6. Устав Всемирной организации здравоохранения, 1946 года. – Электронный ресурс, режим доступа: http://www.who.int/governance/eb/who_constitution_ru.pdf
7. Димов В. М. Здоровье как социальная проблема //Социально-гуманитарные знания. 1999. № 6. С. 171–185.
8. Кант И. Соч. М., 1997. Т. 4. Ч. 2. С. 79.
9. Фуко М. Надзирать и наказывать. Рождение тюрьмы. – Москва: Ад Маргинем Пресс, 1975 – 460 с.

LIMITED SANITY IN UKRAINE AND FOREIGN COUNTRIES

Koveda O.I.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Even in the days of Hippocrates, people began to become interested in impaired brain function and its consequences. At the time of the Inquisition, all the mentally ill were burned, recognizing them as obsessed. In the nineteenth century, insanity was thought to be the result of bad passions, and of the mentally ill kept in prison. However, the study of this issue did not stop and it was during this period that the scientific results obtained in forensic psychiatry became the basis for the emergence and development of the concepts of judgment and non-judgment.

Discussion of the issue of limited conviction began in the mid-19th century. Friedel noted that the sharp juxtaposition of judgment and non-judgment corresponds to formal logic, but it is empirical to assume the existence of transitional concepts, since scientific psychology has proved that there is nothing absolute in the mental or material world, everything is variable, and in the scientific circles of Russia since 80 years.

Nevertheless, the institution of limited conviction is relatively new in the criminal law of Ukraine. As of April 5, 2001, the Criminal Code of Ukraine provides for Article 20 "Limited conviction": 1. A person convicted by a court of limited conviction shall be criminally liable, that is, who was not fully capable of committing a crime because of a psychiatric disorder. be aware of (and) manage their actions (inaction). 2. Recognition of a person with limited conviction shall be taken into account by the court in imposing a sentence and may be grounds for the application of compulsory measures of a medical nature.

It should also be noted that health jurisprudence is considered as a general rule. In the absence of a legally validated conclusion about mental illness, no one can claim that a person is mentally ill, incapacitated or insensitive. Therefore, forensic psychiatry is tasked with objective and meaningful assessment of the presence or absence of mental disorders and the continued use of such assessment in order to ascertain objective truth in criminal, civil and administrative matters.

In most of the Criminal Codes of foreign countries do not contain a separate clause on limited conviction. Although the term "limited conviction" is present in various modified forms and is taken into account by the courts, it is a mitigating circumstance when considering the case. Persons found to be convicted of limited conviction may be subject to compulsory treatment.

Also, in the issue of psychiatric care, international and national law proclaims the dominant principle of patient voluntariness for psychiatric intervention, recognizing the admissibility of such assistance outside the criminal field only to persons with severe mental disorders. On the contrary, these compulsory measures may be imposed on persons convicted of limited conviction, in addition to criminal charges, both in the case of punishment and release.

References:

1. Зайцев О. В. Обмежена осудність у кримінальному праві України / О. В. Зайцев. – Харків, 2007. – 240 с. – (Монографія).

2. Завязкіна Н. В. Формування поняття «обмежена осудність» в історичному контексті / Н. В. Завязкіна. – Київ: Інституту психології імені Г.С.Костюка НАПН України, 2015. – 340 с. – (Збірник наукових

праць К-ПНУ імені Івана Огієнка).

3. Канадський В. Х. Питання про неосудність / В. Х. Канадський. – Москва, 1890. – 22 с.

4. Збірка пропозицій народних депутатів до проекту КК України // Матеріали проекту Кримінального кодексу України 2001 року. Архів. Кабінет Міністрів України, Робоча група по підготовці проекту Кримінального кодексу України. – Книга 15 (1998 р.).- С. 41-195.

5. Решетніков Ф. М. Кримінальне право зарубіжних країн / Ф. М. Решетніков, А. Ю. Штрамос. – Москва: ВНИИ, 1975. – 205 с.

PERSPECTIVES AND TRENDS OF SPACE TOURISM DEVELOPMENT ACCORDING TO INTERNATIONAL SPACE LAW

Kozlovskyi M.R.
National Aviation University, Kyiv
Scientific adviser – Drachov O.V., PhD in Law, Associate Professor

International space law as a relatively new branch of international law - a set of international legal principles and rules that establish the regime of outer space and celestial bodies and regulate the relations which are the subjects of the state and international organizations and commercial companies in connection with exploration and use of space.

The term “space tourism” was first used in conjunction with the International Space Station to mean flight into space or the Earth’s orbit for entertainment or educational purposes, funded by its own resources or other private sources.

The first eight tourists traveled to the Russian segment of the International Space Station in the XXI century, using Russian spacecraft “Union” [1]. Currently, the number of people who have visited space for entertaining purposes and at their own expense is small. However, there are already hundreds of those wishing to take a space trip.

The legal basis for commercial space flights to the International Space Station is defined in the document “Principles Relating to the Procedure and Criteria for the Selection, Appointment, Training and Certification of Members of the ISS Main Crews and Visit Expeditions”, signed in 2002 by representatives of NASA, the Russian, European, Japanese and Canadian space agencies [2]. It was established that the members of the ISS crews are professional astronauts and space flight participants.

Moreover, the category of space flight participants includes persons selected for the flight ("sponsored") by one or more space agencies - partners of the ISS program. Space tourists - individuals who have made or are preparing to make a space flight on a commercial (paid) basis and have the legal status of a space flight participant. Thus, the recognition of space tourists as space flight participants solves the problem of legal distinction between the legal status of an astronaut (astronaut) and a space tourist.

The development of space tourism in the doctrinally-legal plane raises many questions, such as whether there is sufficient international legal regime enshrined valid international treaties UN space to ensure "tourism" activities in space; does the legal regime of space tourists special regulation; which areas should be made legal regulation of the status of space tourists and mode of space-tourism activities as such like.

The attempt to establish rules for the regulation of space tourism was first made in the USA. The government introduced amendments to the Law on commercial launches and allocated space flight passengers are carried on a commercial basis [3, p. 638]. The document established a number of requirements for space flight participants - space tourists. Thus, persons over 18 years of age who speak English are entitled to a commercial space flight, and if the flight is carried out on Russian spacecraft, they can speak Russian.

At this stage of the study, there are problems with the definition of "space tourist". After all, during space flight, they have some common features, which gives reason to extend to the legal regime of tourist astronauts as envoys of mankind in outer space. Distinguishing characteristics of a "tourist" is the presence of pre-flight preparation, great responsibility and risk to life. There is no official definition of space tourism in international space law. At this stage of development of astronautics overdue objective need for a legal definition of "space tourism". However, this statement is not sufficient to recognize the legal regime of space tourists as adequate to the requirements of the time and to address all issues related to the regulation of this activity.

Space tourism may include: the participation of citizens in a manned space flight as a passenger (crew member); observation of objects in outer space; the use of space infrastructure, monitoring its functioning (visiting flight control centers, using centers and equipment for training astronauts, monitoring the launches of space objects at the cosmodrome, visiting observatories, etc.); the use of space technology, decommissioned, as well as the results of space activities for tourism.

Already, there are two different technical and legal opinions types of activity:

1) the actual «space» tourism. The spacecraft is launched from the cosmodrome with rockets, with the help of which it is possible to get to the International Space Station.

2) suborbital short-term travel. Such tourism is cheaper and planned to develop widely in the near future, mainly with the help of high-tech jet aircraft launched from airfields. [4, p. 459]

Both the aeronautical and space laws need to be updated in the context of space tourism. As suborbital flights "tourists" are carried in the air, and out into space while going for a short period of time, such activity should fall under the definition of "aircraft", is one that is under the jurisdiction of the State over whose territory it passes. Therefore, this activity should be covered by the entire array of both international aviation law and national aviation law of the respective state under whose jurisdiction the activity takes place.

In the future, it is necessary to provide legislative regulation of the flight characteristics such as that associated with increased risk [5, p. 684]. It is possible to exclude the application of certain legal relationships that may arise here and the rules of space law. Such relationships are, for example, legal relations for rescuing astronauts in the event of extreme circumstances.

It is necessary to determine the incidence on the space tourists of international space law on the legal status of astronauts. There is a need to clarify the extension of international transport law to suborbital space travelers. The main force of the regulation must rely on national legislation and the contractual relationship between the operator and consumer related services.

International space law should establish the legal regime for the stay of space tourists in outer space, the types of space tourism, the rights and obligations of space tourists and business entities organizing and conducting commercial space flight, and establish the specific procedure and conditions for commercial space flight, including the responsibility of space tourists for the harm done.

In the implementation of space tourism are particularly important legal issues of insurance of space tourists, licensing the relevant type of entrepreneurial space activities in order to ensure the safety of space tourism.

National legislation should set requirements for licensing operators of space tourism services. The procedure for granting such licenses should also be specified.

The problems of space exploration by humanity in the legal aspect outline two levels of solution: improvement of the existing legal framework of international documents and the design of the regulation of human activity in the further development of space. The need for legal regulation of all major manifestations of activity in outer space testifies to the embryonic state of the relevant imperatives, which are closely related to the challenges to the security of humanity, its civilizational progress. However, current issues that arise during this activity need to be addressed immediately.

References:

1. Krichevsky Sergey. Environmentally friendly aerospace technologies and projects. Methodology, history, prospects. I Aerospace Sphere Journal. 2018. No. 3 (96). - P. 78–85. URL: http://dx.doi.org/10.3098 1/2587-7992-2018-96-3-78-85
2. Nicolas Peter. The changing geopolitics of space activities. Space Policy. 2016. Vol. 37, Issue 1. P. 145–153. URL: http://dx.doi.org/10.1016/j. spacepol.2016.11.004
3. Kharlashina S.V. Uncertainty of the legal status of space tourists / S.V. Kharlashina // Actual problems of aviation and cosmonautics. - 2016. - No. 12. - P. 638-639
4. Krytkina M. S. Legal regime of space tourism / M. S. Krytkina // Actual problems of aviation and cosmonautics. - 2015. - No. 11. - P. 457-459.
5. Monastery V. S. Space tourism: for and against / V. S. Monastyrnaya // Actual problems of aviation and cosmonautics. - 2016. - No. 12. - P. 684-685.

MEDIATION IN EUROPE AND ITS PROSPECTS FOR DEVELOPMENT IN UKRAINE

Kochergina A.
National aviation university, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

In recent decades, demand for settlement of disputes in court has been continues to decline because the trial may go on for years, in that the filing of an application, gathering of evidence, appeals for witnesses, and other are time-consuming. Additionally, price for quantitative legal services have been rising. Arbitration proceedings is similar to judicial process, in particular, it also requires considerable money and time. These factors provoked people to find another way to resolve conflicts and disputes that could respond to their needs.

The best alternative to judicial proceedings was the Mediation. The use of mediation for conflict resolution provides the involvement of an independent mediator, whos in an out-of-court order helps to determine interests of all parties to find solutions.

Mediation is being used throughout the world because have many advantages over litigation system and arbitration system. Firstly, the mediation procedure saves time, while the court proceedings can continue for years. Secondly, in the first case sides of the conflict shall take their decision

by themselves, while in the second case the decision is made by the court on its own and may not fully satisfy the needs of all parties. Thirdly, mediation ensures the confidentiality of participants [1, p.80].

Nowadays, the Mediation Law is widely used in developed states because of its effectiveness.

Moreover, this issue is settled at the inter-State level in Europe, because The European Union actively promotes methods of alternative dispute resolution ("ADR"), such as mediation. The European Parliament in 2008 adopted the Directive 2008/52/EC (EU Mediation Directive) this document applies in all EU countries. The Directive concerns mediation in civil and commercial matters. Thus, the European Parliament calls on society resolve disputes with the help of a mediator. In turn, thanks to this document, were enshrined basic rules that are mandatory in the mediation process. For instance, ensures that mediation takes place in an atmosphere of confidentiality; gives every judge the right to invite the parties to a dispute to try mediation first if she/he considers it appropriate given the circumstances of the case; and others. This document has become the background for the legislative framework on mediation [2].

United Kingdom has reformed civil proceedings because 73% of the disputants complain that the British judicial system is obsolete. The reform has taken steps to encourage people to seek a mediator to resolve the dispute. The country has created for this new department in The London Court of International Arbitration (LCIA), which provides services of highly qualified mediators. In this way, the government at the legislative level consolidated the status of mediators, parties, their rights and responsibilities, this helped the new institution confidence gain among the population [3].

According to The French Civil Procedure Code one of the functions of the judiciary is the reconciliation of the parties, so sometimes judges assume the duties of mediator. Mediation is applicable in all areas of law, provided that it does not undermine the rules of public policy governing social and financial behavior. Currently, the mediation process is voluntary. However, as a mandatory pre-trial procedure for some categories of disputes, a mediation procedure is provided, for example, in divorce proceedings [4.p.6].

German Code of Civil Procedure 2002 urgently appeals to resolve disputes without litigation, using the conciliation procedure. In particular, many specialized mediation courts have been set up, which are note for successful dispute resolution. Provinces of Mediation Councils are also establish in the provinces and The German Institution of Arbitration (DIS) provides ADR services [4.p.5].

Therefore, it can be concluded that mediation of trust in the population of Europe is effective and satisfies the demands of the claimants.

Since The Verkhovna Rada of Ukraine declared Declaration of Independence some lawyers have practiced mediation, over the years, this sphere has been developed and reached greater results [5].

Today, the National Association of Mediators of Ukraine is functioning successfully in Ukraine (NAMU). NAMU non-profitable social association of experts in the field of mediation. There are many successful mediators in Ukraine, including Krestovska Natalia, Kozachuk Natalia, Vadim Lavrenyuk and others.

According to a research from the Razumkov Center - "Attitude of Ukrainian Citizens to the Judiciary" almost every Ukrainian knows about the slow resolution of conflicts in the judicial system, besides the trust in justice among the population is low.This forces people to look for alternatives to court.

Pursuant to the provisions of the Constitution of Ukraine, one of the functions of parliament is to legislate, that is, ensuring the rapid regulation of new relationships. It is not true that mediation in Ukraine is a new phenomenon, on the contrary, the sphere has been developing rapidly for 20 years. In 2015, Parliament for the first time introduced the draft law on mediation, after that there were several more attempts the adoption of the law on mediation. Unfortunately, this legislative procedure is still ongoing and shows no results [5].

Many lawyers and mediators are convinced that the adoption of the Mediation Act is necessary for the entire community. Mediation Act aims consolidate at the legislative level the status of all parties to the process, their rights, obligations and responsibilities, as well as the principle of confidentiality, because in most cases this factor becomes decisive in the choice of mediation rather than a public litigation.

Therefore, summing up the above my research I made conclusions that factors such as association of mediators, making draft laws demonstrate that society is interested in the institute of mediation and is ready to use the services of intermediaries to contribute to the trust of the people in mediation, to disseminate information about the benefits of mediation among the population. As an option to open the offices of mediators in the courts, where, on the advice of the judge, the plaintiffs may apply voluntarily.

References:

1. Molly M. Melin. When States Mediate // Penn State Journal of Law & International Affairs. p.78-90.

2. EU overview on mediation //e-justice.europa. URL: https://e justice.europa.eu/content_eu_overview_on_mediation-63-en.do.

3. Mediation in United Kingdom // LEXOLOGY. 2019. URL:

https://www.lexology.com/library/detail.aspx?g=02ee5416-79ba-484b-bd62-eb26318d330b.

4. Michel Benichou. Mediation and Europe. URL: https://www.ccbe.eu/document/PECO_Portal/Seminaire-Minsk-sept.2015/Speech2_Benichou.pdf

5. Безхлібна Н. Медіація: європейський досвід і українські реалії // Юридична Газета online. 2017. URL: https://yur-gazeta.com/publications/practice/inshe/mediaciya-evropeyskiy-dosvid-i-ukrayinski-realiyi.html.

IMMUNITY OF MINISTERS OF FOREIGN AFFAIRS FOR INTERNATIONAL CRIMES

Koshel N.
National Aviation University, Kyiv
Scientific adviser – M. Yatsyshyn, PhD in Law, Associate professor

Judge Al-Khasawneh in his separate view, consider *immunity* is by definition an exception from the general rule that man is responsible legally and morally for his actions and, as such, should be narrowly defined [1].

As such, immunity generally implicates exemption from any foreign authoritative measure irrespective of the latter's administrative or judicial nature [2]. It preserves the State and its representatives from being subjected to foreign scrutiny.

Historically, the Head of State was the personification of the State itself and as such personally entitled to sovereignty [3]. When considering the immunity of Heads of State and other State officials from foreign criminal jurisdiction, two conceptually distinct modes of immunity have to be discerned: immunity ratione materiae and immunity ratione personae.

'*Immunity ratione personae'* means the immunity from foreign criminal jurisdiction that is enjoyed by certain State officials by virtue of their status in their State of nationality, which directly and automatically assigns them the function of representing the State in its international relations; '*Immunity ratione materiae'* means the immunity from foreign criminal jurisdiction that is enjoyed by State officials on the basis of the acts which they perform in the discharge of their mandate and which can be described as 'official acts [4].

With regard to Heads of State in office, the pertinent mode of immunity is the immunity ratione personae.

In '*Immunity Decision'* court noted that in customary international law, the immunities accorded to MFA granted for ensure the effective performance

of their functions on behalf of their respective States. His or her acts may bind the State represented, and there is a presumption that a MFA, simply by virtue of that office, has full powers to act on behalf of the State [5].

The Court further observes that a MFA, responsible for the conduct of his or her State's relations with all other States, occupies a position such that, like the Head of State or the Head of Government, he or she is recognized under international law as representative of the State solely by virtue of his or her office [6].

J. Verhoeven in "*Rapport proviso ire"* noted that: "No one would dispute that fact that, in this case, the practice on which a customary rule must be based is not very clear. However, the fact remains that there are no known cases in which a minister for foreign affairs has been criminally prosecuted and sentenced abroad. It is also true that a minister for foreign affairs may be seriously impeded in the exercise of his responsibilities if, at any time, he could be subject to criminal prosecution abroad. It is not surprising therefore that the Court has not contested his immunity from jurisdiction in principle" [7].

On this basis, it can be argued that the MFA have the same immunity as the Heads of State.

Immunity ratione personae confers an absolute protection on incumbent State officials during their term in office covering official as well as private acts regardless of when they were performed or regardless of its gravity.

J. Verhoeven in his saparate view noted that : "It might certainly be considered appropriate to make an exception to immunity in the case of crimes under international law or other particularly serious offences. However, for the immediate future, this should not be taken for granted" [8].

Also, the said Judgment, in fact, based its finding granting *immunity to Colonel Gaddafi* on the position that "in the current stage of international law the alleged crime, however serious, did not constitute one of the exceptions to the principle of the jurisdictional immunity of foreign Heads of State in office" [9].

Based on the above, it can be concluded that the immunity of the MFA as well as high-ranking state officials is absolute and there are no exceptions.

Under the general rule of customary international law, MFA, as well as Heads of States, enjoy immunity *ratione personae* from foreign criminal jurisdiction [10]. However, there is an established rule of customary international law that high ranking State officials, who have committed international crimes, are exempt from such immunity before international courts and tribunals.

ICJ in its practice found that '*the principle seems now established*

that the sovereign equality of states does not prevent a Head of State from being prosecuted before an international criminal tribunal' [11]. The ICC in a number of its decisions on the non-compliance by States with the request to arrest and surrender Omar Al-Bashir, reached the conclusion that the rule of customary international law has emerged recognising that State officials do not enjoy immunity *vis-à-vis* international courts [12]. ICC confirmed customary nature of this provision based on the practice of International Military Tribunal [13], ICTY [14] and ICTR [15]. Moreover, SCSL's Appeals Chamber in the Taylor case noted *"there is neither State practice nor opinio juris that would support the existence of Head of State immunity under customary international law vis-à-vis an international court" [16].*

Furthermore, this rule is equally applicable to State officials of States not Parties to the Statute whenever the Court may exercise jurisdiction [17], as Article 27(2) of the Rome Statute [18] reflects customary international law [19]. In their subsidiary views on the case of *The Prosecutor V. Omar Hassan Ahmad Al-Bashir in Jordan,* Mr Kreß [20] and Ms Gaeta [21] noted that article 27(2) is reflective of customary international law.

Therefore, we can see that the topic of immunity of senior officials in our time is extremely relevant and controversial for many scholars and practitioners. The ILC has repeatedly been asked for a legal interpretation of the application of customary law for the exemption from immunities. As long as there is no specific answer to this question, even the ICC does not dare to apply this exception. That is why we, like the whole world, will not make any hasty conclusions and will wait for the position of the ILC.

References:

1. The Prosecutor against Charles Ghankay Taylor, 'Decision on immunity from jurisdiction', 31 May 2004, SCSL-2003-01-I, para. 3

2. Verdross and Simma, *Universelles Völkerrecht*, 762–763; Malanczuk, *Akehurst's Modern Introduction*, 118; Fox and Webb, *State Immunity*, 20.

3. Watts, "Legal Position," 35 and 52; Crawford, *Brownlie's Principles*, 489

4. A/CN.4/661, para. 53

5. Article 7, paragraph 2 (a), of the 1969 Vienna Convention on the Law of Treaties

6. The Prosecutor against Charles Ghankay Taylor, 'Decision on immunity from jurisdiction', 31 May 2004, SCSL-2003-01-I, para. 53, 54

7. Joe Verhoeven, "Quelques réflexions sur l'affaire relative au mandat d'arrêt du 11 avril 2000", Revue belge de droit international, vol. 35 (2002), p. 532

8. "Rapport provisoire", op. cit., p. 519
9. Affaire Kadhafi, op. cit., p. 509
10. The Prosecutor v. Omar Hassan Ahmad Al Bashir, No. ICC-02/05-01/09 OA2, Judgment in the Jordan Referral re Al-Bashir Appeal (6 May 2019), para. 101
11. Immunity Decision,The Prosecutor against Charles Ghankay Taylor, 'Decision on immunity from jurisdiction', 31 May 2004, SCSL-2003-01 para. 52.
12. The Prosecutor v. Omar Hassan Ahmad Al Bashir, No. ICC-02/05-01/09 OA2, Judgment in the Jordan Referral re Al-Bashir Appeal (6 May 2019), para. 1-2; Malawi Decision, para. 33
13. Article 7 Nuremberg Tribunal Statute. International Law Commission, Nuremberg Principles, Principle III, Yearbook of the International Law Commission, 1950, vol. II, at p. 375.
14. Article 7(2) of the Statute of ICTY; ICTY, the Prosecutor v. Slobodan Milosevic, Case n° IT-99-37-PT, Decision on Preliminary Motions, 8 November 2001, para. 28 Article 6(2) of the Statute of ICTR.
15. Article 6(2) of the Statute of SCSL. Prosecutor v Taylor (Decision on Immunity from Jurisdiction), 31 May 2004, para 52; The 'Joint Concurring Opinion of Judges Eboe-Osuji, Morrison, Hofmański and Bossa', 6 May 2019
16. The Prosecutor v. Omar Hassan Ahmad Al Bashir, No. ICC-02/05-01/09 OA2, Judgment in the Jordan Referral re Al-Bashir Appeal (6 May 2019), para. 2
17. Art. 27(2) of the Rome Statute

The Prosecutor v. Omar Hassan Ahmad Al Bashir, No. ICC-02/05-01/09 OA2, Judgment in the Jordan Referral re Al-Bashir Appeal (6 May 2019), para. 103.

18. Situation in Darfur, Sudan in the Case of (The Prosecutor V. Omar Hassan Ahmad Al-Bashir, Judgment, in the Jordan Referral re Al-Bashir Appeal), para. 89
19. Situation in Darfur, Sudan in the Case of (The Prosecutor V. Omar Hassan Ahmad Al-Bashir, Judgment, in the Jordan Referral re Al-Bashir Appeal), para. 90
20. Decision under article 87(7) of the Rome Statute on the non-compliance by South Africa with the request by the Court for the arrest and surrender of Omar Al-Bashir, para. 68

CRIMINAL MISCONDUCT IN CRIMINAL LAW OF UKRAINE AND FOREIGN COUNTRIES

Koshechkin A.B.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Criminal misconduct in international practice are wide used university in system of common and continental law.Most of the developed countries of the world historically came to, if one or another act is not of great gravity, which doesn't carry serious public danger and for commission of which provide for less severe punishment, rather than a crime, therefore, the investigation of this act should be carried out for a simplified procedure. At the junction of XIX-XX centuries, in domestic science of criminal law the thought was spread about the fact that next to the crimes can be identified more police offenses, however the nature of any offense nonetheless united, therefore they are all socially dangerous[1]

In 2012, a new Criminal Procedure Code was adopted in Ukraine, introducing the concept of "criminal offense", which combines two categories - crime, and criminal offenses. The material source of the criminal right for the future is defined by the "law of Ukraine on criminal liability" - it means the legislative acts of Ukraine, which establish this responsibility: the Criminal Code of Ukraine and the law of Ukraine on criminal offenses. on the day the relevant law enters into force. Thus, in particular, pre-trial investigation of criminal offenses shall be carried out solely in the form of inquiry and only within one (two) months from the date of notification to the person of suspicion; house arrest, bail or detention are not allowed during the investigation; no unspoken investigative (search) actions are committed; simplified trial in a court of first instance[2]

Several models of introduction of the institution of criminal misconduct are considered in the scientific environment. Each model is distinguished by many conceptual provisions: 1) the institution of criminal misconduct should be contained in the Criminal Code of Ukraine or in a separate legislative act, as stipulated in the current CPC of Ukraine in 2012; 2) what punishments can be applied for committing a criminal offense (or, for example, should restraint of liberty, imprisonment for a term up to 2 years); 3) what kind of actions should be transformed into criminal offenses (some scientists are offered to transform only some administrative offenses into criminal offenses, while others are proposed to include all administrative offenses, for which the Code of Administrative Offenses provides for penalties, which, in their content, are European human rights courts are criminal actions[3]

Criminal offenses are proposed to include such common crimes as unqualified theft, fraud, illegal drugs with no purpose, hooliganism, etc. As previously stated by Deputy Minister of Internal Affairs Vadim Troyan, the law on criminal offenses will allow to investigate criminal offenses, will unload investigators. Prior to the enactment of this law, only investigators conducted pre-trial investigations on all allegations and reports that contained information about criminal offenses. Following the introduction of the concept of "criminal misconduct" and the simplified procedure for its investigation, investigators will be able to concentrate on the disclosure of serious and particularly serious crimes.

After the legislative consolidation of the said type of criminal activity in the Concept in periodicals, this issue has become more widely covered.

Against this background, the study of misconduct in the criminal doctrine remains relevant and requires some logical and holistic reflection on such arguments.

First, the question remains what kind of offense can be committed in the case of criminal law enforcement. This act should be attributed to a non-criminal offense, a crime, or the act is a combination of these acts, or, in general, the transformation of some crimes and administrative offenses into criminal or criminal offenses is far-fetched.

In examining the position of European countries on the procedure for determining the limits of proceedings in criminal offenses, we note that information about this, for example, contained in the criminal proceedings of the French Republic.

In particular, police tribunals have been set up in this country for the category of cases that are part of the lowest level of the judicial system ("Small Tribunals"). This Tribunal (Police Tribunals) deals with minor offenses, which in turn are considered criminal offenses or misdemeanors (minor offenses), punishable by up to 2 months in prison or a fine.[4,317]

In France, these types of punishment have been associated with this category of crime since the Middle Ages[5,224]

Thus, if we analyze the information given immediately, we can conclude that one of the criteria for determining the limits of criminal proceedings is, first, the type of punishment, which should be a fine or imprisonment. Second, the size of these penalties, since, although some researchers point to other sizes], they necessarily indicate the length or extent of their penalties. Penalty for Criminal Offense: Imprisonment of up to ten years is expected for a criminal offense. If a misdemeanor is punishable by imprisonment, the court may impose a sentence of fine. This means that the convicted person is obliged to pay to the state budget an amount, the total amount of which depends on the judge's daily contribution, which is paid

over a certain number of days. The amount of the daily contribution shall be determined taking into account the defendant's income and expenses; but it may not exceed € 1000. The number of fine-days shall be determined taking into account the circumstances of the criminal act, but may not exceed 360 days (Articles 131-5 of the Criminal Code).

Finally, starting with an analysis of the procedure for determining the limits of criminal proceedings, following the example of another representative of the Anglo-Saxon system of law, namely the United States, for the sake of better understanding of this issue, let us first present the classification of crimes in this country.

In particular, they are divided into "felony" and "misdemeanor". "Missiminor" contains "less dangerous crimes" and "other minor violations for which criminal liability is provided." In turn, "less dangerous crimes" are considered offenses for which a sentence of less than 1 year in prison may be imposed (paragraph 3559, paragraph (a), section 18, COD); while "other minor criminal offenses" are considered offenses for which a maximum term of imprisonment of up to 5 days may be imposed. However, in each state, the grading of cases and sentences is different[4]

To sum up, the criminal offense acts as a minor wrongful act, to which most countries of the world have long defined the limits of the proceedings as not requiring full court or full trial, and usually such cases fall into the category of "minor offenses". , which greatly facilitates the task of the courts in the administration of justice.

References:

1. Таганцев Н. С. Русское уголовное право.Лекции, — СПб, 1902.— С.56

2. Кримінальний процесуальний кодекс України Ст.ст. 3, 38, 215, 217, 219, 294, 298—302, 381—382, 469, 497

3. Дмитрук, Михайло (2014). Кримінальний проступок : правова природа та ознаки: монографія / М. М. Дмитрук. – Одеса : Юрид. л-ра, 2014. – 221 с. – Бібліогр.: с. 202-221. (українською). Одеса: Юрид. л-ра. с. 221.

4. Молдован В.В. Молдован А.В. Судоустрій. Україна, Велика Британія,Російська Федерація, США, ФРН, Франція. Судові органи ООН. [текст]: Навч. посіб. / В.В. Молдован, А.В. Молдован – К.: Центр учбової літератури, 2013. – 364 с.

5. Бостан Л.М., Бостан С.К. Історія держави і права зарубіжних країн. 2-е вид. перероб. й доп.: Навч. посібник. – К.: Центр учбової літератури, 2008. – 730 с.

INTERNATIONAL LEGAL ASPECTS OF FIGHT AGAINST THE ILLICIT FIREARMS TRAFFICKING

Leshchenko K.S.
National Aviation University, Kyiv
Scientific adviser – Kaspruk O.S., PhD, Lecturer

The unlawful circulation of firearms, explosives and devices has always been a serious threat to public safety. Thousands of crimes related to the trafficking of firearms, ammunition and explosives are reported annually in Ukraine. These crimes, in turn, create the conditions for committing other, more serious crimes - robberies, killings, acts of terrorism and more. Only in December last year, seven people were killed in an armed attack on banking institutions [1]. The number of homicides with firearms remains steadily high every year. A comprehensive scientific study of international legal problems arising in the framework of regulation of arms trafficking between states is relevant in modern conditions. Development of proposals to supplement existing international legal acts in the field of arms trafficking is necessary to eliminate these problems in the future.

In Appendix I to the European Convention on the Control of the Acquisition and Possession of Firearms by Individuals of June 28, 1978, the concept of "firearms" is disclosed as "any object which is designed or adapted as a weapon from which a shot, bullet or other missile, or a noxious gas, liquid or other substance may be discharged by means of explosive, gas or air pressure or by any other means of propulsion" [2].

Armed attacks cause irreparable damage to the life and health of citizens, have a resonant nature, increase fear and feelings of insecurity in the population, neutralize in the public consciousness the efforts of the state aimed at stable development of society, ensuring human rights and freedoms, creating decent living conditions. The international community is also increasingly recognizing the threat of arms trafficking not only as an internal problem of states, but also as a significant factor in influencing transnational organized crime, including drug trafficking, money laundering, terrorist financing and more.

The process of establishing international legal regulation of arms trafficking has historically been difficult. However, with the development of international cooperation, multilateral international treaties have been applied, among which are agreements with a limited number of participants (closed agreements) and general agreements. It should be noted that international law regulates in the sphere of arms trafficking only relations relating to general issues affecting international interests as a whole or the interests

of a group of states. Legal regulation of arms trafficking is predominantly carried out by domestic law. In foreign literature, the emphasis is made on the fact that "... at a first approximation in the study of the legal aspects of the problem of international arms trade, we could talk about the relevant norms of international law. However, such an approach will only lead to limited results, since until now the management and restrictions associated with international arms deliveries have been, above all, the prerogative of national law"[3, p. 21]. In particular, it is necessary to improve the legal framework for combating arms trafficking.

International law can distinguish several basic criteria in relation to weapons prohibited for use, among which the ability to cause extensive, long-term and serious damage. Trafficking in weapons in a particular country can threaten stability in neighboring countries. For example, the recent crisis in Libya has allowed criminal groups to seize firearms, ammunition and ground-to-air missiles, which has not only resulted in a major armed conflict in the country itself, but has also contributed to increased crime in neighboring countries. Events have shown that in such a situation, the capabilities of the police and military agencies are sharply reduced. Not only does firearms affect crime and security, but it is also a profitable commodity for crime groups. In this regard, the development of effective measures to prevent the illicit trafficking of weapons is a pressing issue of international and national importance.

Currently, the legal regulation of arms trafficking has not yet been finalized. The leading role in the regulation of arms trafficking is played by national export control mechanisms. Further improvement of the international legal regulation of arms trafficking should be based on the creation of universal mechanisms that would prevent uncontrolled arms trafficking and its consequences.

References:

1. Єдиний портал органів системи МВС України [Електронний ресурс]. - Режим доступу: http://mvs.gov.ua/mvs/control/main/uk/publish/article/ 762153.

2. European Convention on the Control of the Acquisition and Possession of Firearms by Individuals [Електронний ресурс]. - Режим доступу: https://www.coe.int/en/web/conventions/full-list//conventions/treaty/101.

3. Sheehan K. Executive-Legislative Relations and the U.S. Arms Export Control Regime in the Post-Cold War Era // Columbia Gournal of Transnational Law. – 1995. – Vol. 33. – N 1. – P. 179–216.

FEATURES OF COMPLICITY IN CRIME IN ROMANO-GERMANIC (FRANCE) AND ANGLO-SAXON LEGAL FAMILIES

Liashenko L.A.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

It is known that crimes are committed not only alone. Quite often, several individuals are involved in the same crime, acting in concert and directing their actions to achieve a single result. In such situations, the question arises of complicity in the crime.

In most cases, complicity significantly increases the public risk of criminal mischief, which is why developing an institution of complicity is an important part of criminal law, and especially in the criminal organization. It poses a serious threat to the security of the state.

The vast majority of countries in the world can be attributed to one of two major legal families: the Romano-Germanic (to which France belongs) and the Anglo-American (which includes the United Kingdom). However, despite the fact that some of them belong to one type of legal family, there are different approaches to the institution of the joint involvement of several persons in committing a crime. These differences concern not only certain complex issues of the institute, but also affect the general theoretical foundations of its legal nature.

Like many other institutions of English criminal law that have evolved in the common law system for more than a century, complicity has a long history. Prior to the publication of the Law on Criminal Law, the classification of accomplices was linked to the division of crimes into three large groups: treason, felony, misdemeanor. [1].

In the Anglo-Saxon system of law, the theory of accessory complicity does not work, that is, the responsibility of the accomplices is not related to the responsibility of the perpetrator, it is enough to establish the fact of committing a crime in order for the accomplices to be held responsible.

It should be noted that by the time of the adoption of the Criminal Law Act of 1967 in England, there was a certain system of complicity applicable to felony, which included executors and their accomplices before and after the commission of the crime. The perpetrators, in turn, were divided into first-degree perpetrators and second-degree perpetrators, and accomplices, into accomplices, before committing the crime and after committing the crime. As a general rule, to admit

a person guilty of a crime, it must be proved that the perpetrators and accomplices had a common intention to commit the crime before committing the crime. [4].

As noted earlier, crime was divided into felony and misdemeanor by material criteria. However, with the adoption of the Criminal Law Act in 1967, this graduation was abolished. This led to the cancellation of the four-member classification of accomplices. However, judges assess the «contribution» of each of the offenders when sentencing, so the problem of complicity is still of interest to English lawyers.

Nowadays, the term «accomplices» is also used in criminal law, but some lawyers refer only additional participants here as those involved in committing the crime, assisting in committing it, while others include any participants in the crime, including the perpetrator.

According to modern doctrine, the perpetrator is the person who committed the crime in whole or in part with his own hands, with the help of an innocent mediator or with the use of technical means.

The Criminal Code France also does not contain a general definition of the concept of complicity and its forms. He only distinguishes between the perpetrator and the accomplice. According to the doctrine, the complicity institute is based on accessory theories of complicity: participants, assisting the performer, automatically join, that is, borrow a criminal character. Complicity is determined by the actions of the perpetrator, and the accomplices bear the same responsibility as the perpetrator, if they knowingly engage in the crime, are aware of the intentions and facilitate its execution. [3].

For the article. 121-7 of the Criminal Code is an accomplice of a crime or misdemeanor is a person who, by his / her own help or assistance, facilitated his / her preparation or completion. [4, p.79]. Complicity based on the content of Art. 121-7 of the Criminal Code, is a) in aiding or abetting a crime and b) in inciting.

At the same time, paragraph 2 of Article 121-7 of the Criminal Code recognizes provocation as a separate form of complicity. This provision provides that the accomplice of a crime is a person who, through gifts, promises, threats, demands, abuse of power or authority, provoked a criminal act or gave instructions for its commission.

It follows that the act of complicity includes both material and moral signs of a criminal act.

The doctrine of criminal law permits complicity in acts of negligence on the ground that the actors were equally aware that they were at risk. These are crimes related to traffic violations.

References:

1. Кримінальне право Англії. Співучасть у злочині [Електронний ресурс]. − Режим доступу: https://stud.com.ua/163093/pravo/spivuchast_zlochini

2. Кримінальне право зарубіжних країн. Співучасть у злочині за кримінальним правом Англії та США [Електронний ресурс]. - Режим доступу: http://uadoc.zavantag.com/text/10160/index-1.html?page=4

3. Кримінальне право зарубіжних країн. Співучасть у злочині за кримінальним правом Франції [Електронний ресурс]. − Режим доступу: http://uadoc.zavantag.com/text/10160/index-1.html?page=6

4. Уголовный кодекс Франции. Научные редакторы Головко Л.В., Крылова Н.Е. Перевод с фр. Крылова Н.Е. — Юридический центр Пресс Санкт-Петербург, 2002. — 650 с.

RULES FOR DIVORCE FOR INTERNATIONAL COUPLES

Lohvynenko Yana
National aviation university, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

One of the consequences of the growth of democracy, globalization, the opening of borders and migration of the population was an increase in the number of internationalism marriages and marriages with a foreign individual which set the international community the need to enhance the legislative framework for such marriages.

The most of international couples find at a time of relationship breakdown that two or more countries can deal with issues regarding their family. Whilst the laws about getting a divorce are similar across many countries, the financial outcomes accompanying the divorce can be tremendously different. It is very significant to find out which is the best country for you for any proceedings. An outcome in one country may be extremely advantageous to an applicant, presumably the wife, alternatively to the paying party, perhaps the husband. There is much inequity and grievance to international families by the wide disparity of final financial orders made in various countries. Specialist legal advice should be taken at a very early stage in the breakdown of the relationship about where any divorce or other family proceedings should take place.

So if you are in a relationship with a foreign citizen, you must to determine that and you may want to find out about the rights and responsibilities that you have under international family law. The Hague Conference on Private

International Law has attempted to harmonize rules on marriage, divorce, and child custody across national boundaries.

In general, nations will recognize marriages that are legitimately performed in other nations. This may be more complex in the area of same-sex marriage, however, which many countries still do not recognize. A same-sex couple in a country that does not allow same-sex marriage may travel to another country to get married, but it is far from certain whether their marriage will be recognized as valid when they return to the country where they reside.

Divorces also are generally recognized as lawful across national boundaries under the Convention on the Recognition of Divorces and Legal Separations. There may be some exceptions when recognizing a divorce would be contradictory with a nation's public policy. A nation where the divorce was not granted might not recognize its validity if it appears that one of the partners did not have a fair opportunity to assert his or her rights during the divorce proceeding. A divorce also might not be recognized if the spouses were citizens of a state that did not allow divorce at the time.

Property Division

The Convention on the Law Applicable to Matrimonial Property Regimes allows spouses to choose which laws will determine how property will be divided when their marriage ends. A couple can choose the law of any country where either spouse is a citizen, the law of any country where either spouse has a primary residence, or the law of any country where one of the spouses has started a new primary residence. If the couple does not make a choice, their marital property is divided according to the law of the first state where they had their primary residence after marriage.

The problem is that this Convention has not been extensively ratified, so its regulations do not apply broadly. Courts have needed to find creative solving when marital property is in a country where neither spouse is a citizen or a resident, since the court does not have authority over this property. From time to time, when one spouse controls these types of assets, the court simply will order that spouse to compensate the other spouse with assets over which the court does have authority.

Child Custody and Child Support

Uniform laws on child custody have not yet been developed, but the Hague Conference on Private International Law has addressed the issues of parental child abduction and child support. Regarding abduction, states have agreed that a child should be returned to his or her country of primary residence if one parent takes the child away from that country. This means that nations will cooperate in restoring a custody arrangement after an attempt to violate it by one of the former spouses.

The Convention on the International Recovery of Child Support and Other Forms of Family Maintenance provides some transnational rules on child support. Former spouses who had been ordered to pay child support sometimes dodged these payments by moving to other countries where they could not be reached. This Convention responded by requiring nations to enforce child support agreements created in other nations, which means that move across borders will need to keep up with their support payments by people.

And of course you can file your request with the courts in the country where: you and your spouse dwell; you final lived together – provided one of you still lives there; one of you lives – provided you are filing a shared request; your spouse lives; you live, if: you have lived there for at least 6 months immediately before filing; and you are a national of that country; if you are not a national, you can file only if you have lived there for at least 1 year immediately before filing; both you and your spouse are nationals.

The first court where the request is filed that meets these conditions has competence to rule on your divorce.

The court with powers to transform a legal separation into a divorce is the court in the EU country that ruled on the legal separation - as long as this is in line with that country's regulations.

The court with powers to rule on divorce may also determine on different issues. Summing up all of the above, I can say that First, the law of the states of the European Union regulates the form of marriage at the place of marriage, and the material conditions are determined by the personal law of each of the persons who marry. Secondly, as a general rule, the right to marry is determined by the personal law of each spouse. They may exercise their choice of law if they do not have a common personal law, a common place of residence, or if neither of them has a personal law that is consistent with the law of the State of their common place of residence.

References:

1.Кисіль В. І. Міжнародне приватне право: питання кодифікації.— К.: Україна, 2000, — 430 с.

2.Ануфриева Л. П. Международное частное право: учебник для студ. вузов, обучающихся по спец. «Юриспруденция». — 2-е изд., перераб. и доп. — М.: Проспект, 2009.— 687 с.

3.Гаазька конвенція з міжнародного приватного права 1893 р. / http://www.rada.gov.ua.

4. Divorce and separation. Information on divorce law applicable in cases of international couples in the EU. https://ec.europa.eu/info/policies/justice-and-fundamental-rights/civil-justice/family-law/divorce-and-separation_en

THE USE OF CONFISCATION OF PROPERTY AS A TYPE OF PUNISHMENT

Mychka L.M.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Property confiscation has changed over the period of its existence. Given that this type of punishment is one of the oldest, the transformations were natural, since property confiscation, like any other phenomenon, depends on the socio-political changes that characterize a particular period.

Turning to the problems of today in the context of globalization processes, not taking into account the retrospective analysis of confiscation of property, the Ukrainian legislator, with the introduction of special confiscation as another measure of criminal nature, actually introduced the so-called two-track system of criminal sanctions (punishment and criminal offense), which is known to most European countries.

The changes that have yet to be determined indicate the implementation of a clear pro-European course aimed at harmonizing national criminal law with European Union law. In such circumstances, confiscation of property with existing unresolved problems, despite the existing developments in this direction and contradictions among scientists about its essential nature, which do not subside, is gaining new importance that needs deep reflection [1, p.217].

It should be noted that the confiscation of property is a type of criminal punishment that involves the forcible seizure of all or part of the property that is the convicted person's personal property free of charge. This type of punishment is always used as an additional punishment, and only if it is provided for by the sanction of an article in which a person is held criminally liable, and provided that he has committed a serious or particularly grave self-serving crime. According to some scholars, this type of punishment is inappropriate, while others consider it quite effective [2, p.260].

The term «confiscation» of Latin origin (confiscation), in literally translates to selecting anything in the treasury. When confiscated under certain conditions, any property may be seized in whole or in part: things, money, securities, etc., which distinguishes confiscation from fines and other pecuniary penalties [3].

In the international scientific forums over the last decade, the question of the effectiveness and expediency of the existence of criminal penalties in the form of confiscation of property has been repeatedly raised. Although this type of punishment cannot claim to be a new phenomenon for the society,

despite the change of criminal law, the development and humanization of society and the revision of the existing moral foundations of the study of different theoretical and legal definitions of property confiscation remains an urgent problem of our time [4, p. 172].

It should be noted that confiscation of property can be applied only by court decision in cases, scope and order established by law. The confiscation of property may be ordered for serious and especially grave self-serving crimes only as an additional punishment and only in cases expressly provided for in the sanction of the article, in which the convicted person acts. According to Article 59 of the Criminal Code of Ukraine, confiscation of property consists in the forcible seizure of all or part of the property which is the personal property of the convicted person free of charge [5].

Property confiscation is an additional type of punishment that can be applied by a court to persons found guilty of committing a serious or particularly grave self-serving crime in cases specifically provided for by the Special Part of the Criminal Code of Ukraine [2, p.261].

Property confiscation may be complete or partial. When deciding on the use of confiscation of property as an additional punishment, the courts should not allow a formal approach to this issue and are obliged to take into account in each case the public danger of the crime, the degree of guilt of the defendant and the data about his person [2, p.261].

The above gives reason to generalize the problem of property confiscation as a scientific problem and come to some conclusions. First, the crime rate in Ukraine necessitates the use by the court of confiscation of property as a type of criminal punishment. Secondly, on the basis of a critical analysis of the current legislative provisions and the views of forensic scientists, such a doctrinal definition of confiscation of property is a measure of coercion applied on behalf of the state by a court sentence to a person found guilty of a criminal offense and is limited by its law. the property to confiscate all or part of the property. Third, comparing the degree of restriction of property confiscation in terms of human rights to property, we consider it a rather severe type of punishment. Such a constant is related to the fact that in modern conditions the importance of the property right is higher for the person than the right to freely choose the type of occupation. Fourth, there is a need to differentiate the confiscation of property as a criminal penalty, as an administrative penalty and as a form of enforcement of a civil obligation.

References:

1. Поляков В. Конфіскація майна: на шляху до євроінтеграції // В. Поляков // Юридичний вісник. – 2014. – №6. – С. 217-221.

2. Бурда С.Я. Юридичний аналіз покарання у виді конфіскації

майна як додаткового покарання за КК України / С.Я. Бурда // Науковий вісник Львівського державного університету внутрішніх справ . – 2012. – № 1. – С. 260-268

3. Горбачова І.М. Розмежування конфіскації і спеціальної конфіскації / І.М. Горбачова // Актуальні проблеми держави і права. – [Електронний ресурс]. – Режим доступу: http://www.apdp.in.ua/v32/39.pdf.

4. Соловій Я.І., Гуцуляк М.Я. Теоретико-правова регламентація та практика застосування покарання у виді конфіскації майна / Я.І. Соловій, 91 М.Я. Гуцуляк // Науково-інформаційний вісник право. – 2015. – №11. – С. 172-180.

5. Виконання рішень про конфіскацію майна / Ратнівська районна державна адміністрація [Електронний ресурс]. – Режим доступу: http://ratadmin.gov.ua/upravlinnia-iustytsii-informuie/item/738-vykonannyarishen--pro-konfiskaciyu-mayna.

INTERNATIONAL LEGAL QUALIFICATION OF THE HYBRID WARFARE

Mychka L.M.
National aviation university, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

The current state of international peace, under the influence of the steady growth of innovative technologies, the development and inhibition of economies of different subjects of international law, the strengthening of data transmission devices and other newest means, is undermined by the discovery of a new phenomenon of «hybrid warfare».

The question of war is always relevant in all times of humanity. Today, this social phenomenon is devoted to a huge array of literature, including domestic, philosophical, political, legal etc. According to the 19th century German military theorist Carl von Clausewitz, who believed that every war is a chameleon by nature, and is the author of the famous work «On War» [1]. We can conclude that war always remains - war, only external appearance changes, so the nature of each war must be determined separately.

As for the «hybrid warfare», the definition of this concept is unconventional, because it does not exist in international law. What exactly is a hybrid warfare, what are the features that separate this war from others?

In various terminology dictionaries you can find definitions of a hybrid warfare, for example: «Hybrid warfare is a war whose main tool is to create an aggressor state in a state chosen for aggression, internal contradictions and conflicts, and then use them to achieve the political goals of aggression, which are usually are achieved by war ”[2].

Since 2004, the North Atlantic Alliance (NATO) has recognized the term “hybrid warfare” as the most appropriate to refer to new forms of aggression. Since 2006, this phrase has been widely used to describe military realities in Lebanon and other countries. This issue is still being addressed at NATO summits, and other international organizations, such as the European Union.

In the Joint Framework Document of the European Parliament and of the Council (2016), hybrid threats are defined as “the combination of coercive and subversive activities, traditional and non-traditional methods (ie diplomatic, military, economic, technological) that can be used in concert by states or non-state actors to achieve specific goals while remaining below the threshold of a formally declared war. ”[3]

The MCDC (Multinational Capability Development Campaign) project, Understanding the Hybrid Warfare, also focuses on the descriptive nature of the hybrid threat concept. An analytical report as of January 2017 states that hybrid warfare involves the simultaneous use of military and non-military means [4].

The Council of Europe Assembly, during its 2018 regular session, identified the following signs of a hybrid warfare: the threat of a «hybrid warfare» based on a combination of military and non-military means such as cyberattacks, mass misinformation campaigns, including the spread of fake news, and the election process through social media, disruption of communication systems and other networks, and other actions. Cyber attacks are especially dangerous because they can affect a country’s strategic infrastructure, such as the power grid, air traffic management system or nuclear power plants. Therefore, a «hybrid warfare» can destabilize and undermine the life of society as a whole, leading to numerous losses. The constant expansion of the use of such tactics, especially in combination with one another, heightens concerns about the adequacy of existing legal rules.

A significant proportion of approaches to understanding the nature of the «hybrid warfare» is realized through the lens of the activities of the Russian Federation, which, according to many politicians and scholars, initiated the phenomenon of the modern hybrid warfare.

One can also distinguish between hybrid warfare: a hybrid warfare is not declared: it allows the aggressor country to manipulate international opinion, and the aggressor country cannot adequately respond to the threat

because there is no legal basis (no martial law is declared). The essence of a hybrid warfare is the destruction of the national - state civil identity of the rival country [5].

Regarding the international response to hybrid threats, it can be noted that at the beginning of April 2016, the European Commission adopted the Common Principles for Combating Hybrid Threats - European Union Response. [6].

Thus, reflecting on the events that have taken place in the world in recent years, one can understand that the world is not always ready to confront realities, such as the «hybrid warfare», which requires the improvement of the rules of international law. With the development of technology, the conditions of war are changing; habitual fighting is replacing information technology, and their component is becoming more and more important, changing the cause and purpose of this war. The main task now is to reduce aggression and regulate conflicts related to the threat or the introduction of a hybrid warfare.

References:

1. Клаузевиц К. О войне / Карл фон Клаузевиц / [пер. с нем.]. – М. : Изд-во Эксмо ; СПб. : Изд-во Terra Fantastica, 2003. – 864 с. (Антология мысли).

2. Війна «гібридна»//Політологічний енциклопедичний словник / Уклад.: Л. М. Герасіна, В. Л. Погрібна, І. О. Поліщук та ін. - [За ред. М. П. Требіна]. - Харків: Право, 2015. - 816 с.

3. Joint communication to the EP and the Council. A EU response 2016. [Electronic resource] – Access mode: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52016JC0018.

4. Countering Hybrid Warlafe Project. [Electronic resource] – Access mode: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/647776/dar_mcdc_hybrid_warfare.pdf

5. Дорошенко А.С. Гібридна війна в інформаційному суспільстві / А.С. Дорошенко // Вісник Національного університету «Юридична академія України імені Ярослава Мудрого». – 2015. – № 2(25). – С.21-28

6. Joint Framework on countering hybrid threats a EU response . [Electronic resource] – Access mode: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52016JC0018

CRIMINAL LIABILITY FOR CRIMES AGAINST PERSONS AND INSTITUTIONS THAT HAVE INTERNATIONAL PROTECTION

Nesterenko S.A.
National Aviation University, Kyiv
Scientific adviser – Shyrokova-Murarash O.G., PhD of Historical Sciences, Associate Professor

At the present stage of development, the criminal legal system of the state requires further harmonization with the generally recognized principles and norms of international law, harmonization with the European legislation. Therefore, in the field of crime prevention, comparative studies of foreign criminal legislation of countries are of particular importance. At the present stage of development, the criminal legal system of the state requires further harmonization with the generally recognized principles and norms of international law, harmonization with the European legislation. Therefore, in the field of crime prevention, comparative studies of foreign criminal legislation of countries are of particular importance.

The location of the norms on crimes against persons and institutions that have international protection in the structure of foreign criminal legal acts allows us to assess the approaches of legislators of various countries to the nature of the public danger of such attacks, and therefore to the vision of their object. Thus, in the criminal code of a number of post-Soviet States (Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Uzbekistan), such acts are recognized as crimes against the peace and security of mankind.

The idea of the Ukrainian legislator about the object of crimes against persons and institutions that have international protection is the closest to his understanding of the legislators of the «post-Soviet States».

The Ukrainian legislator refers to persons and institutions that have international protection as victims of a crime under article 444 of the criminal code. most foreign criminal laws use a different legal technique in determining them,so many of them specify which officials meet this feature of the crime. Of particular interest is the criminal code of Moldova, article 122 of which contains an exhaustive list of internationally protected persons. In contrast to article 444, some foreign laws directly include family members of official representatives of international organizations or foreign officials as victims.

The subject of crimes against persons and institutions that have international protection in most foreign codes is identical to the one provided for in article 444. this is the office and residential premises of these entities.

At the same time, some foreign criminal code does not select special rules for encroachments on premises that belong to persons who have an international passport, for example, such crimes are non-objective under the criminal law of Poland.

This approach is imperfect, since it contradicts the requirements of international Conventions.

In terms of the studied criminal laws, the acts that are included as a mandatory feature in the objective side of crimes against persons and institutions that have international protection differ little from those described in article 444 of the criminal code of Ukraine. Thus, the criminal laws of Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Poland, and Tajikistan provide for attacks on persons or premises. The criminal code of Estonia establishes responsibility for entering the territory of a building or premises or seizing them.

It is advisable to pay attention to the presence in foreign criminal law acts directed against persons or institutions that have international protection, article 444 of the criminal code of Ukraine are not mentioned (we do not take into account encroachment on life of a person enjoying international protection as domestic law, it is included in the objective side of another crime - article 443 of the criminal code of Ukraine).

It should be emphasized first of all that the use of the synchronous comparative method has shown that in the domestic legislation the basis of criminal liability for crimes against persons and institutions that have the national protection of article 444 of the criminal code of Ukraine for many of its content characteristics is more perfect than similar provisions of a number of criminal legal acts of foreign States. It adequately meets the requirements of international conventions that require the criminalization of such attacks. In particular, this concerns the extension of article 444 of the criminal code of Ukraine as a violation against the official representatives of foreign States, and against other persons with international protection (including representatives of international organizations), in her description of alternative forms of crimes against such persons: assault, kidnapping, deprivation of freedom definition in its disposition requirements regarding the subjective context of encroachment by human activities, which allows to distinguish it from ordinary crimes against the person. At the same time, the study of foreign legislation has shown some shortcomings of the normative fixing in the criminal code of Ukraine of elements of crimes against persons and institutions that have international protection.

References:

1. Ральченко І. М. Кримінальна відповідальність за злочини проти осіб та установ, що мають міжнародний захист (ст. 444 КК України) : автореф. дис. на здобуття наук. ступеня канд. юрид. наук : спец. 12.00.08 «Кримінальне право та кримінологія; кримінально-виконавче право» / І. М. Ральченко. – Харків, 2016. – 16 с. Ральченко І. М. Мета провокації війни як ознака злочинів проти осіб та установ, що мають міжнародний захист: проблеми встановлення змісту та значення [Електронний ресурс] / І. М. Ральченко // Вісник Харківського національного університету внутрішніх справ. – 2015. – № 2. – С. 117–124. – Режим доступу: http://nbuv.gov.ua/UJRN/VKhnuvs_2015_2_18

THE IMPORTANCE OF ARBITRATION AGREEMENT FOR CONSIDERATION OF CASES IN INTERNATIONAL COMMERCIAL ARBITRATION

Oleksiuk D.M.

National Aviation University, Kyiv
Scientific adviser – Chornolutsky R.V., Doctor of Law, Professor.

Arbitration agreement - is an agreement concluded between the parties to submit to arbitration disputes, that may arise in connection with specific legal relationships.

In general, there are several approaches to the legal nature of arbitration agreements and their types. In Ukraine, in accordance with the law, in fact, there are two types: arbitration clause and the arbitration agreement contained in Art. 7 of the Law of Ukraine "On International Commercial Arbitration" [1].

The arbitration agreement, it's existence and validity are closely related to all legal relations arising in the sphere of international commercial arbitration, starting from the stage of possible appeal by one of the parties to the state courts when denying the jurisdiction of the arbitral tribunal to consider disputes, in the consideration of cases concerning the dismissal . Therefore, the definition of the concept of arbitration agreement, it's legal nature, essential conditions, grounds for invalidation is very important in the study of the whole institution of international commercial arbitration [2].

The range of legal relationships, that are enshrined in the agreement are material and taken into account in the course of litigation. An arbitration agreement can be in two cases, the first when the dispute is already the culprit and the second, when the dispute may arise in the future.

Concerning the form of the arbitration agreement, in order for the future arbitration award to be enforceable, namely the value of the arbitration award, the arbitration agreement must be set out in writing. This is the requirement of Part 2 of Art. 7 of the Law of Ukraine "On International Commercial Arbitration", Art. II New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards in 1958 and Art. 1 of the UNCITRAL Arbitration Rules [3].

Considering the practice of Ukrainian companies that are participants in foreign trade activities and problems that arise during the consideration of these disputes, it should be noted that the arbitrators do not determine the type of arbitration itself. Due to such a grave error, a permanent arbitration body or ad hoc arbitration is unable to continue the dispute and will have to admit its jurisdiction. It is also common for parties to file a lawsuit before

a state court, and the court cannot accept such a dispute for consideration. The state court clarifies that the parties have entered into an arbitration agreement and automatically dismissed the dispute before the state courts.

Based on the conclusion of the Grand Chamber of the Supreme Court on the explanation of the inaccuracies in the arbitration agreement, the court must interpret the minor errors and inaccuracies in the name of the arbitration institution provided for in the arbitration agreement in favor of international commercial arbitration. However, deciding whether or not the arbitration agreement is enforceable due to errors in the name of the arbitral institution is at the discretion of the court, which makes a decision taking into account all the circumstances of the case [4].

While discussing the issue of recognition and enforcement of arbitration agreements during the round table, Pavel Belousov, partner of Aequo Law Firm, ICAC arbitrator, noted: "First, it is inadmissible to discuss the possibility of declaring such an arbitration agreement as null and void in terms of the application of the Civil Code of Ukraine. the transaction is not directly established by the legislation of Ukraine. Second, the position of the courts in considering reality, validity and enforceability of arbitration agreements is unclear, stating that the arbitration agreement must contain the clear name of the arbitration institution to which the parties intended to refer their dispute. The International Commercial Arbitration Act 1994 enables the parties to conclude an arbitration agreement for the transfer of all or certain disputes to any arbitration, whether it is created specifically for a particular case (ad hoc arbitration) or by a permanent arbitration institution (institutional) arbitration) "[5].

Summarizing the above, it can be noted that the arbitration agreement is a necessary tool for the settlement of foreign economic relations. When concluding an arbitration agreement, it is advisable for the parties to correctly state all possible situations that may arise during their activity. It is necessary to specify precisely the range of legal relationships, the type of arbitration, its name, the number of arbitrators, determining the procedure for appointing arbitrators, determining the venue and language and determining the substantive law of a particular state to determine the rights and obligations of the parties to the dispute. Further refinement of the arbitration proceedings and their analysis will be important for the prompt and effective resolution of disputes.

References:

1. On International Commercial Arbitration [Electronic resource]: Law of Ukraine of February 24, 1994 No. 4002 - XII. - Access mode: http:// zakon4.rada.gov.ua/ laws / show / 4002-12

2. Tirat G.A. International Commercial Arbitration: Educ. Tool. - K .:

Truth, 2002. - P. 19.

3. UNCITRAL Arbitration Rules [Electronic resource]. - Access mode: http://zakon3.rada.gov.ua/laws/show/995_059

4. New Arbitration Legislation - Together for Victories [Electronic resource]. - 2019. - Resource access mode: https://supreme.court.gov.ua/supreme/pres-centr/news/622198/.

IMPLEMENTATION OF INTERNATIONAL STANDARDS FOR PREVENTING GENDERED VIOLENCE IN UKRAINE

Pershina A.

National Aviation University, Kyiv

Scientific adviser – Korotky T.R., PhD in Law., Associate Professor

Gender-based violence is violence that is perpetrated against a person because they are of a particular gender. Gender-based violence takes the form of physical, sexual economic as well as psychological humiliation through exploitation, discrimination, threats and repression. He has been countered by many international instruments, including the UN Convention on the Elimination of All Forms of Discrimination against Women, UN Declaration on the Elimination of Violence against Women. In many cases, gender-based violence is a violation of Ukrainian law and may qualify as an administrative offense or a criminal offense.

The problem of gender-based violence was recognized worldwide only with the adoption in 1993 of the Declaration of the UN General Assembly “On the Elimination of Violence against Women”. Under its influence, since 1999, annually under the auspices of the United Nations, the world-wide action “16 Days to Combat Gender-Based Violence” has been held, the time frame of which covers the period from November 25 (International Day for the Elimination of Violence against Women) to December 10 (World Human Rights Day) [1].

The principle of securing gender equality of knowledge in the articles of the Constitution of Ukraine, as well as in thinking about securing the protection of civil society, in general, of cultural and cultural benefits, is important to them [2].

The Cabinet of Ministers of Ukraine approved the State Social Program for Ensuring Equal Rights and Opportunities for Women and Men for the Period up to 2021 on April 11, 2018. Under this program, the problem of insufficient implementation of the principle of equal rights and opportunities for men and women expected to be solved by using an integrated approach and the implementation of measures to implement these priorities [3].

In 2019 there was a major event hundredth session of the International Labor Organization. A new international standard was adopted - Convention No. 190 on the Elimination of Violence and Harassment at Work. This new standard should protect employees. Such a convention takes into account both gender and sexual assault, but it is not limited to gender aspects of harassment and violence. It also examines and covers many areas where violence at work may occur - for example, moral pressure in the workplace.

The scope of ILO Convention No. 190 extends directly to the place of work, to the place where salaries are received, to rest or to eat, to sanitary facilities, locker rooms, and accommodation provided by the employer [4].

The Committee on the Protection of Women's Rights and Gender Equality of the Confederation of Free Trade Unions of Ukraine has launched a campaign to ratify the new ILO Convention No. 190 on the Elimination of Violence and Harassment in the World of Work. Independent trade unions have decided to strengthen the fight against these phenomena in the primary and regional levels. Flashmob training and launching campaign started.

Ukraine has not ratified the Istanbul Convention. The church plays a negative role because it is actively campaigning against the convention and has an impact on a large proportion of people. Ratification would allow Council of Europe experts to monitor Ukraine's fulfillment of its obligations, and Ukraine would have the right to demand greater responsibility for offenders of Ukrainian citizens abroad. In addition, it makes it possible to claim responsibility for offenders who are hiding abroad.

In addition, according to its provisions, workers must be protected from violence and harassment during business trips, travel, including to work and home, during training, events or social activities, during work-related communications activities.

The implementation of international legal standards for equality and protection of women's rights in national law is based on common implementation mechanisms. International standards on equality between women and men requires at this stage of Ukrainian state comprehensive normative measures for the adoption of special laws.

It should also be noted that the areas of international law that are resolved to resolve the contradictions between additional special measures in favor of women and the principle of equality give a model of consistent understanding of the importance of women in society, determine ways of overcoming the deformation of the social role of women in society and in fact ensure the realization of the principle of equality women's and men's rights, international standards for women's equality among themselves, as well as political and economic rights.

At the same time, international human rights norms operate in Ukraine both indirectly, through the norms of the Constitution and other laws of Ukraine,

and directly, and in the latter case, they have priority over the relevant norms of domestic law.

References:

1. Chizhmar K. Realization of international legal standards of equality and protection of women in the legal system of Ukraine / Entrepreneurship, economy and law. - № 7. - 2018 [Electronic resource]. - Access mode: http://pgp-journal.kiev.ua/archive/2018/7/26.pdf

2. The Constitution of Ukraine of June 28 in 1996 - No. 254k / 96-VR [Electronic resource]. - Access mode: https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80

3. State social program for ensuring equal rights and opportunities for women and men for the period up to 2021: Cabinet of Ministers of Ukraine Resolution No. 273 of April 11, 2018 [Electronic resource]. - Access mode: https://zakon.rada.gov.ua/laws/show/273-2018-%D0%BF

4. Bilosorochka S. I. Gender equality in international legal documents ratified by Ukraine [Electronic resource]. - Access mode: http://www.kbuapa.kharkov.ua/e-book/tpdu/2017-4/doc/5/03.pdf

INTERNATIONAL DEVELOPMENT AND PROSPECTS OF ESTABLISHMENT OF THE INSTITUTE OF MEDIATION IN UKRAINE

Ryzhuk Yu.V.
National Aviation University
Scientific adviser – Drachov O.V., PhD in Law, Associate Professor

Mediation Institute began its development in the twentieth century in the Anglo-Saxon law - the USA, Australia, UK.

The source of mediation in the US is labor disputes. Here in 1972 a professional organization of mediators was formed. In 1982, the first mediation courses opened in the United States. Private dispute resolution procedures are also common here. The United States has a National Institute for Dispute Resolution, which is developing new methods of mediation.

The legislative basis for mediation is the “Uniform Mediation Act 2001”. According to this document, mediation is the process by which the mediator facilitates communication and negotiation between the parties to help resolve disputes through a voluntary agreement [1]. The act emphasizes confidentiality in business mediator and highlights moments in which this privacy impossible.

There are also local regulations governing the activities of the institute of mediation in some states. They are based on the 2001 Act, supplement it, and define the procedure for mediation.

Therefore, the US jurisprudence is directed to the voluntary resolution of conflicts, before the court session. No negotiation process is taking place in this country without mediators.

In the future development of the institution of mediation, the court shall be the official who will review applications received by the court and with the opportunity to offer the parties to resolve the conflict using a mediator. Currently in the US there is only one law "On mediation".

In European practice, Directive 2008/52/EC of the European Parliament and of the Council on certain aspects of mediation in civil and commercial matters was approved as early as 21.05.2008 and provided for the implementation of the relevant rules in the Member States' legislation by 21.05.2011.

The Mediation Directive establishes the basic principles for the implementation and implementation of the mediation mechanism in the national legislation of EU Member States [2]. It should also be noted that the scope of the regulation of the Mediation Directive provides for its application to international disputes, but a report on the implementation of this directive issued by the Commission of the European Parliament in 2016 indicates that almost all EU countries (except three) have expanded their scope regulating relevant provisions of national law on mediation in civil and commercial matters for similar disputes arising between residents of one country.

For Ukraine, the issue of the need to implement the Law on Mediation has been a long-standing debate. This is due to the fact that mediation is a way of resolving disputes that does not require the existence of a specific legal framework in the private sphere. This process is voluntary, it is carried out on a contractual basis.

But the existence of legislative regulation of the basics of mediation gives mediation participants the opportunity to rely on the existing regulatory framework, that is, it gives this procedure recognition by the state and weight due to the availability of appropriate legislative regulation.

Another issue that may give rise to the debate concerns the stage of litigation when mediation can take place. In the provisions of Art. 5 of the Mediation Directive states the following: to exercise their right of access to the justice system [3]. That is, the Mediation Directive not only limits mediation to the pre-trial stage of the process, but also provides for the possibility of mediation after the start of court proceedings.

So, Ukraine is only at the beginning of the path of introduction of this institute. While mediation is used in the West for over 40 years. Therefore, it

is necessary for the Ukrainian community to make good use of the experience of the Western countries on the path to the introduction of such an effective method of dispute settlement as mediation.

References:

1. Guidelines for a better implementation of existing recommendations on mediation in family matters and mediation in civil matters (European Commission for the Efficiency of Justice (YEKEP-CEPEJ), Strasbourg, December 7, 2007 r., CEPEJ (2007) 14) // European and international standards in the field of justice. - Kiev, 2015. - P. 472–480.

2. Dyrektywa Parlamentu Europejskiego i Rady 2013/11/UE z dnia 21 maja 2013 r. w sprawie alternatywnych metod rozstrzygania sporów konsumenckich oraz zmiany rozporządzenia (WE) nr 2006/2004 i dyrektywy 2009/22/WE (dyrektywa w sprawie ADR w sporach konsumenckich) // Dziennik Urzędowy Unii Europejskiej, 2013.– 18 czerwiec. – L 165. – S. 63 – 79. [Електронний ресурс]. – Режим доступу: http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=CELEX:32013L0011

3. Cornel Marian Beyond the EU Directive On Mediation: Solving National Problems at a National Level / M. Cornel [Електронний ресурс]. – Режим доступу:: http:// kluwermediationblog.com/2011/12/17/beyondthe-eu-directive-on-mediation-solving-nationalproblems-at-a-national-level

SUBMITTING CLAIMS BY UKRAINIAN LEGAL ENTITIES AGAINST THE RUSSIAN FEDERATION IN INTERNATIONAL INVESTMENT ARBITRATION

Strekotenko L.V.

National Aviation University, Kyiv

Scientific adviser – Buromensky M.V., Doctor of Law, Professor.

Aplication of investment arbitration in international legal practice is an effective method of resolving disputes between a foreign investor and an investment recipient state. Thus, this procedure can help to avoid proceeding by national courts, ensuring the impartiality of the trial and the absence of conflicts of interest among the arbitrators who hear the dispute. The demand for investment arbitrage in Ukraine can be overseen. In such a way, Ukraine has concluded 79 investment agreements and is also a party to 7 international agreements containing arbitration clauses [1, 2]. First of all, the increased interest is related to the annexation of the Crimean peninsula by the Russian Federation in 2014 and it can be explained by the clear desire to recover damages through the expropriation of assets. Investment arbitrage can be generally divided into two groups: institutional and ad hoc. Due to the fact that the Russian Federation has not ratified the Washington Convention on

the Settlement of Investment Disputes among States and Foreign Persons of 1965, which is the jurisdictional basis for bringing an action before the International Center for Settlement of Investment Disputes (ICSID), that's why leaves the possibility of ad hoc cases under UNCITRAL rules [3], and Agreement between the Cabinet of Ministers of Ukraine and the Government of the Russian Federation on the promotion and mutual protection of investments, namely article 5, which stipulates that investments will not be expropriated, nationalized or subject to measures whose consequences are equal to the expropriation [4]. As always, before examining a trial on the merits, the court determines whether it has jurisdiction in the case, that is, whether the court should consider the merits of the case in the future. At this stage, the main task of the Russian Federation is to convince the court that these issues go beyond its jurisdiction. The point of view of the Russian Federation is that all the applicants are Ukrainian companies and citizens, and therefore, until 2014, their investments cannot be considered as foreign or cross-border investments. However, despite the fact that the competence of investment arbitration does not include the function of recognition of the annexation, responsibility for the actions of the Russian Federation on the peninsula is considered as a result of occupation, that's why it has indirect sense. Moreover, all the benefits from the probable winning of proceedings will go to the plaintiffs not the Ukrainian state, although it is fair to say that any victory on the legal front against the aggressor would be useful. Let's consider one example of a prosecution in the arbitration. The first final arbitration decision was made in Everest Estate LLC et al v. The Russian Federation case. In a notice of arbitration, the Plaintiffs stated that the Russian Federation had breached its obligations arising from the Russian-Ukrainian Bilateral Investment Treaty by taking measures from August 2014 that prevented them from investing in real estate which is located in Crimea, and ultimately led to the expropriation. Representatives of the Russian Federation did not appear at any meeting, arguing that they disagree with the jurisdiction of the court, but the court unanimously declared its presence, arguing that the Russian Federation exercises effective control over the territory of Crimea. And on May 2, 2018, the court ruled decision unanimously on liability and damages and awarded the plaintiffs more than 159 million dollars compensation and interest [5]. Another problem that logically arises from the enforcement of the arbitration decision is the payment of compensation. According to Ukrainian legislation, a decision of international arbitration is subject to recognition and enforcement in the territory of Ukraine, provided that the person against whom the decision was adjudicated is residing on the territory of Ukraine, or its property is located in the territory of Ukraine. Only state property could be gathered in the arbitral awards against the Russian Federation. The

situation is complicated by the fact that the Russian Federation has a little amount of property abroad which is not protected by state immunity, such as diplomatic missions. In Everest Estate LLC et al v. The Russian Federation case, the claimants indicated shares in Ukrainian banks which are owned by a Russian company as property of the Russian Federation in which the Russian Federation is a shareholder [6].

Thus, it is possible to note the important value of the precedent of these cases, since for the first time in the history of investment arbitration the issue of investment protection in the annexed territory was considered. Having confirmed its jurisdiction in this matter, the arbitration also reaffirmed the need to protect investments which are situated under occupation. Taking into account the significant success of Ukrainian companies we can predict that many other companies that have also lost their property through expropriation will sue to the investment arbitration in the near future. One can note the positive impact of the decisions of the investment arbitration and the fact that they are indirectly, but still place the responsibility for the annexation of the Crimean peninsula to the Russian Federation.

References:

1. Treaties of Ukraine [Електронний ресурс]. — Режим доступу: http://arbitration.kiev.ua/en-US/Legislation/International-Treaties-of-Ukraine.aspx?ID=167.

2. International Investment Agreements Navigator [Електронний ресурс]. — Режим доступу: https://investmentpolicy.unctad.org/international-investment-agreements/countries/219/ukraine.

3. Інвестиційний арбітраж [Електронний ресурс]. — Режим доступу: https://www.asterslaw.com/ua/press_center/publications/investment_arbitration/.

4. Угода між Кабінетом Міністрів України і Урядом Російської Федерації про заохочення та взаємний захист інвестицій [Електронний ресурс]. — Режим доступу: https://zakon.rada.gov.ua/laws/show/643_101.

5. Permanent court of arbitration Press Release 9 May 2018 [Електронний ресурс]. — Режим доступу: https://pcacases.com/web/sendAttach/2325.

6. Проблемні аспекти визнання й виконання на території України рішень міжнародного арбітражу проти суверенних держав [Електронний ресурс]. — Режим доступу: http://sk.ua/wp-content/uploads/2019/09/doc.pdf

THE IMPORTANCE OF THE AUTHORITY OF WILL AUTONOMY IN INTERNATIONAL PRIVATE LAW

Svystun T.V.
National Aviation University, Kyiv
Scientific adviser – Chornolutsky R.V., Doctor of Law, Professor.

Now the doctrine of private international law, there are several points of view on the nature of the autonomy of the parties, under which it is viewed as:

1) an institute established by an appropriate national legal system to resolve conflicts of law. This will of parties regarded as one of conflict bindings, along with the traditional way location law, place of performance, etc.;

2) the consequence of the freedom of the treaty, which is enshrined and supported by the laws of different countries, so the autonomy of the will can be restricted only to the sphere governed by imperative, not dispositive, norms of law;

3) not as a collision, but a kind of way of regulating relationships with a foreign element [1, c. 253].

A. Rozgon believes that autonomy is a fundamental principle which operates in private international law and legal institutions, the essence of which is to solve the conflicts by which members of private relations with a foreign element can make the choice of law, which is applicable to these relations [2, c. 243].

In implementing the principle of the autonomy of the will, there are three main ways to exercise the autonomy of the parties: two direct and one indirect. Categorical choice is the classic and most complete direct expression of party autonomy and conclusive, including a will, a way of autonomy is also the direct election law, which meant the sides but clearly it is not expressed. The indirect method involves the exercise of the choice of law on the basis of solving the issue of competition of conflict of law rules "lex fori". In the latter case, the principle is often close connection with the relationship.

In national legislation, the principle of autonomy of the will is enshrined in the Law of Ukraine "On Private International Law" in paragraph 5 of Part 1 of Art. 1 provides that the autonomy of the will is a principle according to which participants of legal relations with a foreign element can make the choice of the right to be applied to the corresponding legal relations with a foreign element.

According to Part 1 of Art. 5 of the Law, this choice is made in the cases provided for by law [3]. Based on the content of clauses 5 of Article

1 and Part 6 of Article 5 of the Law, it can be argued that the scope of the principle of autonomy of the will is, in fact, the whole complex of social relations, which is covered by the concept of "private legal relations, which through at least one of its elements in related to one or more legal orders other than the Ukrainian legal order "or" private legal relations complicated by a foreign element ".

The Institute's autonomy, as the modern theoretical developments reflected the interaction of national legal systems, which is the most expressive way of showing applicability in the territory of a particular country as a foreign state. The choice of parties may fall on any system of national law of any country. At the same time, the choice of law is limited precisely by the "right", that is, the rules formulated and existing as rules of law, and not by any "extra-national" systems or sets of rules, "principles of justice", "general principles" or rules, formerly legal. , but which have lost their validity (the rules of terminated act or international treaty terminated).

Given the internationalization of economic and social life, the scope of the principle of autonomy of the will is extremely wide. The sources of modern international private law of individual states provide participants with ample opportunities to choose the right, which in turn is a consequence of the globalization of intergovernmental relations. Previously, the principle of autonomy of the will was most often regarded by the scientific community as an institution of contract law, and acted as a "cornerstone" of the system of conflict of laws, then the rapprochement of states in the socio-economic, social and legal spheres enables scientists and practitioners to consider its functioning in the sphere of confidences in civil, labor, family and other fields of law.

References:

1. Pogoretska N.V. Concerning the relation between the institutions of the autonomy of the will of the parties and the circumvention of the law in private international law. Bulletin of the Chernivtsi Faculty of the National University "Odessa Law Academy". - 2014. - Vip. 2.- P. 253-267

2. Razgon O.V. The value of the principle of autonomy of will in the marriage contract. Actual problems of domestic jurisprudence. - 2018. - № 3. - P. 242–245.

3. On International Private Law: Law of Ukraine of 23.06.2005 No. 2709-IV / Information of the Verkhovna Rada of Ukraine. - 2005. - № 32.

DISTINCTION BETWEEN IMAGINARY AND NECESSARY DEFENSE

Tsarenko O.D.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

In the Criminal Code of Ukraine, among the circumstances that to preclude the wrongfulness of its act, along with the circumstances traditional for this institution - the self-defense, state of necessity, detention of the person who committed the crime, and others, a new imaginary defense was enshrined. All these circumstances are a unified system, they are united by common features and properties. Some authors note that often these circumstances can be intertwined. Thus, the state of self-defense develops into a state of state of necessity, for example, in cases when protecting from a socially dangerous interference, harm is caused to third parties, or the detention of the person who committed the crime is carried out in a state of necessity. V.F. Antonov came to the conclusion that all circumstances excluding the crime of an act such as physical or mental coercion, justified risk, execution of an order or command, detention of the person who committed the crime come down to the self-defense and various behaviors in an emergency state [1]. Therefore, each circumstance that excludes the crime of an act must be considered in its relationship with other circumstances of this institution of criminal law. According to the Article 37 of the Criminal Code, if a person in a state of imaginary defense exceeded the limits of protection permitted under the conditions of a real attack, he shall be criminally liable for exceeding the limits of the self-defense. Therefore, it is important for the correct application of the imaginary defense rule to determine its relationship with the necessary self-defense. The purpose of the article is to determine the relation between the notions of imaginary and necessary defense on the basis of an analysis of the basic features that are characteristic of the circumstances under consideration. Every modern state cannot protect a citizen from danger every moment provide him or her with security at home, at work, on vacation, so it creates legal guarantees for personal protection of citizens from danger within the necessary defense. Necessary defense is the legally defined right of citizens to protect themselves, their rights and interests, as well as other persons, society and the state in all ways not prohibited by law, by causing harm to anyone who violates their safety. In the theory of criminal law it is accepted that the right to the necessary defense is a natural right of every person because it comes from the inherent right of a person from birth to the right to life. As M. Tagantsev correctly points out, such defense is a

necessary complement to the security activities of the state and the damage caused to the interests of the intruder is not only illegal but also legitimate [3]. However, there are instances where instincts of self-preservation and survival force individuals to cause harm and take defensive action in situations where there was no real threat to their lives, health, other rights and interests, but the current situation gave them reason to believe there is a socially dangerous interference. Such situations in criminal law are called imaginary defense. Although externally related to damage caused by the necessary defense and imaginary defense, similar to the acts that are recognized as crimes, both cases are considered by the legislator to exclude crime.

The hallmark of these circumstances is the purpose of the action of the person involved in causing the harm, namely to protect the rights and interests protected by law. However, in situations of necessary defense, the rights and interests of individuals are in real danger, and during imaginary defense, such a threat exists only in the imagination of the person providing the protection. The reality of an encroachment is traditionally regarded as a basic condition that distinguishes between necessary and imagined defense. In addition, the reality of encroachment is an imperative for the legitimacy of the actions taken in the state of necessary defense. If an attack exists only in the imagination of a person, then his defensive actions must be qualified according to the rules of imaginary defense. In this regard, a distinction should be made between imaginary defense and defense against assault. In such situations, not imaginary but real encroachment takes place, so the actions of the defending person should be considered a necessary defense. The condition of the reality of encroachment creates the grounds for identifying other features that are common and distinct for necessary and imagined defense. According to P.L. Fries, all circumstances that preclude crime, including necessary and imagined defense, despite its outward resemblance to crime, are socially beneficial [5]. Socially useful behavior is understood as desirable, necessary for the functioning of society and the state. Therefore, actions in the state of necessary defense aimed at protecting the rights and interests of individuals, society and the state from socially dangerous assault are socially useful. At the same time, actions committed by a mistake in the state of imaginary defense can hardly be called socially beneficial, since they harm the rights and interests of a person who does not commit any socially dangerous acts.

The reason for carrying out certain actions in the state of necessary defense is a socially dangerous encroachment. The basis for committing actions in a state of imaginary defense is the presence of certain actions of the victim, which are mistakenly perceived by the person being protected as a socially dangerous assault. Very important to resolve the issue of liability

for damage caused by the imaginary defense is the current situation at the time of the harm to the victim. For a person in a state of necessary defense, the security situation is important for choosing the method and intensity of protection that is necessary and sufficient in this situation to immediately prevent or stop the encroachment. For the existence of imaginary defense, the situation of the event must be such that it gives the person sufficient reason to believe that there was a real offence, and he did not realize and could not be aware of the fallacies of her assumption. For the sake of imaginary defense, the situation of the event must be such that it gives the person sufficient reason to believe that there was a real encroachment, and she did not realize and could not be aware of the fallacies of her assumption. Thus, it can be noted that if the existence of a state of necessary defense is a prerequisite for the existence of a socially dangerous encroachment, then the imaginary defense is the existence of the situation discussed above.

It should be noted that the position of the legislator and the determination of criminal liability for the damage caused are different in terms of imaginary and necessary defense. If in situations of necessary defense the protected person is hold criminally responsible for damage caused only by exceeding the limits of necessary defense, then for the damage caused in the state of imaginary defense the person bears criminal liability, on the contrary, in all but one case, when the current situation gave the person sufficient reason to believe that there was a real offence. An essential condition of protection in the state of necessary defense is that its limits are not exceeded. Exceeding the scope of the self-defense is the intentional infliction of grievous harm on the person who violates, which clearly does not meet the danger of an attack or a protection situation. In such cases, the person is criminally responsible. In the Resolution of the Plenum of the Supreme Court of Ukraine No. 1 of April 26, 2002 “On case law on necessary defense cases” it is stated that to determine the presence or absence of signs of exceeding the limits of the necessary defense, it is necessary to assess the nature and degree of public danger of the attack and the situation in which there was the person to whom the assault was directed [10]. It is very difficult to set the limits of protection in the conditions of imaginary defense in practice, since there is no real socially dangerous interference at all, and it is necessary to evaluate what the person imagined.

As a result of a comparative analysis of the features of necessary and imagined defense, we have come to the conclusion that the main criterion for distinguishing between these categories of criminal law is the validity of the assault, but there are other distinctive features. A person who causes damage in a state of imaginary defense shall not be held criminally liable only in cases where the existing situation gave the person sufficient reason to believe

that there was a real encroachment, and in situations of necessary defense the defendant bears criminal responsibility only. for damage caused by exceeding the required defense limits. This is due to the fact that in the conditions of necessary defense the harm is caused to the person who commits a dangerous social assault, while under the conditions of apparent defense the damage is caused to the victim who did not commit the harm. If necessary defense can be referred to as the right to the protection of rights and interests, which is guaranteed and promoted by law, then imaginary defense is only an exception to the general rule, which in some cases and limits is allowed by criminal law.

References:

1. Антонов В.Ф. Крайняя необходимость в уголовном праве: Монография – М.: ЮНИТИ-ДАНА, 2005. – С. 60.

2. Таганцев Н.С. Русское уголовное право. – СПб.: Гос. тип., 1902. – С. 520.

3. Фріс П.Л. Кримінальне право України. Загальна частина: Навч. посіб. – К.: «Центр навчальної літератури», 2004. – С. 231.

4. Постанови Пленуму Верховного Суду України у кримінальних справах (1973-2004) / За заг. ред. голови Верховного Суду України В.Т. Маляренка – К.: Концерн «Видавничий Дім «Ін Юре», 2004. – С. 44.

LEGAL ISSUES OF LIABILITY OF LEGAL ENTITIES IN THE UKRAINIAN LEGISLATION

Tymoshenko S.O.

National Aviation University, Kyiv

Scientific adviser – Les I.O., PhD in Law, Associate Professor

The issue of liability for the commission of socially dangerous acts by legal entities is one of the most pressing issues in the criminal law activities of the criminal justice authorities of Ukraine. This statement is based on the definition of the concept of criminal justice, which refers to the legal activities of the authorized bodies to enforce responsibility for an offence [1, p. 4].

Responsibility for a crime is borne by the person who committed it and, in accordance with the provisions of the Ukrainian Criminal Code, may, for all reasons, be the subject of a crime. According to the Article 18 of the Criminal Code of Ukraine, the subject of an offence is a person of sound mind who commits an offence at the age from which criminal responsibility may be incurred under the Criminal Code. According to the Law of Ukraine "On Amendments to Certain Legislative Acts of Ukraine on the Implementation of the Visa Regime Liberalization Action Plan by the European Union for Ukraine with respect to the liability of legal entities» №314-VII of 2013, the subject of the crime may also

be a legal entity in the cases provided for in Article 96 [2]. Nevertheless, the rules defining the concept and characteristics of the subject of the crime do not define the legal person as the subject of the crime.

According to the Article 18, one of the characteristics of the subject of the crime is his or her sanity. This sign provides for the possibility for a person, at the time of the commission of the crime, to realize and control his or her actions.

In law-abiding people, who are social individuals, freedom and consciousness are in harmony with the laws of nature. [3, p. 147].

Those who break the law by committing a crime are sociopathic personalities. Their criminal behavior is the manifestation of certain personality traits, properties of his or her will and consciousness, which confer criminal behavior [3, p. 147].

Within the establishment of the volitional and intellectual elements of the behavior of the subject of crime, taking into account the particular state of will and consciousness, it should be established the possibilities and limits of awareness of the socially dangerous nature of the committed (or planned) act and anticipating the occurrence of socially dangerous consequences of such acts. To this end, are used specific tactical techniques and means of establishing specific traits of the intellectual and mental activity of the subject at the time of the crime and are carried out psycho-psychiatric and other special examinations.

But there are some difficulties in case of recognition of the possibility of criminal prosecution responsibility for committing a crime by a legal entity as a subject of crime. A legal entity is an organization, enterprise or institution that holds separate property, may acquire property rights and personal non-property rights in its own name and perform its duties, may to be a plaintiff and defendant in court [4, p. 183]. But by itself a legal entity is not endowed with will and consciousness [5, p. 127]. It means that such a sigh as sanity cannot be applied to a legal person. Therefore, within the qualification of the crime, it is impossible to establish the signs of the internal mental attitude of the legal person to the act. And this means that, in the case of a legal person, it is impossible to establish the subjective nature of the crime as a certain mental relationship to the committed act.

Assuming that a legal entity may be held liable as a subject of crime, then this fact will indicate a violation of a number of fundamental principles of criminal law. It is about the principle of individualization of punishment: the subject of the crime must be held liable for the crime committed only personally; only the person who committed the crime can be held responsible for the crime.

It also violates the principle of guilt. This principle provides that a person shall be criminally liable only for those socially dangerous acts which he or she has committed and for the consequences which have resulted from his or her commission, if there is a guilt. In other words, the principle of subjective

incrimination, which provides that a person may be held criminally liable for a socially dangerous act committed by him or her in the absence of a certain mental relationship, is thus violated.

At the same time, the inclusion in the Criminal Code of Ukraine of certain norms, which provide for the liability of legal entities, is not sufficient to resolve this problematic issue. The provisions of the General Part, which regulate the application of certain rules and institutions of criminal law, and the rules of the Special Part, which provide for liability for crimes that may be committed by legal persons also require changes. And this requires a thorough revision of the current Criminal Code of Ukraine.

In view of this, a legal person cannot be the subject of a crime, as this violates a number of fundamental (constitutional) principles of criminal law.

References:

1. Судовий захист прав людини в Україні і проблеми кримінальної юстиції. – К.: Інститут держави і права ім. В.М. Корецького НАН України, 2008. – 48 с.

2. Закон України «Про внесення змін до деяких законодавчих актів України щодо виконання Плану дій щодо лібералізації Європейським Союзом візового режиму для України стосовно відповідальності юридичних осіб» № № 314-VII від 23.05.2013 року // Відомості Верховної Ради (ВВР) – 2014 - № 12 - ст.183

3. Костенко О.М. Культура і закон – у протидії злу: Монографія. – К.: Атіка, 2008. – 352 с.

4. Юридичні терміни. Тлумачний словник/ В.Г. Гончаренко, П.П. Андрушко, Т.П. Базова та ін.; за ред. В.Г. Гончаренка. — 2-ге вид., стереотипне.— К.: Либідь, 2004. — 320 с.

5. Чорней С.В. Поняття суб'єкта злочину / Науковий вісник Чернівецького університету. – 2012. – Випуск 618. – Правознавство. – с. 125- 128.

EXTRADITION

Vakulenko A.O.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Extradition is one of the institutions of international criminal law that is currently undergoing a significant evolution.

As integration processes in the international community deepen, and as the transparency of borders increases, allowing individuals to move freely from one country to another, The emergence of new forms of cooperation

for transnational crime in the development of the institution of extradition has become quite evident in the contradictory trends arising, on the one hand, from the need to combat international crime, Cooperation by States in suppressing various forms of criminal activity and, on the other hand, the absolute obligation to respect human rights in connection with extradition for criminal prosecution or for the enforcement of criminal penalties [1].

While the historical development of extradition shows a gradual positive attitude in the extradition process towards the rights of the individual, the adoption of fundamental documents, Those who have established international human rights standards and institutional mechanisms for their protection have undoubtedly had a significant impact on the content of the legal institution in question.

The Universal Declaration of Human Rights (1948), the European Convention for the Protection of Human Rights and Fundamental Freedoms (1957) (hereinafter referred to as the Convention), the International Covenant on Civil and Political Rights (1966) (hereinafter referred to as the Covenant), the United Nations Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment, Inhuman or Degrading Treatment or Punishment of 10.12.1984 and other international instruments have led to a certain rethinking of extradition in relation to the assertion of the need to safeguard human rights in connection with extradition, in particular and within the framework of international cooperation in criminal matters in general.

The cooperation of States in combating crime in such specific areas as extradition or the provision of various forms of legal assistance is, in itself, essential to ensure the prosecution of accused persons or the enforcement of sentences for convicted persons, But such cooperation should not overstep the line of human rights violations.

Moreover, these rights are not abstractions, but legal categories, regulated with the help of various legal instruments and having the corresponding «trusteeship» of both domestic and international character.

As pointed out by L. Huseynov, through a treaty-based framework, the natural and inalienable human rights and freedoms, most of which are positive in national legislation, receive international recognition with generally acceptable normative content and thus acquire, in addition to the domestic human rights mechanism, international legal «guardianship»[2]. Because a State, upon becoming a party to the relevant human rights treaty, assumes certain obligations, it is legally bound to follow the standards of conduct that result from becoming a party to such a treaty. Thus, if a State has undertaken to prohibit torture or various forms of prohibited treatment of persons, it cannot extradite a person to whom there is a risk of torture or similar treatment in the requesting State.

Moreover, the international obligations of States in the field of human rights objectively imply careful consideration of the possibility of a violation of the rights of an extradited person who is persecuted because of his or her political opinions, nationality, race, lack of minimum guarantees in judicial proceedings, etc. [3] Although the consideration of such matters considerably complicates the extradition of a person, In general, the various legal institutions in the fight against crime cannot ignore internationally recognized human rights and must rely on the unconditional provision of legal guarantees to the person against whom quasi-judicial) bodies are applied.

Thus, in Tomasi v. France, the European Court of Human Rights (hereinafter referred to as the Court) stressed that the needs of the investigation and the inherent complexity of the fight against crime, and in particular against terrorism, cannot lead to the restriction of the protection of the physical condition of a person[4]. Furthermore, in the Fox, Campbell and Hartley v. United Kingdom case, which related to terrorist activities, the Court pointed to the need to strike an appropriate balance between the protection of the institutions of democracy as a common interest and the protection of individual rights[5].

This could equally apply to extradition, given that the extradition of a person seriously affects the fundamental rights and freedoms of the individual[6] I. Brownlee, in considering extradition, rightly pointed out, That extradition is lawful only if, under the circumstances of the present case, it does not constitute complicity in a violation of human rights or in crimes against international law[7].

]. Extradition is a combination of the sovereign rights of the State and human rights. Extradition is a sovereign right of a State, but it is exercised in accordance with international and domestic law, including those relating to human rights[8]. Respect for human rights in the area of extradition and adherence to the standards guaranteed in international treaties for the protection of rights and fundamental freedoms were the most important and discussed problem in the entire extradition process[9].

While there are some differences in the approach to the issue of guarantees of the rights of the extradited person, there is no doubt that ensuring universally recognized human rights standards in relation to extradition is one of the leading trends in the contemporary development of international extradition law.

References:

1. Gilbert G. Transnational Fugitive Offenders in International Law: Extradition and Other Mechanisms Brill: The Hague. 1998; Pyle C. Extradition, Politics and Human Rights. Temple University Press. 2001;

Bassiouni C. International Extradition: United States Law and Practice. Oceana Publications. New York. 2006; Zanotti I. Extradition in Multilateral Treaties and Conventions. Martinus Nijhoff: The Hague. 2006; Gilbert G. Responding to International Crimes. Martinus Nijhoff: The Hague. 2006.

2. Гусейнов Л. Международные обязательства государств в области прав человека. — Баку, 1998. с. 8.

3. Lagodny O. Human Rights in the Field of Extradition // Revue Internationale de Droit Penal. 1991. Vol. 62. P. 45—51. Persily N. International Extradition and Right to Bail // Stanford Journal of International Law. 1998. Vol. 34. № 2. P. 407—439; Lagodny O., Reisner S. Extradition Treaties, Human Rights and "Emergency-Brake" Judgments — A Comparative European Survey // Finnish Yearbook of International Law. 1993. Vol. 2. P. 237—297.

4. CASE OF TOMASI v. FRANCE. [Електронний ресурс]. − Режим доступу:https://hudoc.echr.coe.int/fre#{%22itemid%22:[%22001-57796%22]}

5. Case of Fox, Campbell and Hartley v. United Kingdom (1990). № 182. 13 E.H.R.R.

6. Броунли Я. Международное право. Книга первая. — М., 1977. с. 448.

7. Общая теория прав человека / Отв. ред. Е.А. Лукашева. — М., 1996.

8. Van den Wyngaert C. Applying the European Convention on Human Rights to Extradition: Opening Pandora' s Box // International and Comparative Law Quarterly. 1990. Vol. 39. P. 757.

9. Bantekas I., Nash S. International Criminal Law. Second ed. Cavendish Publishing Limited. 2003. c. 204.

PREPARATION FOR CRIME IN CRIMINAL LAW OF UKRAINE AND FOREIGN COUNTRIES

Vaniushkina M.S.
National Aviation University, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

Concept preparation for crime, its objective and subjective signs. Part 1 of Article 14 provides that preparation for crime is the podyskivaniye or devices of means of tools, a podyskivaniye of accomplices or a plot on crime commission, removal of obstacles and also other deliberate creation of conditions for crime commission[1, p. 29].

The relevance of the topic - this work is explained by the fact that in modern conditions of preparation for crime is often widespread, so it occupies one of the central and essential places in the science, industry and discipline of criminal and criminal procedural law. To understand the concept of preparing for a crime of considerable relevance, study and generalize the legislative experience of other countries, including those where the source of law is precedent.

Crime preparation is the search or adaptation of means or instruments, the search for accomplices or conspiracy to commit a crime, the elimination of obstacles, and other deliberate creation of conditions for committing a crime (Part 1 of Article 14 of the Criminal Code of Ukraine).

Preparation is considered the first stage of the criminal intent. This means organizing the necessary resources to commit a deliberate criminal act. One intention and preparation is not enough to constitute a crime. Preparation is not punishable, since in many cases the prosecution cannot prove that the preparation in question is intended to commit a specific crime. It is a type of unfinished crime[2, p. 729].

At preparation for crime of action of the guilty person still are directly not directed to an object and do not put it in direct danger. The subject does not carry out that yet act which is necessary sign of the objective party of corpus delicti. From the objective party preparation for crime can be shown in different actions, but the general for them is that all of them consist only in creation of conditions for crime commission which, however, is not finished for the reasons which do not depend on will of the guilty person (for example, the guilty person was detained by authorities).

From the subjective party preparation for crime is possible only with direct intention, that is the person realizes that it creates conditions for commission of a certain crime and wants to create such conditions. At the same time the guilty person has to not be limited intention only to preparation for crime, and arrive such actions which will bring before the end of crime[3, p. 1115].

There is no monographic research which is specially devoted criminal to responsibility for preparation for crime for today. This question is considered only at the level of separate articles, sections of textbooks and comments on UK. The lack of more in-depth study of this problem which would have complex character for the period owing to UK of Ukraine 2001, and stipulates the importance of this monograph.

Considering the concept of the scope of criminalization and punishment for preparing for crime in foreign criminal law, it should be noted that in most foreign countries the preparation for crime or as a general rule is recognized as not punished and in its content is actually covered by other institutions of

criminal law: attempted, attempted , is a crime of its own, etc., or is only punishable by certain categories of crimes, including serious or particularly serious crimes. Thus, dominant in modern foreign criminal law is the principle of establishing criminal liability only for those types of preparation, which is characterized by a criminal law degree of public danger[4, p. 191].

At the same time it is substantiated that in the Criminal Code of Ukraine such degree of social danger characterizes first of all special types of preparation. Developing this idea, we note that the number of such types of preparation in the domestic QC is constantly increasing, while the number of general types of preparation is reduced by, for example, decriminalizing preparation for crimes of low gravity. In this regard, the proposed decriminalization of preparation for moderate crimes is only a further step towards further complete decriminalization of common types of crime[5, p. 598].

For this reason, both general and special principles of punishment must be taken into account when imposing a punishment for committing a crime. At the same time, the wording of Part 1 of Art. 68 of the Criminal Code in order to avoid duplication in this article of the provisions of the general principles of punishment. Thus, Part 1 of Art. 68 should be stated in the following wording: "When imposing a punishment for a crime or attempted crime, the court, taking into account the provisions of Articles 65-67 of this Code, takes into account the gravity of the crime to which the person was preparing or attempted, the degree of criminal intent and the reasons why this crime, envisaged by the Special Part of this Code, has not been committed or has not been completed. «

References:

1. Кримінальний кодекс України (станом на 01 верес. 2019 р.). –К.: Право, 2019. – 264 с.

2. Маслак Н.В. Кримінальна відповідальність за готування до злочину / Н.В. Маслак // Стаття-автореф. дис. канд. юрид. наук. – Харків, 2005. – 20 с.

3. Беніцький А.С. Кримінальне право України. / А.С. Беніцького, В.С. Гуславського, О.О. Дудорова, Б.Г. Розовського // Загальна частина: підручник. – К.: Істина, 2011. – 1112 с.

4. Яценко С.С. Основні питання Загальної частини кримінального права іноземних держав: навч. посіб. / С. С. Яценко. – Київ: ВД "Дакор", 2013. – 168 с.

5. Дудоров О.О. Кримінальне прво / О.О. Дудоров, М.І. Хавронюк // Навч. посібник «Кримінальне право» - К.: Ваіте, 2014. – 497 с.

THE DOCTRINE OF STATE (NATIONAL) INTEREST IN N. MACHIAVELLI'S SCIENCE AND IT'S IMPACT ON THE DEVELOPMENT OF CLASSICAL INTERNATIONAL LAW

Vasylyshyn Khrystyna
National aviation university, Kyiv
Scientific adviser – Shyrokova-Murarash O. PhD of Historical Sciences, Associate Professor

Modern international relations are characterized, on the one hand, by the desire of states to preserve peace through cooperation and compliance with international law, on the other, by pursuing a policy of "state/national interest" in some countries in foreign relations, often accompanied by political and economic confrontation of states, violation of international law. Therefore, it is important to understand the sources and characteristic features of this phenomenon.

For the first time the concept of «state (national) interest» was separated into an independent category by N. Machiavelli. He stated that the state and the authorities have their own interest, which comes from the very meaning of their existence and their functions. This interest is in maintaining power as such, maintaining its stability, internal and external security. This, according to Machiavelli, should be supported by supporters of «national interest» - the rulers.

Having regard to the Machiavelli doctrine, according to which the struggle for power and its strengthening in the international arena is fundamental to the state, most often accompanied by a breach of international treaties, denies the existence of international law and natural law.

According to his doctrine, if political/state interest is at stake, it should be provided by any means. Because the basis for states' activities, according to Machiavelli, is state/national interest.

Often, we can see this phenomenon in the present. Violation of international law, in order to strengthen national interest, is seen in the foreign policy of the US, Russia and Turkey. Their foreign policy was influenced by the Machiavelli doctrine of «securing national interests by any means». For Machiavelli, international law existed only in cases where it acted in the interests of the state, he believed that it was necessary to observe its norms only when it was beneficial to the states. That is, the IL has a dispositive character - it is not mandatory for everyone and not equally.

The Machiavelli Doctrine has had a significant impact on the creation of «real politics.» Based on the principles of realism and pragmatism, one must secure power in real events and opportunities. Under which contractual obligations may be breached, withdraw from the Unions if it is of national interest and

is aimed at strengthening one's position. This is most clearly reflected in the work of Otto von Bismarck, who formulated the concept of «real politics» in the nineteenth century.

While researching the history of the states, Machiavelli first of all drew attention to the means of preserving their integrity and security, ascertaining the causes of decline. As a political thinker, Machiavelli, revolutionized the established tradition, making the doctrine of the state consistently secular, releasing him from official church morals [1].

For the first time, politics from morality was separated by N. Machiavelli, proving that politics has its own special laws and rules, that it has a special type of relationship with morality. He concluded that "political behavior is not based on morality but on strength and benefit. The ruler must strive to appear honest, merciful, honest, sincere. However, he should not be afraid to be treacherous and hypocritical, if virtues turn against him, prevent him from maintaining the unity of the country and the loyalty of his subjects "[3].

The thinker pointed out that the selfishness of a person with all necessity requires the introduction of a state organization as a higher power, which can put it in the narrow limits. Hence the prerequisites of dictatorship. Machiavelli's ideal was a strong sovereign state power in which the personal dictatorship of the ruler was placed above the rule of law. Therefore, only the ruler they will fear and obey will be able to preserve the sovereignty and power of the state.

That is, the principles of politics that N. Machiavelli endorsed only in the context of dictatorship theory as a means of revolutionary transformation of the state in order to establish a republican form of government. It is in this form that the state becomes strong and stable. Freedom and balance are guaranteed.

In the work of «Sovereign» N. Machiavelli depicted the image of the ruler. The main criterion for evaluating the actions of the ruler was the power of the state, which can be provided by any methods and measures. There are no good or bad methods for managing people; there are only adequate situations and inadequate ones [2].

The doctrine of state (national) interest Machiavelli has greatly influenced the development of classical international law. This is due in particular to the fact that it:

1) He rejected scholasticism, replacing it with rationalism and realism;
2) laid the foundations of political science;
3) opposed the feudal fragmentation and the creation of a centralized Italy;
4) Introduced into the political vocabulary the concepts of «state»

and «republic» in their modern sense;

5) Formulated a contradictory but eternal principle of «purpose justifies the means.»

Thus, thanks to the N. Machiavelli doctrine, new principles of classical international law and new political directions were born. His followers still adhere to the principle of ensuring national interest in all permissible and inadmissible ways that are necessary in this situation and at present.

References:

1. История культуры стран Западной Европы в эпоху Возрождения / Л. М. Брагина. Учебное пособие. — М.: Высшая школа, 1999. — 479 с.

2. Ніколо Макіавеллі. Державець / Ніколо Макіавеллі. – К: Фоліо, 2019. – 121 с.

3. Юсим М. А. Макиавелли. Мораль, политика, фортуна / М. А. Юсим. – М.: «Канон+» РООИ «Реабилитация», 2011. – 661 с.

FEATURES AND PROSPECTS OF FRANCHISING DEVELOPMENT IN UKRAINE

Vasylyshyn Khrystyna
National aviation university, Kyiv
Scientific adviser – Kibets D.V., PhD in Law, Senior Lecturer.

The development of the Ukrainian economy requires ensuring the effective interoperability of the various economic entities and creating adequate models of running their businesses. This problem is solved gradually along with the development of small and medium businesses, but can be accelerated through a system of mutually beneficial partnerships - franchising.

Franchising is a form of organizing and conducting business based on the combination of material and financial resources of different economic entities. The complexity of relationships that arise in the conduct of business activities under franchising, and the specific features of its implementation in different countries explains the existence of different definitions of its concept and essence.

Franchising is a way of doing business, a way of cooperating, in which the franchisor (seller) for a fee gives the franchisee (buyer) the right to use his trademark, his know-how and provide the latter with ongoing assistance.

Franchisees and franchisors act almost like a vertically integrated firm, as both parties are interconnected and interact in the production, sale or provision of services to their customers. In exchange for a license (franchise) and assistance, the franchisee usually pays an initial down payment, with the subsequent

regular payment of certain amounts as a percentage of sales (royalties).

Franchising is beneficial for start-ups because it can significantly reduce the risk of failure compared to individual entrepreneurship. In the US, only 5% of franchisees fail in the first five years, while 90% of other small and small businesses go bankrupt. The share of franchising in US retail trade is today 34%, in Western Europe - 10-12% and continues to grow steadily [2].

The largest exporters in the franchise trade are the USA, Canada, Japan, Australia, France, Germany and the United Kingdom. Trends in the global economy indicate a further increase in the use of franchising as an effective and flexible form of business organization, which reduces the risk in small businesses and promotes the rapid advancement of modern technologies in the manufacturing and services sectors.

In Ukraine, franchising began to develop from the early 90-ies of XX century. classical way: in the first stage foreign franchisers come, in the second - national franchise systems appear and become more powerful, in the third - national franchisors capture a large part of the national franchising market. The first to come to Ukraine are franchisors with global brands: “Coca-Cola”, “Masdonalds”, “Kodak Ehrges”[3].

Foreign franchisors operate in Ukraine under two schemes:

- In the first, the main company is abroad, and in Ukraine its special representative - for example, Sela.
- Second, a foreign company sells a general franchise to a local Ukrainian company that implements a franchise in Ukraine, organizes a network, training, controls work and receives royalties – Kodak.

Franchising companies operate in 15 industries, the main of which are: retail, catering, gas stations, production.

The basis of franchising is a contract that defines the legal relationship of the parties and is governed by different rules of different national laws. International franchising requires, first of all, regulation of the application of franchise agreements, in particular regarding their unification. Examples of unification already implemented are the documents binding in EU countries - EU Decree No. 4087 on unified approaches to certain categories of franchise agreements.

The new Civil Code of Ukraine provides for some regulation of legal relations in franchise agreements, but instead of the term franchising uses the concept of «commercial concession»[1]. Such a substitution does not correspond to the substance of the legal relations of the parties in the franchise agreements, is misleading as to the essence of these relations and does not allow the use of the accepted international terminology.

In order to solve the problems of developing a franchise agreement in

Ukraine, it is necessary to strengthen the legislative framework by adopting the Law of Ukraine «On Franchising», which provides for pre-contractual settlement of relations between the franchisor and franchisee, features of legal regulation of commodity, production, business types of franchising, international numbers and more.

Also important for franchising systems is the formation of a financial result, which is significantly different from the same process in other networks. In the first-generation franchise, the primary purpose of which was the low-cost expansion of the distribution network, the franchisor's revenue was generated solely by the increase in sales. Today, direct sales take up an ever smaller share of the franchisor's revenue structure. The financial result of the parent company is increasingly determined by system revenues.

Consequently, franchising can be the most effective mechanism for developing the national economy. This will have a positive effect on increasing the number of foreign investors and developing the country's economic condition.

References:

1. Цивільний кодекс України: редакція від 17.10.2019 / Верховна Рада України від 16.01.2003 р. № 435 – IV. URL: http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=435-15

2. Американская статистика франчайзинга – URL: http://franchising.kiev.ua/analytics/308

3. Бедринець М.Д. Франчайзинг: світовий досвід і перспективи розвитку в Україні / М.Д.Бедринець // Фінанси України. - 2017. – №2. – С.96-104.

PROVISION OF THE SAFETY OF PARTICIPANTS OF CRIMINAL PROCEEDINGS OF THE USA

Vasylyshyn Khrystyna
National aviation university, Kyiv
Scientific adviser – Les I.O., PhD in Law, Associate Professor

The effectiveness of criminal justice depends largely on the completeness and comprehensive investigation of the circumstances of the case, the establishment of facts and information that allow us to properly evaluate the evidence and decide in a particular case. The most important and «credible» source of such facts and information has always been the testimony of witnesses, victims and other participants in criminal proceedings.

In the United States, 40% of life and health related crimes have a negative

impact on witnesses. In terms of forms of influence, violence ranks first - 43% of cases, followed by bribery in second place - 23%. As a result of such actions, about a third of persons who participated in criminal proceedings changed their testimony, another third - evaded criminal proceedings.

The solution to the problem is to provide protection to witnesses and victims in criminal proceedings. Protection should be understood as ensuring the safety of such persons within the framework of their status as participants in criminal proceedings.

The procedural security of witnesses can be distinguished among the security of the participants of criminal proceedings as a general concept, the components of which are physical, psychological and material security.

Ensuring the safety of participants in criminal proceedings and other persons is the activity of the competent authorities aimed at creating conditions in which the life and health of those persons is not endangered.

The most effective witness protection program in the world is in the United States, which has an effective and reliable support system for victims of crime and citizens who volunteer with law enforcement and may be attacked by criminals [1].

The Witness Protection Program (1982) entrusted law enforcement agencies with the power to create special conditions for witnesses to ensure their safety. In particular, under this Program, protection may be exercised in cases where:

- the witness provides all information known to him for the administration of justice;
- the witness and his family members involved in the criminal proceedings risk their lives;
- full or partial compensation of state or local authorities for the organization of security measures is possible [2].

The Law on the Protection of Victims and Witnesses of Crime [3] provides for "providing citizens with relatively safer and more acceptable forms of enhancing their protection and importance in the judiciary". The law also provides for criminal liability for secretly affecting the victim or witness of a crime and enhances the mechanism of compensation for the harm caused to victims of crime. This law provides for a fine of $ 250,000 or imprisonment for up to 10 years or the use of both types of punishment at the same time for both intimidation and attempted intimidation.

Among the safeguards in the United States apply:

- disbursement of money for essential expenses (eg relocation);
- moving to the witness's new place of residence (his or her family who may be pressured) and providing him with other means

of protection if he is in danger;

- issuing a witness of new identity documents;
- providing employment assistance.

Other physical and social protection measures are in place, including the prohibition of disclosure of information about a witness and his place of residence. Violation of the ban is considered a federal crime. Witness and victim protection measures that involve major changes in the life of the protected person (complete biography replacement, plastic surgery) are applied mainly to those who need protection after trial and only when other means of protection are available. inefficient or insufficient [1].

Importantly, in the United States, the criminal justice witness protection program is of a "qualitative" nature, and in the United States the program can protect up to 360 witnesses per year that are truly relevant to the investigation and risk.

In Ukraine, unfortunately, such a program is not effective, because in the application of safeguards in the US and Ukraine, the difference is that domestic legislation does not criterion the importance of a witness for the investigation, in fact, by providing protection to anyone who addresses a relevant statement. So we have a system that works on the number of witnesses, not their quality. This leads to the fact that personal protection remains the most popular remedy, which is not always a reliable or appropriate measure. Of course, this tool is relatively cheap, but even it is not always implemented. Sometimes for their «services» the corresponding employees of special units even demand a fee.

References:

1. Ноздренко М. В. Міжнародний досвід із забезпечення безпеки осіб, взятих під захист / Ноздренко М. // Економіка, фінанси , право. – URL: http://irbisnbuv.gov.ua/cgibin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN& IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/ecfipr_2015_5_8.pdf

2. Victim and Witness Protection Act of 1982. – Public Law. 97-291-Oct.12/1982. – URL: https://www.gpo.gov/fdsys/pkg/STATUTE-96/pdf/STATUTE-96-Pg1248.pdf 24.

3. Witness Security Program. U.S. Marshals Service. – URL: https://www.usmarshals.gov/witsec/.

SHARING THE BENEFITS OF OUTER SPACE EXPLORATION

Yarmolenko Vladyslav
National Aviation University, Kyiv
Scientific adviser – Chornolutsky R.V., Doctor of Law, Professor

Benefit sharing is a legal term used in the context of access to and utilization of biological resources. Its meaning is simple: those who contribute to scientific research and innovation ought to share in the resulting benefits. If benefit sharing with the contributors of biological resources and related knowledge does not take place, scientific advancement is exploitative [3].

The Outer Space Treaty provides some form of benefit sharing. The treaty states that outer space is the province of all mankind and exploration shall be carried out for benefit of all nations. But it does not arrange the establishment of an international body to share benefits and natural resources, nor does it assurance their preservation for future generations [1].

Central to criticisms of the Moon Treaty is the inclusion of the concept of the "Common Heritage of Mankind" (CHM) in the language of the Treaty and the call for the negotiation of an "international regime" to govern the exploitation of the natural resources of the Moon.

Another concern often raised about the Moon Treaty is that it is a socialist scheme that denies property rights and by implication restricts free enterprise. The Moon Treaty imposes no further restrictions on property rights than already exist in Article II of Outer Space Treaty: Outer space, including the moon and other celestial bodies, is not subject to national appropriation by claim of sovereignty, by means of use or occupation, or by any other means. To share benefits equitably they must first be created in a form that can be shared. Clearly to impose some kind of royalty on resources that are extracted from the Moon or other celestial bodies may never create a benefit of potential value to developing countries.

President Obama's signature on November 25, 2015 finally provided the legal certainty and industry-friendly regulatory environment necessary to usher in a new era of space exploration, and in turn benefit mankind greatly [2].

The new U.S. Commercial Space Launch Competitiveness Act both amended previous law and added several completely new and revolutionary provisions. Title IV of the Space Resource Exploration and Utilization Act of 2015 ("SREU Act") actually contains some of the most surprising and revolutionary provisions of the law.

The SREU Act entitles any United States citizen to property rights in resources obtained from outer space, including the right to possess, own, transport, use, and sell the resources "in accordance with applicable law,

including the international obligations of the United States," presumably in space and back on Earth. At first blush, this provision of property rights appears to be a praiseworthy step in the right direction toward giving the legal certainty and incentives necessary for modern-day space exploration and development to flourish. Nevertheless, upon closer review of the historical landscape of space law, this provision of asteroid and spaceresource rights to U.S. citizens looks more like a hasty unilateral move that ignores the basic tenets of international space law and the treaty obligations of the United States [4].

An international consensus on general principles of outer space resource polity may, however, be necessary to enable developments like Moon Village and eventual settlements on Mars. Consensus on space resource policy could open the Moon and asteroids to peaceful use and potentially prevent war in space. However, the decade long saga of negotiating a Code of Conduct for outer space activities does not bode well for developing policy ex nihilo rather than building on the consensus achieved in Committee on the Peaceful Uses of Outer Space (COPUOS) on the Moon Treaty during the 1970s [2]. Therefore, in view of the grand development of commercial space activities, the concept of benefit sharing must be elaborated and universally accepted.

References:

1. Johnson, D. (2010). Limits on the Giant Leap for Mankind: Legal Ambiguities of Extraterrestrial Resource Extraction. American University International Law Review, 26, 1477.

2. The sole objection to the Treaty for Ratiner and the mining industry was the inclusion of CHM. See "Moon Treaty Hearings", L5 News, September 1980.

3. The Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization (ABS) to the Convention on Biological Diversity.

4. Wikipedia. "Moon Treaty: Ratification."

SECTION «INFORMATION AND WORLD COMMUNICATION IN INTERNATIONAL RELATIONS»

Head of Section: Rzhevska N.F, Doctor of political science, head of the department

Secretary: Maievska O.M., senior lecturer

THE IMAGE DIPLOMACY AS AN INSTRUMENT OF THE SOFT POWER.

S.O.Glibova

Associate Professor of the Department of International Relations, Information and Regional Studies, Ph.D

There are two points of view on the correlation between the concepts of «image» and «foreign cultural policy». The first - considers foreign cultural policy as a tool for creating a positive image, the second - considers the image as one of the components of foreign cultural policy. The difference between these concepts is that foreign cultural policy is perceived as a strategy of action, whereas theimage is an image that arises in the process of social interaction, as well as in the implementation and realization of this strategy. The formation of the image of the state is a long, purposeful, methodical process, where strategic thinking should prevail [1]. «Soft power» accumulates gradually, the reputation is formed, and the country's brand is grown.

Considering foreign cultural policy, it is important to note that short-term bright actions to attract attention do not have a lasting long-term result, with their help it is impossible to change the image of the state or its image. Therefore, in order to form a sustainable image of the state, one should use image diplomacy, which Ukrainian scientist O. Shvets defines as: «the activities of the state, which aims to create through the media, image, national interests and explain the purpose and main objectives of foreign policy of the country, as well as the formation of the desired opinion of the world community «[2].

We emphasize that the image as a component of the country's foreign cultural policy depends on the resource potential of the state. When starting the process of formation of the image of the state, it is important to take into account the socio-cultural, historical traditions and value system that has developed in a particular society - symbolic capital. Italian scholar S. Romano draws attention to the fact that due to the large number of world cultural

heritage sites in Italy, which is sometimes called an open-air museum, the preserving and promoting cultural heritage underlies Italy's foreign cultural policy [3]. F. Bianchini says that despite the painstaking work carried out to preserve cultural values, only 5% of all objects are cataloged and put on public display, the rest is in the funds and has never been exhibited [4]. These facts show that a strong resource base provides ample opportunities for the development of a positive and attractive foreign cultural policy of Italy.

The French sociologist P. Bourdieu refers to the symbolic capital of culture as collective memory, social goals, projects, and the spiritual sphere of society [5]. The symbolic influence and power of culture is manifested to the extent that it is subordinated to those who recognize this influence over themselves, the symbolic power in this case enjoys the so-called «credit of trust.» In this sense, the capital of culture has an impact on the thoughts and minds of people. In terms of its significance and duration, the potential of culture is significant and more durable than any other influence, economic or political.

In a concentrated form, the image of the state is manifested in the form of the national brand of the country - the state brand, which is based on scientific, educational potential, cultural traditions and natural and geographical resources, as well as numerous regional brands - cities and regions, goods and services. geographical region. Experts emphasize that the process of national branding requires a partnership of public and private sectors, cooperation with representatives of various public structures [1; 7]. It is also important to use all the main channels of communication: media, public relations, public diplomacy, culture, public institutions, advertising. The main external distributors of the state brand are: symbols of the state and state events and prominent tourist and cultural places of the country; outstanding personalities; national export goods; image campaigns.

The most universal international rankings that study the brands of countries are the Index of National Brands, developed by S. Anholt in 2005 based on the analysis of the results of a survey of respondents from 50 countries [7]; The CBI Public Brands Index, published since 2012 by the Future Brand consulting campaign, has a certain tourism focus, given the contingent of respondents, mostly people involved in travel. In 2014, according to an international study on the effectiveness of the use of «soft power», Italy improved its position by rising from 14th to 10th place, and in 2017 rose to 7th place, first place went to Germany, second - France, third - Britain . Interestingly, the United States in 2017 dropped to sixth place from the first, which they held in 2016. [7]

It should be emphasized once again that the «national brand» is a sign in which the name of the country shows the sum of associations that

arise when mentioning the name of the country, supported by facts and ideas, and «image of the country» is concentrated in figurative cultural, historical, economic, political potential of the state.

The idea of promoting a country as a brand can go two ways. The first is the use of an existing image, which is fatigue, to promote an existing image, based on favorable and existing elements, well-known values and features. In this case, you need to review the basic usage of the strategy of already known attractive objects, highlighting the positive points that will be given priority.

The second way is to create a «brand strategy», which is to form an appropriate idea. In this case, it is possible to start not from the available opportunities, but to analyze the existing situation and needs, and depending on this to form and set goals and objectives. This approach itself stimulates the country to develop and make adjustments to its activities in accordance with the needs of the time.

References:

1. Василенко Е.В. «Мягкая сила» имиджевой политики Италии / Е. В. Василенко // Мир и Политика. – М., 2013. – С. 222–232.

2. Швець О. В. Формування політичного іміджу України в міжнародному інформаційному просторі: автореф. дис. на здобуття наук.ступеня канд. політ. наук: спец. 23.00.03 «Політична культура та ідеологія» / О.В.Швець. – К., 2006. – 18 с.

3. Romano S. The weight of heritage / S. Romano // Appignanesi, Culture and the State. Institute of Contemporary Arts. – L., 1984.

4. Bianchini F. Cultural policy / F. Bianchini // Italian Cultural Studies. An introduction / Forgacs D. and R Lumley (eds). – Oxford: Oxford University Press, 1996.

5. Бурдье П. Практический смысл / Пьер Бурдье ; [пер. с франц. А. Т. Бикбов, К. Д. Вознесенская, С. Н. Зенкин, Н. А. Шматко] / отв. ред. пер. и послесл. Н. А. Шматко. – СПб.: Алетейя, 2001. – 562 с.

6. Moilanen T. How to Brand Nations, Cities and Destinations: a Planning Book for Place Branding / T. Moilanen, S.Rainisto // Palgrave Macmillan. – 2009. – 29 p.

7. Anholt-GfK Roper Nation Brands Index. Overall Brand Ranking 2017 [Електронний ресурс]. – Режим доступу: http://www.gfk.com/us/news-and-events/press-room/press-releases/Pages/Germany-knocks-USA-off-top-spot-for-%E2%80%98best-nation%E2%80%99-after-5-years.aspx

TERRORISM IS A THREAT ON A GLOBAL SCALE

Hlimbotska Yu.A.
National aviation university, Kyiv
Scientific adviser – Maievska O.M., senior lecturer

Events in the word testify about a progressive modification of such dangerous phenomenon as terrorism. Political, ethnic, extremist groups commit acts of terrorism on an almost daily basis, which are regularly reported by the media. Terrorist groups are evolving with armies of leading nations.

The purpose of the research is to analyze the main approaches to the classification of international terrorism.

In the twenty-first century, countries gradually stopped using conventional methods of warfare. Today, new strategies are being used, one of them is terrorism. The problem with this work is relevant because by finding out what terrorist acts are, their typology we can find ways to counter them.

Terrorism is a committing or threatening to commit socially dangerous acts (explosions, arson, destruction of people and things) that threaten public safety and aim to create a climate of fear, anxiety, oppression in order to directly or indirectly influence a decision or rejecting it[1, c. 84].

Any terrorist act is purposeful. In most cases, a terrorist attack does not lead to the achievement of certain goals. In fact, this is just an excuse for demonstrating their demands and capabilities to terrorists. The main and intermediate goals of a terrorist act should be distinguished.

The overriding (ultimate) goal is to meet the political, economic or social need of the group. The most common major goals of terrorist organizations relate to the political activities of countries if which interests defend terrorist group.

Intermediate goals may also be breach of public security, intimidation of the population, provocation of a military conflict, uniting of citizens, a certain link of the population, drawing public attention to a particular issue or problem. Therefore, if the ultimate goal of a terrorist act determines its purpose and main goals, then the intermediate goals determine the means to achieve the first [2].

There are several classifications of terrorism. I suggest considering some of them. Terrorism can be either national or transnational (international) in scope, and terrestrial, maritime, air, space and virtual (cyber terrorism) can be distinguished at the site of terrorist acts.

Cyber terrorism deserves special attention because today we cannot even imagine our lives without social networks, the internet and phones. Our smartphones contain information for any occasion, such as contact directories, mail with address books, photos and work programs. Moreover, cyber terrorism can, in an instant, deprive us of an integral part of our lives [3, c. 75].

Experts have identified at least six different sorts of terrorism: nationalist, religious, state-sponsored, lest-wing, right-wing and anarchist.

Nationalist terrorism (against the background of nationalist beliefs). Terrorists seek to form a separate state for their own national minority. This type of terrorism is usually difficult to recognize because there are many groups accused of being terrorists, but they insist that they are fighters for freedom and independence. For example, the Kurdistan Workers' Party, whose members sought to create their own state, independent of Turkey.

Terrorism against religious background. Terrorists resort to violence by treating it as the "Will of God." This type of terrorism was actively developing in 1995. At that time, about 56 known, active, international terrorist groups were religious. Examples include several al-Qaida terrorist groups, one of them being the Palestinian Sunni Islamic Organization of Hamas.

State-sponsored terrorist groups are actively practicing in radical states. They are used as a foreign policy tool. This is a cost-effective way of concealing a war. Terrorist groups of this type, with greater resources than other terrorists, are capable of carrying out more deadly attacks, including using aerial bombardment [4, p. 28].

Our present is a century of new technologies that are becoming an integral part of our lives as well as the activities of terrorist groups. One such example is the information and communication aspect of terrorism. It should be noted that without the media, one of the intermediate goals of terrorists, intimidation of the population, would not have been achieved. Because the media broadcasts the course of a terrorist act, the demands of terrorists.

Information terrorism is a deliberate misrepresentation of the facts and falsification of real events.

It is possible to draw an obvious parallel between a real terrorist organization such as IDIL and a television channel that deals with information terrorism. When you see and hear on the TV screen false information about a crucified child, or about a raped girl, or about some other similar crime that did not happen at all, someone can take up arms under the influence of their own emotions and go to kill innocent people or defenders of another state[5].

As we understand, terrorism is a threat to all of humanity. Technologies of terrorist groups «keep up» with technologies of leading countries of the world. The media play a special role. With their help, terrorist groups dictate

their demands, carry out one of their main goals - to intimidate the population and representatives of the government, and from the media to broadcast false information from time to time. So, we need to filter and test it. Actions aimed at preventing the occurrence of acts of terrorism should be the goal of the whole world, not just a particular state or individual people.

References:

1. Кальман А. Г. Словарь криминологических и статистических терминов : словарь / А. Г. Кальман, И. А. Христич. – Харьков : Гимназия, 2001. – 96 с.

2. Мокляк В. В. Сучасний тероризм як соціальне явище: сутність та форми прояву / В. В. Мокляк // Проблеми законності. - 2016. - Вип. 135. - С. 147-156. - Режим доступу: http://nbuv.gov.ua/UJRN/Pz_2016_135_17.

3. Теорія і практика сучасної європейської політики безпеки: приклад Польщі: навч. посібник / Я. Тимків. – Львів: Видавництво Львівської політехніки, 2011. – 224 с.

4. Верховцова О. М. English in and for the society / О. М. Верховцова. – Київ: НАУ, 2014. – 105 с.

5. Леонов Б. Д. Тероризм в аспекті діяльності засобів масової інформації [Електронний ресурс] / Б. Д. Леонов // Науково-дослідний інститут інформатики і права. – 2014. – Режим доступу до ресурсу: http://ippi.org.ua/leonov-bd-terorizm-v-aspekti-diyalnosti-zasobiv-masovoi-informatsii.

ASYMETRIC CONFLICT IN MODERN INTERNATIONAL RELATIONS

Belinska A.O.
National Aviation University, Kyiv
Supervisor – Derevianko I.P., cand. hist. sciences, docent.

Asymmetry in armed conflict has been most often interpreted as a wide disparity between the parties, primarily in military and economic power, potential and resources.

In the modern world there is a tendency to further fragmentation of violence and diversification of non-state actors within armed conflicts, which brought to the fore new forms of conflict, among which the intensity of asymmetric wars between the armed forces of leading world powers and weaker state or non-state opponents. Classic examples of asymmetric conflicts are the US military intervention in Vietnam (1965-1975), the US military operation in Iraq (2003), and the Israeli military operation against Hezbollah (2006). In all these conflicts there is a disproportion between the military-political status and the capabilities of the opponents. Despite the obvious advantage of one of the parties, the first

two of the above-mentioned conflicts are characterized by a paradoxical situation when a strong opponent is unable to defend their positions and defeat the weak side [1].

The urgency of this problem for Ukraine is due to the hybrid war in eastern Ukraine and the annexation of Crimea, which is a kind of phenomenon of asymmetric conflict. Fighting international terrorism and the neutralization of the armed conflict in eastern Ukraine require an understanding of the logic of asymmetric conflicts, development of the necessary analytical tools and strategic knowledge for adequate response.

Analyzing the US war in Vietnam, the defeats of developed countries in Algeria, Morocco, Mainland Southeast Asia (Indochina) we can conclude that these conflicts show the fallacy of the traditional understanding of the superiority of military force. In most conflicts, strong countries were unable to impose their will on the enemy and suffered a military defeat rather than a political defeat. The weak side, in turn, did not win by using military force, but by its ability to suppress the will of a strong enemy to continue the struggle, that is, the weak side forced him to stop the war without achieving the goal, whatever that goal was.

At the heart of current discussions on the problem of asymmetry in international conflicts is the discussion of changes in the nature of hostilities, including the transition from direct military confrontation to indirect forms of struggle (guerrilla warfare, civilian involvement, etc.) and the spread of small wars involving developed countries. Occur remotely from global centers (low-intensity conflicts, local wars, peacekeeping operations). Assessing changes in world politics, Kenneth Mackenzie identifies the following types of asymmetric threats: nuclear, chemical, biological, information operations and terrorism. Combines these asymmetric threats of the parties' desire to develop a strategy that will minimize the strengths of the enemy and take advantage of his shortcomings [3].

With the wide and quick proliferation of asymmetrical threats, the need to further demilitarize the definition and understanding of asymmetry in conflict has become more urgent than ever.

Terrorism of the XXI century is a variant of asymmetric combat, indeed, it also leaves the logic of the struggle of the «weak» against the «strong». the extreme imbalance in resources available to parties to an asymmetrical confrontation is partly, although not decisively, compensated for by the reverse imbalance in resources that each side needs in order to effectively confront the opponent. In other words, terrorism always requires far fewer financial, technical and other conventional resources than counterterrorism. This double asymmetry (power plus status) has the additional advantage of limiting the range of actual armed conflicts studied to those where terrorism can be employed as a tactic of on-state actors [2].

To sum up I would like to mention that asymmetry in conflict is not just, and not even mainly, about the stronger side making use of its advantages. The asymmetry does not work in just one direction. With only one remaining superpower and more generally the considerable and predictably widening technological divide, an imbalance in the military capacity of warring parties has become a characteristic feature of contemporary armed conflicts. Coupled with a growing involvement of non-state entities, the disparity between belligerents is steadily increasing, and various contemporary armed conflicts appear to be more and more asymmetric in structure. As the experience of recent years has shown, the issue of further study of asymmetry in the modern armed conflict and the search for new ways of conducting armed struggle is extremely relevant.

References:

1. Yeremieieva I.A. Problems of asymmetric conflict in modern international relations. Regional studies. 2018. No 14. P. 87–91.

2. Stepanova E. Terrorism in Asymmetrical Conflict: Ideological and Structural Aspects / SIPRI Research Report No. 23. – Oxford: Oxford University Press, 2008. 200 P.

3. Lele Ajey. Asymmetric Warfare: A state vs non - state conflict. URL: https://revistas.uexternado.edu.co/index.php/oasis/article/view/4011/4418.

COMBATING INFORMATION TERRORISM AND CYBER-TERRORISM BY THE INTERNATIONAL COMMUNITY

P.V. Chekanova
National Aviation University, Kyiv
Supervisor – Glibova S. O. cand. polit. Sciences

The fact that terrorist organizations are more flexible for technological innovation than the state institutions is the point of the great concern of analysts. Accordingly, these organisations have significant advantages in conducting well-coordinated operations. The rapid takeover of social networks by terrorist groups, their operational actions and the possibility to create closed accounts, their constant change and cooperation, disturbes countries and governments all over the world.

There are currently two major organizations that are ready to lead in the fight against cybercrime at the international level. These are the OSCE Counter-Terrorism Unit, a UN-sponsored organization, and the Interpol. The Cyber Crime Centre has become operational in the European Union. The countries members of the European Union and European institutions

intend to support the Cybercrime Centre in order to develop operational and analytical capabilities for its investigation and to cooperate with international partners. [1]

Ukraine also joins this activity, and, according to the law «On the Basic Principles of Ensuring Cybersecurity of Ukraine» (with the amendments and additions made on 21 June 2018 N 2469-VIII), it has established the National System of Cybersecurity, which consists of a set of actors involved in ensuring cybersecurity and related activities of a political, scientific, technical, informational, educational, organizational, legal, operational, intelligence, counter-intelligence nature, defence, engineering, cryptographic and technical protection of information resources, cyber protection of critical information infrastructure. The main subjects of the national cybersecurity system are the State Special Communications and Information Protection Service of Ukraine, the National Police of Ukraine, the Security Service of Ukraine, the Ministry of Defence of Ukraine and the General Staff of the Armed Forces of Ukraine, Intelligence agencies, and the National Bank of Ukraine. [2]

The aim of the Cybersecurity Strategy of Ukraine (the Strategy) is to create conditions for the safe functioning of cyberspace and its use in the interests of the individual, society and the State.

The national cybersecurity system is aimed to:

develop and adapt the state cybersecurity policies in developing cyberspace and achieving compatibility with the relevant European Union and NATO standards;

establish a legal and terminological framework in the sphere of cybersecurity, harmonize normative documents in the field of electronic communications, protection of information, information security and cybersecurity in accordance with international standards; in particular the standards of the European Union and NATO;

develop a competitive environment in electronic communications, the provision of information security and cybersecurity services;

establish requirements (rules, policies) for the safe use of the Internet and the provision of electronic services by public authorities;

develop Public-private cooperation in preventing cyber-threats to critical infrastructure, responding to cyberattacks and cyberincidents and addressing their consequences, in particular in crisis, emergency and military situations; in a special period and so forth. [2]

Popular social networks have also joined counter-terrorism efforts: the American Internet company Facebook on Wednesday, May 15, announced a limited access to online video broadcasting (Livestream) on its platform. The purpose of this event was to prevent the distribution of videos of terrorist

attacks such as those that had occurred in New Zealand in March.

According to the Vice-president of the company, Guy Rosen, live broadcasts will not be available to persons who violated certain rules, in particular against "dangerous organizations and persons". Such activities might include the disconnection of the live stream function. Users should be punished for their behaviour after the first incident. According to Rosen, similar restrictions would be extended to other actions of such individuals, including creating ads in Facebook. [3]

In international relations, terrorism is seen as the threat to international security, destabilisation of relations between States and groups of States and it is also thing is a trigger for international conflicts. Terrorism is an instrument of interference in the internal affairs of States, violation of human rights and the international legal order. Fundamentally new threats to international stability have arisen with the development, introduction and dissemination of information weapons, which leads to information wars and information terrorism. Therefore, most States on the international scene are engaged in the system of anti-terrorist actions to prevent the terror activities.

References:

1. Діордіці І.В. Поняття і зміст кібертероризму// Прикарпатський юридичний вісник.– 2016.– Випуск № 3. – с.61-68.

2. Закон україни «Про основні засади забезпечення кібербезпеки України». –2018. [Електронний ресурс]. Режим доступу: http://search.ligazakon.ua/l_doc2.nsf/link1/T172163.html

3. Губенко Д. Facebook обмежує доступ до функції онлайн-трансляції. – 2019. [Електронний ресурс]. Режим доступу: https://cutt.ly/dw-com_uk_facebook

DISINFORNATION AS A TOOL OF INFLUENCE ON ELECTION

Chubatiuk T.S.

National Aviation University

Supervisor: Borotkanych N.P.

We live in a world where information surrounds us, but we have to pay for such access to information: every day we encounter disinformation, manipulation and fake news.

Disinformation it's all forms of false, inaccurate or misleading information developed, presented and promoted for the purpose of intentionally harming society or making a profit.

The subjects of disinformation are states, special services, diplomatic missions, decision-makers, and so on.

The objects of disinformation are persons or groups of persons authorized to make decisions at the level of their competence.

The purpose of disinformation, including fake news, is to polarize society, disorient potential voters, and influence on public debate; disruption of elections; manipulation of election results, undermining confidence in the electoral system, state institutions, the institution of representation and democratic social order in general; undermining the credibility of a particular candidate and body, distorting the ideologies and programs of the competing parties .

Manipulation of consciousness refers to a type of disinformation. The purpose of manipulation is to misinform the masses, weaken certain beliefs. Manipulation changes attitudes and thoughts through associations, metaphors and stereotypes.

The most common forms of disinformation in elections are: spreading «fake news» to discredit opponents or influencing the voting process, falsifying or manipulating poll data, using false election monitoring and observation.

Disinformationhasbecomemorewidespreadduetochangesintheinformationenvironment. Firstofall, thisistheemergenceofsocialnetworks, becausepeoplecanspreadanyinformationwithoutthinking.

For governments and other actors that seek to legitimize undemocratic elections and delegitimize democratic elections or undermine specific candidates or parties, the use of disinformation is a low-cost strategy with a potentially high impact

In order to reduce the impact of disinformation, it is necessary to develop a methodology and conduct relevant research, control political advertising, create fact-checker networks, create online platforms to protect against fake news and disinformation, create a requirement for online platforms and increase public media literacy.

References:

1. Disinformation in Elections/Dr. Max Bader [Electronic resource]. –Availiable at: https://www.shrmonitor.org/assets/uploads/2019/11/SHRM-Bader.pdf

SOCIAL PROTECTION IN UKRAINE IN CONDITIONS OF CRISIS COMMUNICATIONS

Davydchak O.L.
National Aviation University
Student of 508 group "International information"

In the conditions of emergence in the state situation which needs application of crisis communications, social protection of citizens reach a significantly new level. In fact, this is the kind of situation which is testing the effectiveness of the social protection model of the state, as well as its readiness to work in crisis communications' condition. Important in this situation is that instruments of remote communication become extremely important today, which brings the conditions of preservation their informational and socially significant content to a new level. In other words, social networks as a platform for interaction and a tool for providing information to citizens.

For a broader understanding, it should be noted that crisis communication is a process of interaction of social actors in terms of potential or real threat to their activities, functioning or existence. The basis of this study is the situation with distribution of COVID-19, which on the scale of deployment and possible consequences can be called "crisis". And for their own features (social distance, "global" quarantine) leads to the start of the process of crisis communications. Accordingly, many social structures and government agencies have had to pay more attention to their representation on the Internet and social networks in particular. Although social networks have previously been used as a tool that builds brand and consumer confidence. The aspect of awareness is also considered important now, because knowing about your rights is already half of them, and social networks are doing a great job.

It is the conditions of social distancing that have forced the whole world to delve even deeper into the plane of virtual relations and virtual interaction. Therefore, the system of social protection of the population is also forced to transfer its tools of provision and influence to the virtual plane. In this case, social networks can be considered as a tool that will also be effective in the efficiency of collection and the ability to process both input and feedback. Social networks provide speed in communication and raising public awareness (including through online consultations), as it is enough to use the usual messenger or "Messages" section in any social network. The possibility of creating a state social network or application to ensure public awareness or simplify certain processes is not ruled out. However, a more classic and easier form is to simply create a profile of a certain social or state

structure in existing social networks. Regarding the legal regulation of crisis communications in Ukraine, here we are interested in two components:

- Decree of the President of Ukraine of February 25, 2017 No. 47/2017 On the decision of the National Security and Defense Council of Ukraine of December 29, 2016 "On the Doctrine of Information security of Ukraine ".

- item 6. Doctrines of information security of Ukraine. Mechanism implementation: "To the Ministry of Information Policy of Ukraine should be laid in the prescribed manner by the organization and providing: government communications; crisis communications, in particular during the anti-terrorist operation operations and in a special period "According to paragraph 3 of the decree" On the Doctrine of Information Security of Ukraine ", the national interests of Ukraine in the information sphere are vital interests of society and the state and include: comprehensive satisfaction of needs of citizens, enterprises, institutions and organizations. to reliable and objective information; ensuring the free circulation of information, except as provided by law; development and protection of national information infrastructure; development of the information society, in particular its technological infrastructure; safe functioning and development of the national information space and its integration into the European and world information space; development of the system of strategic communications of Ukraine; ensuring the development of information and communication technologies and information resources of Ukraine; and many other interrelated provisions.

For completeness, it should be noted that the law was adopted on February 25, 2017 by the then President of Ukraine Petro Poroshenko. It is mostly focused on countering the information war with Russia and includes such aspects as countering Russian aggression, etc. However, a significant part of its provisions can be considered a course to ensure the information security of the state, which is no less important in a pandemic, when the dissemination of inaccurate information in the social. networks can have serious consequences. As for paragraph 6 of the Doctrine of Information Security of Ukraine, it can be considered an appropriate implementation mechanism in which The Ministry of Information Policy of Ukraine is responsible for organizing and ensuring a number of issues, including crisis communications, conducting an anti-terrorist operation and in a special period, which can also be considered COVID-19.

So, consider the representation of government agencies in social network Facebook on the example of structures responsible for social protection. Representation of the Social Insurance Fund in social networks - 4,431 users liked the page of the Social Insurance Fund on Facebook, and in total the page has 6,457 subscribers. The profile contains the necessary information with the location of the main office, the hotline number, a link

to the official website, the possibility of quick communication, etc. You can also find information about the year of foundation and the decree on the establishment of the Social Fund. Insurance of Ukraine.

The profile of the Pension Fund of Ukraine on Facebook is followed by 9,627 users. The information side is not completely filled. There is a hotline number and a link to the official website, but there is no possibility of online consultation. The State Employment Service and its profile with the largest number of subscribers 15,085. The profile of the structure demonstrates a responsible attitude to representation on social networks. The information component is clearly and exhaustively filled, there is a possibility of online consultations and necessary links. The first letter sets out a simplified procedure for submitting documents in connection with COVID-19.

In particular, each page contains information about the types of services and assistance provided in connection with the spread of the virus and the current situation.

Conclusions: Although the social protection system in Ukraine needs radical reforms, the COVID-19 pandemic once again proves the efficiency and convenience of transferring the provision of services to the Internet. Thus, the social protection system in crisis communications (for example, COVID-19) uses the tool of social networks to provide the appropriate level of services, raise public awareness and analyze feedback.

Head Rzhevskaya N.F.

INTERNATIONAL CIVIL AVIATION ORGANIZATION AS A STRUCTURAL BODY OF THE UNITED NATIONS

I.V.Masiuta,
V.O. Falko
National Aviation University, Kyiv

An international organization is a stable institution of multilateral international relations that are established by at least three parties (States) and has agreed upon objectives, competence and its permanent bodies, as well as other specific political and organizational rules (constitution, procedure, membership, decision-making).

International aviation organizations belong to the transport international organizations because they cover the development of transport in the field of aviation regulation, maintenance, and development.

International aviation organizations have made it possible to effectively regulate air transport. In the aviation sector, they serve as institutes coordinating the activities of airports, airlines, aviation administrations of

aviation enterprises, and air traffic control centers to achieve a common goal. The contemporary processes of international life in this field is characterized by a combination of two trends: on the one hand, the increasing role of States and, on the other, international organizations in the world system. In addition, the modern period of development of air relations, as in other spheres of international relations are characterized by a significant increase in the number of international organizations, both intergovernmental (inter-State) and non-governmental. At the same time, the increase in the number of integration entities indicate a sharp increase in the role of such organizations in international relations.

The International Civil Aviation Organization (ICAO), founded under the Chicago Convention on Civil Aviation of 1944, is a specialized agency of the United Nations, which organizes and coordinates the international cooperation of States in all aspects of civil aviation.

The Chicago Convention on Civil Aviation is a basic instrument of international law that controls civilian air traffic carried out in a legal manner by the State, its national aircraft enterprises for the carriage of passengers, Baggage, cargo and mail for a fixed fee in advance. The Convention has also become the basis for a new branch of international law, namely, international air law.

About 190 aviation States are parties to ICAO, including Ukraine on the basis of succession. The organization has its headquarters in Montreal, Canada.

ICAO became active on 4 April 1947 and the Chicago Convention entered into force immediately. The aims and purposes of ICAO are defined in article 44 of the Convention, including the main ones: to guarantee the safe and orderly development of international civil aviation throughout the world; To promote safety in international air navigation. The International Civil Aviation Organization approves world standards and makes recommendations in the field of aeronautical engineering, also regulates the work of pilots and crews, air traffic controllers and airport workers, and monitors the implementation of safety measures. The United Nations Aviation Authority seeks to improve the movement of travelers by standardizing customs procedures, improving sanitary and migration controls.

The main activities of the International Civil Aviation Organization are:

The technical direction is the development and improvement of standards applied in international civil aviation;

The economic direction is the study of international passenger and freight traffic and the formulation of recommendations on the issues of airport charges and the procedure for setting tariffs applied on international

lines; Also to provide regular technical assistance to developing countries in establishing their own domestic and international air transport systems;

The legal direction is, in turn, the development of drafts, standards, recommendations and new instruments of international air law.

The International Civil Aviation Organization has seven regional offices for operational activities in different regions of the world, namely, Paris (France) in Europe; Middle and the Middle East and North Africa - Cairo (Egypt); In West Africa - Dakar (Senegal); East Africa - Nairobi (Kenya); In the Far East; South-East Asia and the Pacific - Bangkok (Thailand); In South America - Lima (Peru); North America and the Caribbean - Mexico City (Mexico). The highest body is the Assembly with the representation of all members of ICAO.

The Executive Organ of ICAO, the Council, is a permanent organ of ICAO, accountable to the Assembly, administered by the President. It is pleasing to note that in May 2018 OleumuyuvaBenardAliu, President of the Council of the International Civil Aviation Organization paid an official visit to Ukraine. The visit included a meeting with the leadership of the country, as well as a visit to the aviation enterprises of Ukraine and the Almamater of the President - National Aviation University. The President was accompanied by the Regional Director of the European and North Atlantic Offices of ICAO, Luis Fonseca de Almeida. The visit of the President of an influential international aviation organization to Ukraine is an important event in the life of the country and another testimony to its recognition in the international arena.

ICAO safety experts are constantly looking for ways to improve flight safety in order to further reduce the number of aircraft accidents worldwide. While the number of aircraft accidents due to mechanical failures has decreased in recent years, greater attention has been paid to the human factors that contribute to accidents and catastrophes. Communication is one of the factors that has aroused increased interest among professionals.

The International Civil Aviation Organization has studied more than 28,000 dangerous situations with airships and found that more than 70% of the cases were due to them.

Since 1998, the ICAO Assembly has begun work on a resolution (Resolution of the 36th Section of the ICAO Assembly), which will become a full-fledged Standard in the future. The use of this Standard has made it possible to reduce the number of dangerous aviation situations. Since March 2008, ICAO has been introducing new standards for proficiency in the English language for the aircraft crew on the so-called Thursday

An international seminar Language Proficiency Requirements (LPRs) Technical Seminar took place on March 25-27, 2013, in Montenegro, in

which all parties took part in the process of meeting with the ICAO due to the need for participation in the seminar. A number of them were representatives of i from Ukraine compliance with ICAO requirements for the study of professional English. Among them were representatives from Ukraine.

Currently, there are two ICAO European Regional Training Centers in Kyiv:

- Center for Aviation Security (based on the State Aviation Administration "Bopicpil" and the National Aviation University) - since 1996;

- Center for the training of state inspectors on flight safety and state inspectors on issues of flight suitability of civilian air vessels.

The first contacts of the National Aviation University with ICAO began in the 80s, when seminars and meetings were held on the basis of NAU. The university took part in the implementation of ICAO programs: training of specialists, training of military pilots, training and translation of materials.

To the autonomy and international contribution of the National Aviation University to the development of aviation science and technology, the training and retraining of advanced qualifications of aviation specialists for more than 100 countries, opened in 1996.The Center received an international certificate for the right to train all categories of employees of aviation companies in aviation security.

In 2002, the European Regional Aviation Training Center (ICAO) was opened at the National Aviation University to train state flight and flight safety inspectors.

Both centers work according to the TRAINAIR methodology, using ICAO Standards and Recommended Practices. Students are taught in a modular system. Classes in the centers are conducted in English and Russian, which are the official languages of ICAO, both in Ukraine and in other countries. Classes are conducted by highly qualified instructors certified by ICAO.

In 2003, the ICAO Institute was established at the National Aviation University to ensure coordination of training and retraining of specialists in the field of aviation safety. The institute included the ICAO European Regional Training Center for Aviation Security, the ICAO European Regional Training Center for the Training of State Inspectors on Aviation Safety and Airworthiness, and the ICAO Department of National Training Centers. Among them are the Aviation Security Management Center, the Center for the Investigation and Prevention of Aviation Events, the Center for State Regulation of Civil Aviation, and the Aviation English Center. The head of the ICAO Institute is Suslova Galina Andreevna, professor at the National Aviation University, ICAO expert, Honored Education Worker of Ukraine,

Honorary Professor of Hankuksky Aviation University (South Korea), and Vilnius University of Technology (Lithuania), an honorary member of the United States Museum of Aviation and Cosmonautics.

The training is carried out for citizens of Ukraine and foreign citizens of the Eastern European region with ICAO program buyers with the issuance of ICA certificates.

Since 2003, more than 19,000 employees of aviation administrations, airlines, airports, aviation companies, aeroclubs and aviation schools from Ukraine and 77 countries have been trained and retrained in the training centers of the ICAO Institute of the National Aviation University.

References:

1.ООН, ІКАО [Електронний ресурс] : [Веб-сайт]. – Електроннідані. – Режим доступу: https://news.un.org/ru/story/2020/01/1370572

2. ІКАО [Електронний ресурс] : [Веб-сайт]. – Електроннідані. – Режим доступу: http://avia.pro/blog/icao

3. МіжнароднаОрганізаціяЦивільноїАвіації [Електронний ресурс]:[Веб-сайт]. – Електроннідані.–Режим доступу: https://uk.wikipedia.org/wiki/Міжнародна_організація_цивільної_авіації

4. Візит Президента Ради ІКАО [Електронний ресурс] : [Веб-сайт]. – Електроннідані. – Режим доступу: http://aviator.nau.edu.ua/international/30-vizyt-prezydenta-rady-ikao

GLOBAL ISSUES ARE CONSEQUENCES OF GLOBALISATION

Feshchenko Anastasiia

National Aviation University, Kyiv

Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

These days people receive the information about climate change, lack of food, poverty, terrorist acts from the news. These are the global issues. They are different but they have something in common. It`s source is human. People produce problems for the planet. The main of them is globalization. It is comprehensive. Each process, which becomes global, becomes overall.

Globalization means the speedup of movements and exchanges (of human beings, goods, and services, capital, technologies or cultural practices) all over the planet. One of the effects of globalization is that it promotes and increases interactions between different regions and populations around the globe.[1] Each global issue used to be a simple process before the number of Earth`s population grew increasingly. That`s why nowadays there is the list of global issues. It includes environmental issues, political crisis, social issues and economic crisis.

1. Environment.

The protection of the environment has become the most popular issue. It includes climate change, endangered species, lack of food, lack of clean water, overall pollution, ozone holes, space debris, melting glaciers. Some people try to solve those problems by riding a bike instead of cars, by eating organic food, by excluding meat from the diet, by saving the last exponents of endangered species. But most people don`t pay attention to that. Just like owners of factories who pollute the nature by not cleaning waste. Because money matters more than the safety of the only place in universe where they can live.

2. Peace and war. Nuclear weapons.

People experienced two big wars in the last century. But they weren`t the only wars that they had in their history. People have fought all the time since the beginning of human era. So, it`s not surprising that nowadays there are wars in some countries. Mostly these are civil wars. But simple people don`t get the benefits of war. Usually there are leaders who achieve their goals by sacrificing ordinary people. And the worst is that people have invented nuclear power. The world saw it`s consequences in 1945 as a result of the conflict between The USA and Japan. Since that, the nuclear weapons have been taken under control. Although, this control is not good enough. The world cannot be sure in it.

3. Human rights.

Human rights are moral principles or norms that describe certain standards of human behaviour and are regularly protected as natural and legal rights in municipal and international law. They are commonly understood as inalienable, fundamental rights “to which a person is inherently entitled simply because she or he is a human being” and which are “inherent in all human beings”, regardless of their age, ethnic origin, location, language, religion, ethnicity, or any other status.[2] But human rights are violated in many countries in many ways.

4. Poverty.

Poverty is an economic inequality between people. This phenomenon is all around the world. But mostly it is in developing countries. People work but cannot afford anything. They don`t have food, water, apartment, medicine, education. Such system looks like a slavery. The level of life is extremely low. There should be a balance between developed and developing countries. The lowest level of normal life should be appropriate.

5. Population.

The main problem about the population is the risk of overpopulation. Globalization is based on the number of people. Each process needs to be spread. But while Asians are on the age of overpopulation, Europeans are

aging. In addition, there is a problem with refuges. They come from the developing countries, run from wars and poverty. That`s great if they move to the other country, adapt and start a new life. But some of them cannot adapt, they try changing the country for themselves, they don`t respect native people, they expect everything by doing nothing. Terrorism is another issue. Religious terrorism is taking over the world. People believe someone`s idea, they are controlled by their leader and kill innocent civilians. This is what the global population issue is about.

6. Global pandemic.

People have struggled infectious diseases many times. This year this issue is as relevant as never before. The virus is taking all over the world. Looks like something impossible. But the 21 century is also experiencing pandemic. It is such a modern, technical and developed century, but people cannot resist the infection. There is no proof whether COVID-19 is artificial or natural. Although, it is a perfect biological weapon.

There are several international organizations, which try to explore, solve and control these global issues. The United States is among them. It provides the full information about the problems. There are United Nations Principles for Older Persons, Food and Agriculture Organization, United Nations Office for Disarmament Affairs, United Nations Conference on the Human Environment, World Food Programme, Comprehensive Convention on International Terrorism, Treaty on the Non-Proliferation of Nuclear Weapons, Vienna International Plan of Action on Ageing. These organizations and programs have the goal to solve the global issues.

References:

1. Globalization: Definition, Benefits, Effects, Examples – What is Globalizationhttps://youmatter.world/en/definition/definitions-globalization-definition-benefits-effects-examples/

2. Human rights https://en.wikipedia.org/wiki/Human_rights#Violations

THE DEMOGRAPHIC PROBLEM

Kalnybolotska Elyzaveta
National Aviation University, Kyiv
Supervisor RzhevskaDariia – senior lecturer,
foreign language department, Faculty of international relations

The world is experiencing a seismic demographic shift, and any country isn’t safe from the consequences. The problems of aging of populations and declining birth rates are spreading all around Europe. It is affecting labor relations, insurance systems and the economy in general.

Although increasing life expectancy and declining birth rates are considered advances in modern science and health care, they will have a significant impact on future generations.The demographic problem is a set of socio-demographic problems of our time that affect the interests of all mankind. The most important population problems that threaten extremely negative consequences are rapid population growth, or population explosion, in developing countries, and the threat of depopulation, or demographic crisis, in economically developed countries.

Different changes in the make-up of our population, as a result of ageing and migration, are hot topics in the media and in the world of politics. There is hardly a policy area that is not being impacted by demographic change.

The second half of the 20th century. The steady rise of life expectancy, which started in the 19th century in the industrial world, has gone on to soar after the Second World War on a glщbal level. From 48 years of age in 1950, life expectancy rose to 68 years of age in 2010. In spite of persistent poverty and famine, the general trend has been marked by economic progress. This is reflected in mortality rates that are continuing to dwindle worldwide. Fertility rates have followed suit. Further to the unprecedented population growth of the 1960s by more than 2% and the doubling of the world's population over 40 years, the annual growth rate has fallen to 1%. Forecasts by the United Nations are predicting zero growth by 2050. In the wake of this major demographic transition, a second global phenomenon is unfolding: the population drift from the countryside to cities. Since 2010, the majority of the world's population lives in towns and cities[3].

Population problems also include uncontrolled urbanization in developing countries, the crisis of large cities in some developed countries, spontaneous internal and external migration, which complicates political relations between states[2].

By 2050, there will be about 10 billion people on earth, compared to 7.7 billion today. Many of them will be living longer. As a result, the number of elderly people per 100 working-age people will be nearly triple—from 20 in 1980, to 58 in 2060.

Populations are getting older in all developed countries, yet there are clear differences in the pace of aging. For example, Japan holds the title for having the oldest population, with ⅓ of its citizens already over the age of 65. By 2030, the country's workforce is expected to fall by 8 million that leading to a major potential labor shortage.

In another example, while South Korea currently boasts a younger than average population, it will age rapidly and end up with the highest old-to-young ratio inter developed countries.

Currently, the global demographic problem manifests itself in such

aspects and trends as:

Fast population growth in the developing countries of Asia, Africa, and Latin America (over 80% according to some estimates and about 95% according to other estimates), which are characterized by a low space economy.

Most Third World countries have no population growth control and clear demographic policy.

Ageing and depopulation resulting from narrowed population reproduction in industrialized countries, especially in Western Europe.

Population reproduction growth typical of the planet when mortality decline is not matched with birthrate decline[1].

The demographic boom and uneven population growth in different regions lead to other big problems, for example:

-demographic pressure on the environment.

-ethnic and intercultural problems.

-immigration and migration. (Obviously migration is also having a major impact on our population. Looking at intra-European migration, the term 'mobility' is increasingly being used. This also shows the diversity of the non-native population[3]).

-destitution, poverty, and food shortages.

-Urbanization.

-unemployment etc[2].

The rapidly declining population in the European Union may prove to have major consequences in the coming decades. Persistently low birth rates and higher life expectancy are transforming the composition of the age pyramid, resulting in a gradual transition towards a much older population, as is already apparent in several Member States. As a result, the proportion of people of working age is shrinking, while the relative number of pensioners is expanding.

The demographic problem is one of the most important and problematic in our time. First, no clear and legally and ethically acceptable world mechanism has yet been developed to decrease the population growth rate. Second, even from the financial point of view the problem is hard to solve due to the paradox of reverse proportionate dependence between the standard of living and birthrate in various parts of world.

As 2020 marks as the start of the Decade of Healthy Ageing, the world is entering a pivotal period[1].

Countries around the world face tremendous pressure to effectively manage their aging populations, but preparing for this demographic shift early will contribute to the economic advancement of countries, and allow populations both young and old to live long and prosper.

References:

1. The global demographic problem - URL: http://planetaryproject.com/global_problems/demografy/
2. The Problem of an Aging Global Population, Shown by Country - URL: https://www.visualcapitalist.com/aging-global-population-problem/
3. Demographic Challenges of the 21st Century - URL: https://www.vub.be/en/demographic-challenges-21st-century

THE PROBLEM OF PEACE AND DISARMAMENT

Khomenko Viktoriia
National Aviation University, Kyiv
Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

The geopolitical problem of preserving peace has become global in our time. The current state of international relations, despite the fact that there is no global military confrontation, can not be called state of peace and peaceful coexistence. Numerous local conflicts, peace-building and reconstruction operations, particulary in Africa continent, or in the Middle East indicate the continuation of the armed forces confrontation, the task of which is certain changes: political, economic and many others. Therefore, it remains relevant that in the future the issue of disarmament as a guarantee that conflicts, at least armed ones, will have no grounds for occurrence [4].

Military conflicts have always existed, however they have never threaten all humanity, as it's today. In the second half of the XX century, when was improved nuclear weapons, missile technologies and other things of mass distraction (chemical and biological),there could be a real possibility of the destruction of entire countries and continents in case of start of the Third World War [3].

Historians estimate that for the last 6,000 years, only 292 years have been peaceful. In our century, humanity has survived two terrible world wars, but even after the last of them, more than 20 million people died in armed conflicts in the world.

What are the main causes of wars? First of all, they are rooted in the antagonism of classes and states, races and nations, religious denominations. The confrontation of two different social systems: socialist and capitalist constantly kept humanity on the brink of war and destruction. The confrontation between the two world systems intensified sharply after the Second World War due to the advent of nuclear missiles. In 1949, the United States and it's allies formed the NATO military-political block, and European socialist countries formed the Warsaw Treaty Organization in 1955 [2].

In the arsenals of the world's largest countries are concentrated so many weapons that are enough to destroy all life on the planet. Atomic and hydrogen bombs, when explore at the same time, can break the Earth into pieces [3].

Also, studies conducted by scientists from various countries, including Ukraine, show that the most destructive and the most likely consequence of a nuclear war for all living beings will be the onset of a «nuclear winter.» That is, anything that will not suffer as a result of the wave of the explosion, anything that survives after the nuclear outbreak and radiation will suffer from the «nuclear winter.» There will be a «nuclear night», and with it will come the cold. The Earth will begin to cool. Due to irreversible processes in the biosphere, climatic conditions will change[5].

The winter will continue for several years, maybe even a few months, but during this time the ozone layer of the Earth will be completely destroyed. Streams of ultraviolet rays rush to Earth. Simulation of this situation shows that due to an explosion with a capacity of 100 Kt, the temperature will drop by an average of 10-20 degrees[5].

After the nuclear winter, further natural continue of life on Earth will be quite problematic:

• there will be a shortage of power and energy. Due to strong climate change, it will be impossible to made farms, nature will be destroyed, or changes greatly.

• there will be radioactive contamination of areas, which will again lead to the destruction of wildlife.

• global environmental changes (pollution, extinction of many species, destruction of wildlife).

The total world stockpile of nuclear weapons is about 15 thousand megatons, which is approximately equal to more than 1 million bombs, similar to the one which was dropped on Hiroshima. Although nuclear weapons are no longer used, but it's worrying that individual states want an uncontrolled possession of weapons of mass destruction. At the present, there are at least seven «nuclear countries», including those that are in conflict with each other (India and Pakistan). Also, a number of other countries are actively working to develop nuclear weapons [3].

Futhermore, there were a huge economic losses of this military race. After the Second World War, all the countries of the world have already spent about 10 trillion dollars on armament and maintenance of the army. This huge amount could be used much more productively, for example, to solve the global problems of humanity. Thus, in 1998-1999, when were the crises, Russia produced a new destroyer and the most modern warship.

Many analitics supports the hypothesis that expansion in military expenditure is harmful for economic growth. Only in the presence of internal conflict does higher military expenditure fosters economic growth in developing countries. So governments in Asian countries, particularly those not facing any internal threats, may reconsider investing more in expanding existing military capacity[1].

That said, tension is at an all-time high in the Korean peninsula. The deployment of an advanced missile defense system in South Korea by the United States has already raised concerns over a new atomic arms race in Northeast Asia. In the Southeastern part of Asia, an equally dangerous arms race can escalate if territorial disputes over the South and East China seas are not resolved soon[1].

For smaller but wealthy Asian states, the fear originating from military ambitions of bigger regional neighbours such as China and India is likely to be the biggest driver of growth in military spending in the coming decades. Diffusion of tensions through greater regional dialogue therefore should be prioritised. Failing to do so may leave Asian countries trapped in a silent but costly arms race[1].

Nevertheless, there are different points of view on the problem of preserving peace on our planet. For this reason, many people argue that the invention of atomic weapons turned away the Third World War. Because, if there are no winners in this conflict, than the meaning of the war is lost. It is also called the concept of nuclear peace (it can be more widely outlined as a «peace of fear»), which is becoming more and more

relevance at the present time[4].

Supporters of this conceptual approach consider the nuclear world as a high level of military-strategic balance between the two systems. «A world without nuclear weapons will be less stable and more dangerous for all of us,» said Margaret Thatcher.

However, R. Aron notes that a general and long peace can not be maintained through the proliferation of thermonuclear weapons among all states, because fear does not guarantee peace even between two states that possess thermonuclear weapons. At the same time, the nuclear world is breaking the old formula for preventing war, «If you want peace, prepare for war,» in which emphasis is placed on the dominance of defensive capabilities over offensive ones[4].

As the first UN Secretary General Trygve Lee emphasized (1946–1953), wars occur because countries and their governments prepare rather for conflict than for peace in their relations. He accent that war can be banned through:

1. Full disarmament, which is carried out through comprehensive

disarmament and negotiations. Progress in disarmament must be accompanied by the development of peacekeeping institutions and the settlement of international disputes by peaceful means.

2. Pacifism, which begins with the statement that murder is crime, and in general goal should be to combat violence.

The concept of peace through disarmament, according to scientist R. Aaron, in the earlier stages of human development it would be difficult to realize, because self-interest has always been more important than maintaining peace and stability. Therefore, at the present stage, when the use of weapons, in particular nuclear weapons, can pose a threat to human existence, we can hope for a more active implementation of the idea of general and complete disarmament, including nuclear disarmament[4].

However, it should be noted that the army and military industry gave work to many millions of people who could be unemployed.

So, only through joint efforts, humanity will be able to solve the problem of war and peace voluntarily renouncing nuclear weapons. As a result of the implementation of the concept of peace through disarmament, universal peace should theoretically be replaced by the planned peace - a state of international relations, when targeted measures are taken not only to reduce tensions and comprehensive cooperation, but also to end the arms race, gradual disarmament, and as a result - getting rid of the threat of world wars, to a secure peace and the creation of a new system of international relations on the principles of peaceful coexistence[4].

References:

1. The economic consequences of the arms race—military spending is harmful for growth [Electronic resource] // «Phys.org» —2003 - 2020— Access mode: https://phys.org/news/2017-07-economic-consequences-arms-racemilitary-growth.html

2. Проблема миру і роззброєння [Electronic resource] // Access mode: https://sites.google.com/site/prolems/problema-miru-i-rozzbroenna

3. Проблема миру і роззброєння [Electronic resource] // Access mode:https://sites.google.com/site/globprob/home/problema-miru-i-rozzbroenna

4. Проблематика роззброєння у сучасній міжнародній політиці. Концепція миру через роззброєння [Electronic resource] /Софія Федина // Access mode: https://intrel.lnu.edu.ua/wp-content/uploads/2015/10/PoMe_2012_1-2_27.pdf

5. ПРОБЛЕМА ЗАГРОЗИ ЯДЕРНОЇ ВІЙНИ [Electronic resource] / Романенко А. А., Назаров М. С. // Access mode: https://essuir.sumdu.edu.ua/bitstream-download/123456789/40523/1/Romanenko_Nazarenko.pdf

ARTIFICIAL INTELLIGENCE: BENEFITS AND RISKS

Kryvoklub Veronika, Feshchenko Anastasiia
National Aviation University, Kyiv
Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

Artificial intelligence is a unique technology, a product of technological progress, which allows machines to learn using human and personal experience, to adapt to new conditions in their application, to perform various tasks that have been possible only to men for a long, to predict events and optimize resources of different nature.

Most of the examples of artificial intelligence, which are known today, from chess computers to autonomous robotic systems, still depend on the human factor and require in-depth training. However, even at the stage of their current progress, they globally influence the life of the whole society, forming new ideas about the future and prospects for the development of state-of-the-art technologies.

Areas of use of artificial intelligence:

- robotics;
- computer games;
- web analysis;
- decision-making;
- image processing;
- forecasting.

Possibilities of artificial intelligence:

1. It automates the ongoing learning process and data search. Artificial intelligence performs large-scale computerized tasks reliably, systematically and tirelessly. For this type of automation, the human factor is still necessary to create an efficient and correct system for processing key requests and making appropriate decisions. However, it does not require as much effort as before.

2. It intellectualizes the product. Artificial intelligence transforms standard automated systems into an intelligent product that works on user requests. It is the basis for improving devices by giving them the ability to respond to needs, solve a range of problems and analyze them. Modern automation, talk platforms, smart bots and smart machines work with a huge amount of data to improve many technologies at home or in the workplace.

3. It adapts. With the help of progressive learning algorithms, artificial intelligence develops and generates data for further programming. It independently finds the structure and patterns in the data, processing

them in such a way that in fact the algorithm itself acquires a certain skill. For example, it becomes a classifier or predictor. The possibilities of such training are limitless in terms of using smart machines to solve a wide range of problems. Models adapt quickly when receiving new data, which gradually leads to the complete elimination of errors in the implementation of a certain automated process.

4. It analyzes deeper data. Deep and thorough analysis shows all potential risks, forms forecasts and warnings, eliminates wrong decisions, prevents dangerous situations in the reproduction of a particular technical process or event, forms options for their development and possible consequences. Thus artificial intelligence learns and improves.

5. It achieves extreme accuracy. This allows to use intelligent systems in almost all areas of human activity.

6. It operates a huge amount of data. While algorithms are learning, data becomes intellectual property. Because the role of data is now more important than ever, it can create a competitive advantage. If a company has the best data in a certain competitive industry, it will become the best in the market. [1]

Advantages of artificial intelligence:

• Accuracy in data processing;

• Ability to analyze large amounts of information at high speed;

• Artificial intelligence does not need sleep and lunch break, it does not make mistakes due to fatigue;

• Artificial intelligence can be used in areas where it is dangerous for humans to be. [2]

Disadvantages of artificial intelligence are risks.

In 2017, theoretical physicist Stephen Hawking expressed concern that Artificial Intelligence could provoke the ultimate defeat of humanity - to create a new form of life that will replace humans. Hawking also said that people must find a way to quickly identify the risks associated with artificial intelligence before they reach the level that will threaten civilization.

Engineer and entrepreneur Elon Musk also says that the immoderatedevelopment of artificial intelligence is «the greatest existential threat» to humanity. “Facebook, Google, Amazon, Apple - they all already know a lot about you. Artificial intelligence, which will be created in the middle of these companies, will gain more power over people. And the concentration of power in one hand always creates huge risks. Only a few people at Google are working to create artificial intelligence, without any outside observation - it should not be so, «- warns Elon Musk.

One of the threats of artificial Intelligence is often called an autonomous weapon system that can select and eliminate targets without human consent.

In addition, other dangers associated with artificial intelligence can undermine the socio-economic order in today's world. Smart machines that will replace people in the future will increase the social division into castes.

Robots will do almost all routine work, because they will be able to do it faster and better. The changes will affect hundreds of millions of jobs. Politicians will have to meet this challenge and tackle unemployment. Artificial intelligence will also create new dimensions of existing threats. Robots can easily and quickly generate fake texts, emails and audiovisual recordings. In recent experiments, Artificial Intelligence mimicked a voice after just a few minutes of listening to its recording. Over the next 5 years, such technologies may be publicly available, which will provide criminals with great opportunities.

Computer algorithms can also be used by terrorists. That is why terrorists are actively interested in new technologies, equipment based on artificial Intelligence and built-in automatic functions, such as tracking. Facebook CEO Mark Zuckerberg disagrees with the danger of artificial intelligence. «Every time I hear that artificial intelligence will harm humanity in the future, I think: yes, technology can always be used for both good and bad. You have to be careful about what you create, how you create it, and how it will be used.»

According to the founder of Tesla and SpaceX, the development of artificial intelligence is rapid and out of control, so the government needs to start regulating the development of this technology. «Robots can start a war by issuing fake news and press releases, falsifying e-mail accounts and manipulating information." [3]

Conclusion

With the creation and implementation of any intelligent system, new ethical problems arise in society each time, as artificial Intelligence actually takes responsibility for making decisions without emotional basis. Based on this, experts have identified five key guidelines for building new intelligent systems:

1) The development and implementation of artificial Intelligence must be transparent;

2) The principles of functioning of artificial Intelligence must be clear, clearly formulated and made available to the public;

3) Artificial intelligence algorithms must initially be laid out in such a way that the system's actions are safe and predictable;

4) Artificial Intelligence systems must be invulnerable to manipulation;

5) Responsibilities, rights and requirements for the development and implementation of Artificial Intelligence should be clearly and in advance defined in order to avoid risky situations. [4]

References:

1. Штучнийінтелект, щоцетаке і чомуцеважливо [Електронний ресурс] – Режим доступу: https://www.everest.ua/

2. Як дієштучнийінтелект і перспективийоговикористання [Електронний ресурс] – Режим доступу: https://aiconference.com.ua/

3. ІлонМаск та Марк Цукербергпосперечалися через штучнийінтелект [Електронний ресурс] – Режим доступу: https://ms.detector.media/

4. Ризики та можливостіШІ повинні бути повсюдновизнані в якостіпріоритету [Електронний ресурс] – Режим доступу: https://www.everest.ua/

ELECTORAL SYSTEMS: GLOBAL EXPERIENCE

Nasibovych Valentyna
National Aviation University, Kyiv
Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

Electoral systems are the detailed constitutional arrangements and voting systems that convert the vote into a political decision. The first step is to tally the votes, for which various vote counting systems and ballot types are used. Voting systems then determine the result on the basis of the tally. Most systems can be categorized as either proportional or majoritarian. Among the former are party-list proportional representation and additional member system. Among the latter are First Past the Post electoral system (relative majority) and absolute majority. Many countries have growing electoral reform movements, which advocate systems such as approval voting, single transferable vote, instant runoff voting or a Condorcet method; these methods are also gaining popularity for lesser elections in some countries where more important elections still use more traditional counting methods [1].

In some countries, the majoritarian and proportional systems are combined into what are called mixed-member proportional or additional-members systems. Although there are a number of variants, all mixed-member proportional systems elect some representatives by proportional representation and the remainder by a nonproportional formula. The classic example of the hybrid system is the German Bundestag, which combines the personal link between representatives and voters with proportionality. The German constitution provides for the election of half the country's parliamentarians by proportional representation and half by simple plurality voting in single-member constituencies. Each voter casts two ballots. The

first vote (Erstimme) is cast for an individual to represent a constituency (Wahlkreise); the candidate receiving the most votes wins the election. The second vote (Zweitstimme) is cast for a regional party list. The results of the second vote determine the overall political complexion of the Bundestag. All parties that receive at least 5 percent of the national vote—or win at least three constituencies—are allocated seats on the basis of the percentage of votes that they receive. The votes of parties not receiving representation are reapportioned to the larger parties on the basis of their share of the vote. During the 1990s, a number of countries adopted variants of the German system, including Italy, Japan, New Zealand, and several eastern European countries (e.g., Hungary, Russia, and Ukraine). A hybrid system also was adopted by the British government for devolved assemblies in Scotland and Wales. One of the chief differences between mixed-member systems is the percentage of seats allocated by proportional and majoritarian methods.
For example, in Italy and Japan, respectively, roughly three-fourths and three-fifths of all seats are apportioned through constituency elections. A country's choice of electoral system, like its conception of representation, generally reflects its particular cultural, social, historical, and political circumstances. Majority or plural methods of voting are most likely to be acceptable in relatively stable political cultures. In such cultures, fluctuations in electoral support from one election to the next reduce polarization and encourage political centrism. Thus, the "winner take all" implications of the majority or plurality formulas are not experienced as unduly deprivational or restrictive. In contrast, proportional representation is more likely to be found in societies with traditional ethnic, linguistic, and religious cleavages or in societies that have experienced class and ideological conflicts [2].

Although some executives still attain their position by heredity, most are now elected. In most parliamentary systems, the head of government is selected by the legislature. To reduce the influence of minor parties over the formation of governments in the Knesset, in 1992 Israel adopted a unique system that called for the direct election of the prime minister by a plurality vote of the public. Owing to the unanticipated further splintering of the political system, however, legislators later voted to restore their role in selecting the prime minister. Parliamentary systems that have, in addition to a prime minister, a less-powerful nonhereditary president have adopted different methods for his election. For example, in Germany the president is selected by both the upper and the lower chamber of the legislature. By contrast, in Ireland the president is elected by a plurality vote of the public [2].

The nature of democracy is that elected officials are accountable to the people, and they must return to the voters at prescribed intervals to seek their

mandate to continue in office. For that reason most democratic constitutions provide that elections are held at fixed regular intervals. In the United States, elections for public offices are typically held between every two and six years in most states and at the federal level, with exceptions for elected judicial positions that may have longer terms of office. There is a variety of schedules, for example presidents: the President of Ireland is elected every seven years, the President of Russia and the President of Finland every six years, the President of France every five years, President of the United States every four years [1].

Non-governmental entities can also interfere with elections, through physical force, verbal intimidation, or fraud, which can result in improper casting or counting of votes. Monitoring for and minimizing electoral fraud is also an ongoing task in countries with strong traditions of free and fair elections. [3].

References:

1) Wikipedia. Election [Electronic resource] / Wikipedia – Resource access mode: https://en.wikipedia.org/wiki/Wikipedia:Articles_on_elections.

2) Election POLITICAL SCIENCE [Electronic resource] / Election POLITICAL SCIENCE - Resource access mode: https://www.britannica.com/topic/election-political-science/Plurality-and-majority-systems.

3) FREE AND FAIR ELECTIONS [Electronic resource] – Resource access mode: http://www.publicsphereproject.org/content/free-and-fair-elections.

INFLUENCE OF CORONAVIRUS ON POVERTY

Pavliuk Alina

National Aviation University, Kyiv

Supervisor Rzhevska Dariia – senior lecturer, foreign language department, Faculty of international relations

One of the greatest issues in our world is poverty. Mainly poverty is mostly occurring in developing countries. Borgen Project singled out the main reasons of poverty. They include History, War and Political instability, National Debts, Discrimination and social inequality and vulnerability to natural disasters. According to the Global Finance Magazine, the poorest countries in the world are Central African Republic, Congo, Malawi, Liberia, Burundi, Niger, Mozambique and Eritrea [1].

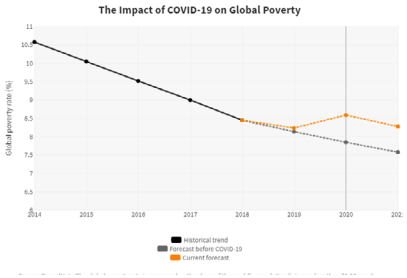
To be sure, the world has made substantial achievements. The extreme poverty rate has fallen below 8% compared to 2010, the lowest

recorded level in human history. The number of people in extreme poverty in Africa is decreasing. India, once a global hot spot for poverty, is now on track to end extreme poverty. Children around the world are living longer and healthier lives. The mortality rate of children under five has nearly halved over the last twenty years and more children than ever are receiving an education, getting necessary vaccinations and drinking clean water. More people have access to electricity and nearly 7 billions of people get access to essential health services [3].

Despite all the achievements and predictions of scientists about decreasing of poverty level the outbreak of coronavirus infection has changed the situation globally. COVID-19 has caused deaths, illnesses and economic despair. It isn`t over yet. The coronavirus epidemic touches everyone. Those people, who lives in deprived countries are dying of coronavirus at double the rate of affluent one.

According to World Bank forecast the outbreak of coronavirus is pushing about 40-60 million people into extreme poverty, with the best estimate being 49 million. It was projected that level of poverty may decrease over this year from 8,1% to 7,8%. However, now this projection has changed, as a result number of impoverished people may increase from 8,2% to 8,6% or from 632 million people to 665 million people. Definitely that these changes may be cause by different factors, but COVID-19 is the main factor of worsening of poverty problem. Taking it`s into account, we can sum up that COVID-19 is driving a change in our 2020 estimate of the global poverty rate of 0.7 percentage points, comparing projection before and after the outbreak — (8.6%-8.2%)-(7.8%-8.1%) [6].

The United Nations has previously reported that $2.5 trillion is needed to support developing countries during the crisis and that nearly half of all Africa's jobs could be lost. The World Bank, G20 ministers and the IMF held a meeting in order to discuss debt relief for poorer countries [4].



Graph. The impact of COVID-19on global poverty [5].

There are two factors which have influence on poverty in conditions of pandemic:

1) The impact of the virus on economic activity;

2) The number of people living close to the international poverty line [6].

Approximately 23 million of the people pushed into poverty are projected to be in Sub-Saharan Africa and 16 million in South Asia. It depends on number of people
living close to the international poverty line the developing world, low- and middle-income countries will suffer the greatest consequences in terms of extreme poverty [6].

For example, number of people pushed into poverty in East Asia & Pacific increased by 4,5 million of people. In Europe & Central Asia it`s about 0,9 million. In Latin America & Caribbean increased by 2,7 millions, Middle East & North Africa just about 2,8. In North America it`s the lowest number, about 0,1 million. Poverty in South Asia rose by 15,6 million of people. And the worst situation in Sub-Saharan Africa, where number of impoverished people increased by 22,6 million people [6].

In pessimistic scenarios, global poverty in 2020 would be close to the level in 2017, it means that world's progress in eliminating extreme poverty would be set back by three years [2]. Nonetheless, there are some solutions to solve the problem of poverty around the world:

- Give to the impoverished people the Health Care to improve their physical conditions and make them more competitive;
- Governments should to invest in expanding healthcare and medical equipment factories [2];
- Use the budget allocated for War and Weapons to stop Global Poverty;
- Governments should invest in programs and projects that will be beneficial to improving the lives of the poor – to open opportunities for them to lift themselves out of poverty;
- Improve sanitary conditions not only in poor countries, but in the whole world. Coronavirus has shown to us importance of it [7].

So, the outbreak of coronavirus upside down millions of people`s lives. Unfortunately, it takes a lot of time to eliminate all traces caused by COVID-19. Despite the fact that disease is still reign in the world, we should start to deal with it`s consequences in order to avoid a point of no return.

References:

1. A Conclusion For Poverty [Електронний ресурс] – Режим доступу до ресурсу: https://www.voicesofyouth.org/blog/conclusion-poverty.

2. Coronavirus: Millions will be left in poverty [Електронний ресурс] – Режим доступу до ресурсу: https://www.bbc.com/news/business-52103666.

3. GLOBAL ISSUES TO WATCH IN 2020 [Електронний ресурс] – Режим доступу до ресурсу: https://unfoundation.org/blog/post/5-global-issues-to-watch-in-2020/.

4. How will coronavirus affect levels poverty around the world [Електронний ресурс] – Режим доступу до ресурсу: https://www.weforum.org/agenda/2020/04/coronavirus-pandemic-half-a-billion-people-into-poverty/.

5. PovcalNet: an online analysis tool for global poverty monitoring [Електронний ресурс] – Режим доступу до ресурсу: http://iresearch.worldbank.org/PovcalNet/home.aspx.

6. The impact of COVID-19 (Coronavirus) on global poverty [Електронний ресурс] – Режим доступу до ресурсу: https://blogs.worldbank.org/opendata/impact-covid-19-coronavirus-global-poverty-why-sub-saharan-africa-might-be-region-hardest.

7. What's it like to be really poor? [Електронний ресурс] – Режим доступу до ресурсу: https://www.theworldcounts.com/stories/Poverty-in-the-World-Today.

THE PROBLEMS OF NATIONAL AND INTERNATIONAL INFORMATION SECURITY

Syvoplias Valentyn
National Aviation University, Kyiv
Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

During our time the informational space which was formed because of development of informational-communication systems created a new type of abilities and threats at the same time. In this conditions, providing the proper security of information for individual countries, international companies or internationally known people becomes significantly important. Nobody wants their information to be stolen, especially if it may contain any important plans, documents, etc. On the world scene, everyone is trying to implement certain actions that his foreign partners may not like, as a result causing international scandals and huge losses. Sometimes it can become a threat to national secutity of the state. As the main threats in this area are cybercrime, cyber espionage and cyber terrorism. Everyone wants to avoid this.

WHAT IS CYBER PEACE AND SECURITY?

The word "cyber" has come to refer to an ever-widening spectrum of activities encompassing espionage, surveillance, privacy intrusions, denial-of-service attacks, ransomware, and malware operations that variously impact nations and individuals. Many of these activities have the ability

to disrupt, disable, or destroy vital physical infrastructure or national or human security and well-being. Some constitute criminal activity while others occur within legal grey areas. Cyber operations have become an effective tool for states seeking to exercise power by causing disruption or confusion in other countries and is transforming espionage. Digital technology has added new means by which governments can control or repress the human rights of their citizens.

DEFINITIONS OF «INFORMATIONAL SECURITY»

The definitions of "information security" are diverse. In the most general sense, information security means protecting information and information systems from outside access, use, destruction, alteration or destruction.

It shoud be noted that a unified classification of information security threats still has not been developed. The legislative acts of individual states and international agreements contain various options for such classifications, but none of them has become generally accepted. The only subject of general agreement is the need to monitor new threats in the field of information security, to monitor the development of technologies that can harm international and national information security.

Cyberspace has become the second world in which, on the one hand, there are cases of manipulation, information violence, propaganda and incitement, on the other hand, prevention of information threats, development of socially useful activities, raising funds for charity, attraction of volunteers, etc.

EXAMPLES OF NET USAGE IN SOCIAL CONFLICTS

Any conflicts in the modern world cannot do without communication in social networks. For example, while protesters in Tunisia and Egypt successfully used social media to overthrow their governments. The experience of Syria, Iraq and Libya showed the ability of the governments to quickly neutralize such protests. The experience of the "Arab spring" has become a reason to recognition of ability of the Internet to be both a powerful tool of civilian control and place of the conflict birth. The current trend in discussions about cyber threats, is their politicization (on the one hand, the choice between freedom of expression and the right of citizens to information about the activities of the state, and on the other, the desire of the state to control communication and destroy terrorist networks).

Side effects of the development of social media are cases of the spread of fake news. They say that this acts on the same way as the old propaganda, but developed at a new technological level and, due to increased efficiency, bringing new threats to the foundations of social stability.

The necessity of security is not oriented towards cyberspace, but towards society. The threats use vulnerabilities existing in cyberspace because they pose a risk to societal values. The criticality of the object (life or fundamental values) amplifies the severity of the threat, imposing the most drastic measures to remove the threat. An answer sizing up to the threat can only be given by the iron arm of society: military institutions, the only ones capable to decisively respond to radical threats on life or fundamental values. In the fight or war between the agent of the diffuse, imprecise, but critical threat, and the armed forces any sacrifice is acceptable. In order to save life and values not even life itself is too much to sacrifice.

ISSUES OF CONCERN AND DEBATE

Concerns about the negative use of digital technologies, or "information and communication technologies (ICTs)" to use the phrase common within the UN community, are multi-dimensional and complex, engaging different actors in different ways to address a very wide spectrum of threats and concerns.

The issues of concern and debate described in this section relate to cyber peace and security as it fits within international relations and does not encompass all aspects of this issue. That said, it's important to underscore the importance of wide and multi-stakeholder engagement, given the ubiquity of this problem.

• The militarisation of cyber space

Since the first instances of malicious cyber operations between states were uncovered, there has been a growing presupposition of cyber space as a militarised space. This is a dangerous path for states to continue down, given the civilian and dual-use nature of cyber space and digital networks.

Consider, for example, the growing role of digital operations within military doctrines and strategy. Precise estimates vary, but it is generally accepted that at least a dozen states, and possibly as many as 30, are developing or have in place offensive cyber capabilities in connection with their military structures and/or doctrine. Some, including NATO, have acknowledged cyber space as a new operational domain of warfare.

• Applicability of international law

The applicability of international law to cyber space has been a primary point of disagreement among UN member states in recent years, particularly with respect to articulating precisely how law would apply.

Some states argue that applying International Humanitarian Law to cyber space would legitimise taking military activities within it—which they claim to oppose.

So relying on their own traditions, as well as appealing to the principle

of sovereignty, states seek to establish control over the information space, which to some extent is necessary for public safety and creating the best opportunities for its future development. Meanwhile, agreement on significant aspects of the development of the information sphere, including the degree of state participation in the further development of the Internet, has not been reached.

References:

1. Peace&Freedom. Cyber peace and security [Електронний ресурс] / Peace&Freedom. – 2020. – Режим доступу до ресурсу: https://reachingcriticalwill.org/resources/fact-sheets/critical-issues/14010-cyber-peace-and-security.

2. СОЦИАЛЬНЫЕ РИСКИ В КОММУНИКАЦИОННОМ ПРОСТРАНСТВЕ СОВРЕМЕННОГО ОБЩЕСТВА [Електронний ресурс]. – 2018. – Режим доступу до ресурсу: https://www.researchgate.net/publication/329308420_Aktualnye_problemy_nacionalnoj_i_mezdunarodnoj_informacionnoj_bezopasnosti.

3. The Cyber Threat And The Problem Of Information Security [Електронний ресурс]. – 2017. – Режим доступу до ресурсу: http://thedailyjournalist.com/theinvestigative/the-cyber-threat-and-the-problem-of-information-security/.

4. УГРОЗЫ МЕЖДУНАРОДНОЙ ИНФОРМАЦИОННОЙ БЕЗОПАСНОСТИ: ФОРМИРОВАНИЕ КОНЦЕПТУАЛЬНЫХ ПОДХОДОВ [Електронний ресурс]. – 2015. – Режим доступу до ресурсу: https://cyberleninka.ru/article/n/ugrozy-mezhdunarodnoy-informatsionnoy-bezopasnosti-formirovanie-kontseptualnyh-podhodov.

FEATURES OF ANALYTICS SERVICE GOOGLE ANALYTICS

A.A. Stavytska
National Aviation University, Kyiv
Supervisor V.I. Mazur

Google is the name of one of the most powerful search engines on the World Wide Web.

The system is constantly evolving. The search engine is constantly growing and improving its algorithms. The search algorithm is a trade secret. The algorithm is based on software solutions that allow you to efficiently distribute sites according to the degree of their importance and relevance to queries.

Due to the fact that Google is currently the most powerful search engine, the promotion of sites in this search engine is the number one priority for many optimizers. Successfully promoting a site on Google means reaching heights unattainable for competitors. However, a lot of effort is needed for this.

Google became the first search service on the planet only because it is fully focused on all human needs. In 20 years, Google has provided its pages with such convenient services that it has become the Internet in general . [1]

Google Analytics is an analytical service from the Google search engine , which collects statistics about site visitors after installing a special counter on it. The free version of the system in terms of functionality is suitable even for large-scale tasks. Google Analytics processes the information obtained from the site, showing in the reports data on visits, conversions, geolocation , provider, traffic sources , operating system and other parameters. The service includes dozens of filters, about 100 types of reports and many options that allow you to configure analytics for a project of any level of complexity . [2]

With Google Analytics you can:

• track which pages on the site are most popular among users, and accordingly - which pages need optimization to increase traffic . And you can determine what exactly is a «weak spot» and focus on improving such points;

• find out which pages bring the best results (which gives the most conversions; conversion is the ratio of unique visitors to any resource with the active actions they take there);

• analyze the effectiveness of social networks (find out which one brings the best results and focus more on it);

• learn information about the target audience (age, gender, where they live, interests, marital status, language);

• analyze the average time a person stays on the page (site).

Statistics collected with the help of an analytical tool from Google allows you to understand what mistakes were made in the layout, in the location of elements, in text materials, etc. Thanks to the reports you can find out:

• speed of loading pages, one of the important factors that affect the ranking in search engines;

• tracking events: complete information about pressing various buttons, about transitions between pages, about filling in various forms;

• distribution of platforms: it is important to focus not only on personal computers, but also on mobile devices. Thanks to the tools for collecting statistics on the Google Analytics site , you can determine what resources visitors use from mobile devices, tablets, computers;

• analysis of sales and conversions: detailed statistics and analysis of all user actions with banners, information panels, videos. From the reports you can understand what factors affect conversions and sales;

• ad slot analysis: Google Analytics provides detailed reports on all ads and identifies which units are

most effective;

• activity in social networks: the analytical tool automatically tracks the activity of users in social networks and on the site .

Google Analytics traffic estimates are based on a large amount of data collected by the system about users. Conditionally they can be divided into 4 blocks:

• summary data on site traffic. It tracks the number of pages, unique and non-unique sessions, the general audience, new visitors;

• characteristics of the audience. Visitor activity (number of pages visited by a unique user, average interest, geographical distribution);

• user sources. Tracking of sites from which the transition was made, direct transitions, key queries from search engines, sources of traffic by groups;

• popularity of sections and pages on the site. Complete analysis of traffic to each page, section, category, list of popular articles for each user.

These are just some of the parameters by which Google evaluates site traffic and provides data to webmasters . In total, a complete analysis is conducted and each action of the visitor is recorded, so that based on this information the owner can analyze how interesting his resource is to users, to which region the bulk of visitors belong and which pages are of most interest . [3]

Analytics Google - this service keeping statistics visits websites of the company Google. The service allows you to evaluate website traffic and the effectiveness of various marketing activities . By using this service could

collect information about the geographic location of visitors site preferences and orientations in the views. Also provided expanded opportunities analysis data , including those they display in a convenient box for matches .

Google Analytics help any which organizations optimize the site and the work as very important , that the organization was adequately represented at the expanse of the Internet .

References:

1. Google. Історичні передумови створенняGoogle. – Режим доступу: https://igroup.com.ua/seo-articles/google

2. G - Google Analytics. – Режим доступу: https://www.calltouch.ru/glossary/google-analytics/

3. SEO Wiki. Google Analytics. – Режим доступу: https://wiki.rookee.ru/google-analytics/

MULTICULTURALISM AS A WAY OF REGULATING MODERN ETHNOPOLITICAL PROCESSES ON THE EXAMPLE OF THE USA AND CANADA

A.A. Surkova
National Aviation University, Kyiv
Supervisor N.F. Rzhevska

Nowadays, in most countries, ethno-political processes are gaining new relevance, issues are significantly exacerbated, interconnected with the revival or preservation of national and ethnic self-awareness of peoples, the processes of politicization of ethnicity are intensifying, as a result, the leadership of such countries raises the question of choosing such a government administration and regulation a model that will allow for the implementation of effective policies in the field of interethnic and interethnic relations.

The specificity of ethno-national relations is determined by the existence on the territory of states of ethnic communities of groups that differ in origin, language, ethno-cultural identity, religion, etc. It is expressed in a high level of emotional coloring, which is accompanied by various stereotypes, myths and illusions, which in certain situations can lead to interethnic tension and protracted conflicts[1].

One of the ways to overcome tensions in multicultural countries and options for intensifying the process of democratization is considered by many philosophers, political scientists, and jurists to be multiculturalism, which is understood not only as tolerance for cultural diversity but also as a requirement for legal recognition of racial, religious and cultural groups [2].

The relevance of this topic is enhanced by the reality of globalization, requires a rethinking of the situation, which is based on the need to achieve a harmonious and effective development of a national state, ethnic and national society, to ensure ethnic identity, rooted nations in their real life. [4].

Multiculturalism in the United States has been enthusiastically embraced by all minorities, who see it as cultural pluralism. But in the early 1990s, the United States and Canada encountered the phenomenon of reactive multiculturalism. Its bearers are ethnic and cultural minorities. If before their members sought to merge with the majority, now they insist on their «otherness» [7].For example, the American scientist E. Shills notes that multiculturalism is one of the best ways to destroy the national spirit in society, and such a policy will inevitably lead to a weakening of the idea of the dominance of a nation and a nation state in the United States, which in turn can lead to the destruction of civil society [7,5].The theory and practice of multiculturalism appeared in Canada in the 60s. XX century In 1971, it acquired the status of an official political ideology and became the main principle of state policy in relation to migrants and was officially recognized by state institutions as a regular political condition for the further development of Canadian slander. Canadian Order 1971 proclaimed multiculturalism as an official ideology. Unlike the United States, the idea of a united nation was never popular in Canada.[7].

The experience of countries with multicultural policies shows that positive discrimination can reduce inequality between groups.

In one of the relatively recent comparative studies of the MK, carried out under the auspices of UNESCO, 3 models (ideal types) of public policy on the issue of cultural diversity are named: assimilationist, differentialist and the policy of multiculturalism[5].

Summing up, it should be noted that the AISW has existed for about 40 years in three forms: and as a political and ideological discourse associated with the peculiarities of its origins and intellectual sources; and as a model of public policy of the American state and society (both at the federal level and at the level of states and local communities); and as a definite, morally justified imperative of politically correct behavior due to the existence of this discourse and this policy.[8].

Thus, multiculturalismasanideathatunitesamulticulturalsociety, dem ocratizesitduetothefactthatit (multiculturalism) isbasedonuniversalvalues, canbeperceivedasatheoreticalmodeltowhichapolyethnic, multi-religious, multilingualsocietycanstrive[6].As well as the choice in favor of a particular model of ethnopolitics and state regulation is determined by the goals and objectives pursued by the country's leadership, the level of democracy of political culture, ethnicity and migration processes, and ultimately the

historical stage of society[3].Measures that seemed perfectly acceptable in the past (focusing on the continuous assimilation of migrants and ethnic minorities, restricting the immigration of certain ethnic and racial communities, etc.) are now opposed within the state and condemned by the international community and require rethinking and finding new, more effective options.

References:

1. АнтонюкО. В.Основиетнополітики [Текст] : навч.посіб. – [длястуд. вищ. навч. закл.] / О. В. Антонюк. – К. : МАУП, 2005. – 432 с.

2. Фукуяма Ф. Идентичность и миграция/[Електронний ресурс] – Режим доступу до ресурсу: www.n-europe.eu

3. Малахов В. Культурный плюрализм versusмультикультурализм //[Електронний ресурс] – Режим доступу до ресурсу: http:www. management.edu.ru

4. Ронан де Кодиак. Мультикультурализм /[Електронний ресурс] – Режим доступу до ресурсу: www. Immigranty.qxd

5. Wardekker W. L. Identity, plurality and education // Philosophy of education.

[Електронний ресурс] – Режим доступу до ресурсу: http://x. ed.uiuc.edu/EPS/PES – Yearbooik / 95_docs/wardekker.html (8p.)

6. Воронов І. Етнічні меншини у вимірах демократії // Політика і час. – 2002. – No 10. – С. 50 – 60

7. Barry B. Culture and Equality. An Egalitarian Critique of Multiculturalism. – Cambridge, Massachusetts : Harvard University Press, 2001. – 398 p.

8. Андріяш В. І. Концептуальні моделі державного регулювання сучаснихетнополітичних процесів.

Керівник Ржевська Н.Ф.

INFORMATION WARS IN SOCIAL MEDIA

Taranenko A. E.
National Aviation University
Supervisor:Borotkanych N.P.

Today, the topic of information wars is relevant, as information has become one of the most dangerous weapons.Since information has a great impact on the masses, especially now that the world lives in an information society. Therefore, if the subject is able to skillfully manipulate the consciousness of the masses, he has every chance to achieve his goal.

Information warfare is a separate form of confrontation between several parties between which there is a conflict in the information space. The struggle, which is carried out with the help of information weapons to conduct so-called «fighting».

The subjects of information warfare can be: states, media corporations, non-governmental, economic, commercial, public structures, international organizations.

And the goals can be different, and most importantly have very serious intentions. By manipulating the consciousness of the masses, it is possible to ignite war or destroy competitors.The main object, however, is the public opinion and consciousness of the people.In general, the object is what the subject directs its actions in order to achieve a positive result.The objects of influence are: information resources, systems of formation of public consciousness and opinion, which is based on mass media and propaganda, as well as the human psyche.

Information warfare also has its types:

- Information war in wartime;
- Information warfare using the Internet;
- Information war in peacetime;
- Information operation;
- Information war of a propaganda nature;

Information warfare is part of an ideological struggle aimed at destroying an opponent or significantly weakening his material and moral strength.The traditional basic tool of information confrontation is the media, which perform an intermediary function of transmitting ideas and opinions in the form of specific messages between the author of the message and the recipient. [1]

Social networks have become very popular today and the number of users is growing more and more every day.

It should be noted that social networks reach a fairly diverse audience. And this is a great opportunity for instant dissemination of unreliable information, as well as direct contact with the political elites of a country that is a victim of information aggression. Therefore, it can be argued that social networks can be a good and effective weapon in information warfare.

Social media is a technology in the virtual space in which the author acts as a moderator and creates various network platforms where all other participants in the communication process can be in the role of both consumer and author. The following can act as Internet platforms:

- blogs;
- groups on social networks;
- websites of online publications;

• sections «Event» on accounts in social networks;

Information warfare during hostilities is an auxiliary mechanism of real war.

During hostilities, informational influence may be able to help perform or change military functions.The tools for engaging the audience in a military conflict via the Internet are, in particular:

• public diplomacy;
• trolling;
• hacking;
• mapping;
• crowdfunding;
• recruitment platforms;

In social networks, there was an integration of informing the audience through the media and personal communication of people, which introduced the conflict into each individual.[2]

References:

1. Researches of modern information wars in online social networks / Kurban. A., - Information Society, 2016. – 87 c.

2. Military conflict in the media from the point of view of scientists Tolokolnikova. K.,[Electronic resource] - aviable at: https://ms.detector.media/mediaanalitika/post/14384/2015-10-12-voennii-konflikt-u-media-z-poglyadu-naukovtsiv/

ANALYSIS OF INTERNATIONAL TERRORISM AND ITS NEAREST FORECAST

Yaremenko Liliia
National Aviation University, Kyiv
Supervisor Rzhevska Dariia – senior lecturer,
foreign language department, Faculty of international relations

The Global War on Terror will soon enter its third decade and, despite tremendous financial and human resources, the international community is no closer to defeating twenty-first-century terrorist organizations. One theory to explain this is that policymakers have focused primarily on preventing today's attacks, rather than tomorrow's challenges, resulting in a game of cat-and-mouse led by asymmetric warfare. In order to prevent terrorist successes, rather than react to them, counterterrorism officials must recognize and respond to the future of terrorism. Thus, a strategic forecast such as this will provide officials with opportunities to become better prepared to combat

terrorism in the 2020s. Long-term thinking is critical to framing a successful strategy and should be at the forefront of counterterrorism. It pushes policymakers and practitioners to reexamine expectations, assumptions, and ambiguities. Forecasting the future is an undoubtedly difficult but worthy endeavor; one that does not pretend to provide definitive answers but rather an insightful outlook of emerging phenomena.

Organized terrorism can be traced back to the first century when a splinter group of the Jewish Zealots called the Sicarii formed to overthrow their Roman oppressors. At the time, the Romans had captured the city of Jerusalem and were occupying Judea, and the Sicarii sought to gain independence and install their own system of religious-based governance. In order to influence their peers, the Sicarii engaged in guerilla warfare against not only the Romans but also complicit Jewish leaders whom they considered to be traitors to their cause.

Another early terrorist group is known as the Assassins, a sect of Islamic extremists that operated during the late eleventh and early twelfth centuries. Established with the aim of overthrowing the existing order in Islam, the Assassins believed that Islamic leaders had strayed away from the religion's fundamental principles. Though examples of organizations using violence to achieve political objectives can be found throughout history, the term "terrorism" was not coined until the end of the eighteenth century. The Reign of Terror, as it would become known, was a period in which the ruling political party, known as the Jacobins, executed tens of thousands of French citizens who opposed the revolution and refused to recognize its legitimacy.

Much like the stock market, global terrorism is influenced by international political climates, impactful government policies, and significant world events. Comparatively, both are complex, interrelated systems made up of a multitude of international bodies that primarily make uncoordinated decisions. Like stocks, terrorism ebbs and flows, can be seemingly unexplainable, and is undoubtedly difficult to predict.

Terrorism is a Global Problem. In recent years, terrorist activity has reached record frequency levels and continued to spread to more countries around the world (see Figure 1). Today, more than 100 countries are affected by terrorism within their borders, signaling that while terrorism may be concentrated among hotspots, it has an expansive global reach.

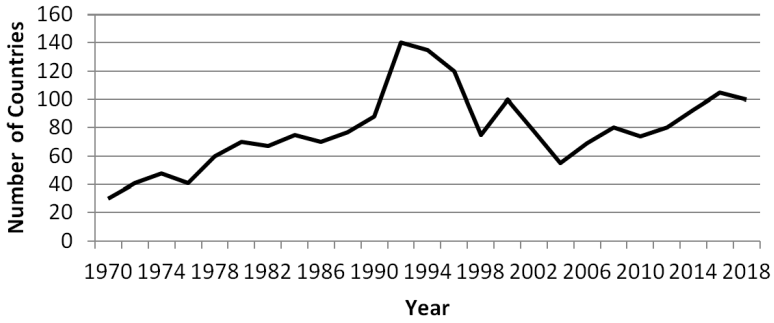


Figure 1. Number of Countries That Experienced a Terrorist Attack (1970-2018)

The number of countries that experienced a terrorist attack grew steadily from 1970- 1990, increasing from 33 to 84 countries at an average annual growth rate of 4.5%. However, from 1990-1992, the number of countries affected by terrorism rose rapidly from 84 to 141 at an average annual growth rate of 29.6%. Though this dramatic surge largely remains an anomaly, it was partially aided by the dissolution of the Soviet Union, which produced 15 post-Soviet states.

The number of countries affected by terrorist attacks remained above 100 until 1998, when the figure began to subside. After a six-year staggered decline, in 2004, the number of countries had dropped to 55, the lowest amount since 1977.44 However, consistent with the resurgence of global terrorist activity after 2004, more countries began to be affected by terrorist attacks around the world. Since 2004, the number of countries that experienced a terrorist attack has grown consistently with the exception of 2008-2010, when global terrorism briefly contracted. This growth continued until 2016 when the number of countries affected by terrorism reached 106, a 19-year high.45 Combined, more countries experienced at least one attack and one terrorismrelated death in 2016 than at any other point since data was first collected in 1970.46 Interestingly, the spread of global terrorism occurred while the total number of terrorist attacks, fatal attacks, and terrorism-related fatalities collectively declined. While the number of attacks dropped by 35% and fatalities dropped by 41% from 2014-2017, the number of countries affected by terrorism remained similar or higher. This means that over the past three years, terrorist activity experienced a disproportionately high geographic presence.

Forecast for the future.

History shows that very often terrorism does not have a great political effect, and if it is achieved, it leads to the opposite consequences. Terrorists

have caused destabilization and economic decline in all regions of the world. But in Israel and Spain, terrorist attacks have not yet affected their economies. Even in Algeria, which has suffered the most from terrorism, Muslim extremists have been unsuccessful in fighting the unpopular military regime.

Terrorism will remain in the near future. The reasons for this are trivial. Weapons are becoming more affordable. For about a hundred years, states have been developing nuclear and bacterial weapons, which are gradually spreading around the world. There is no doubt that it can be obtained relatively easily (for example, an episode with the use of poison gas in the Tokyo subway to terrorists from the group «AUM Synrike»).

Trends in modern international terrorism are attempts by criminals to gain access to electronic warfare (EW), nuclear weapons and other weapons of mass destruction. The regular military equipment of the EW is in the service of each country that manufactures its own weapons. The main principle of operation of such installations is the emission of high-frequency pulses in order to neutralize military means of surveillance, communication control. However, such means are also suitable for the destruction of civilian objects: satellites of direct television, remote radar sensing of the Earth, television and radio centers, publishing complexes, banks, exchanges and other management systems.

U.S. CIA analysts believe that the priority target of next-generation terrorism is information processing business centers, primarily computerized banking institutions. A terrorist attack by means of EW on a large bank can cause a systemic crisis of the entire financial system of developed countries, as it destroys public confidence in modern money market technologies.

The immediate consequence of such an attack will be the bankruptcy of small and medium-sized firms that depend on the speed of turnover, and the next stage - the bankruptcy of insurance companies. The main result of such an action will be the refusal to use credit cards, the hectic demand for cash, a sharp change in world prices for precious metals.

A well-thought-out disinformation campaign that would accompany such a terrorist attack is capable of producing a systemic crisis of the entire civilized world.

An even more threatening phenomenon is nuclear terrorism, which is based on the system of illegal export of radioactive materials. Globally, the new formidable transnational criminal organization STAR, founded in about 1994, is involved in this. The level of profits of this transnational criminal organization can be imagined if we remember that only on the European «black» market for the delivery of 2 kg of powder with 30% uranium-235 is paid up to two million US dollars.

It is also becoming clear that customers of nuclear materials are increasingly being terrorist organizations that view access to radioactive

materials as a method of blackmailing governments. It is impossible to establish control over the movement of radioactive materials in the world.

Conclusion. Terrorism is a rather complex, dynamic and multifaceted phenomenon. In view of all the above, we are unlikely to be able to overcome it in the 21st century, and the social reasons that give rise to it. But this does not mean that the fight against crime is meaningless. To prevent terrorist attacks from becoming commonplace, and the demands of terrorists - the main determinant of foreign policy - is real. Therefore, in the near future the efforts of the relevant structures will be focused on this.

References:

1. Терроризм. Нужны скоординированные усилия мирового сообщества/ А. Змеевский, В. Тарабрин - «Международная жизнь» №4, 2009. ст.12-17.

2. The phenomenon of terrorism in the modern world [Electronic resource] - Access mode: https://osvita.ua/vnz/reports/sociology/12533/

3. Analysis of modern international terrorism [Electronic resource] - Access mode: https://www.rand.org/topics/terrorism-threat-assessment.html

HUMAN RIGHTS ON THE GLOBAL ARENA

Yushkevych Oleksandra
National Aviation University, Kyiv
Supervisor RzhevskaDariia – senior lecturer, foreign language department, Faculty of international relations

Human rights are rights inherent to all human beings, regardless of race, sex, nationality, ethnicity, language, religion, or any other status. Human rights include the right to life and liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and education, and many more. Everyone is entitled to these rights, without discrimination.

The Human Rights Council, established on 15 March 2006 by the General Assembly and reporting directly to it, replaced the 60-year-old UN Commission on Human Rights as the key UN intergovernmental body responsible for human rights. The Council is made up of 47 State representatives and is tasked with strengthening the promotion and protection of human rights around the globe by addressing situations of human rights violations and making recommendations on them, including responding to human rights emergencies.

The most innovative feature of the Human Rights Council is the Universal Periodic Review. This unique mechanism involves a review of the human rights records of all 192 UN member states once every four years. The

Review is designed to ensure universality and equality of treatment for every country.

One of the great achievements of the United Nations is the creation of a comprehensive body of human rights law—a universal and internationally protected code to which all nations can subscribe and all people aspire. The United Nations has defined a broad range of internationally accepted rights, including civil, cultural, economic, political and social rights. It has also established mechanisms to promote and protect these rights and to assist states in carrying out their responsibilities.

The foundations of this body of law are the Charter of the United Nations and the Universal Declaration of Human Rights, adopted by the General Assembly in 1945 and 1948, respectively. Since then, the United Nations has gradually expanded human rights law to encompass specific standards for women, children, persons with disabilities, minorities and other vulnerable groups, who now possess rights that protect them from discrimination that had long been common in many societies.

The Universal Declaration of Human Rights is a milestone document in the history of human rights singed in Paris on 10 December 1948 as a common standard of achievements for all peoples and all nations. It sets out, for the first time, fundamental human rights to be universally protected. Since its adoption the document has been translated into more than 500 languages - the most translated document in the world - and has inspired the constitutions of many newly independent States and many new democracies [1].

Freedom of Speech and Human Rights are taken for granted in the west, but recent years have seen conditions deteriorate around the world. As early as 1997 for example, Human Rights conditions were reported to remain unchanged compared to previous years, or in some countries, actually worsen, around the world. In 1998 for example, the UN reported that even though over a hundred governments had agreed to help outlaw some of the worse violations of rights, torture was still on the increase.

With the war on terror triggered by the terrorist attacks in the United States on September 11, 2001, the situation for human rights seems to have deteriorated, with not only terrorists committing human rights violations, but also powerful governments who are sacrificing rights for security. Amnesty International, in its 2004 report noted the set back for international values of human rights:

There are so many examples of various countries, corporations and institutions violating human rights. Some are contributing to suppressing rights in other countries. Others are ignoring the plight of people in other countries whose rights are denied due to their own economic and political interests in those other countries.

Human rights include a variety of aspects, from civil and political rights, to socio-economic rights. The Human Development Report 2000 from the United Nations points out, during the Cold War, the rich western nations were arguing basically for civil and political rights, while the socialist countries, and some developing countries, were demanding more social and economic rights. Human rights then, was a propaganda tool with both sides using the same words, but for different reasons [2].

A day does not go by without news reports of grave human rights abuses in countries across all regions of the world. We are confronted with deaths and displacements in Syria; looting and killing in Iraq; rapes and amputations in the Congo; repression of dissent and ill-treatment of workers in China; disappearances and beheadings in Mexico; torture and arbitrary detention in Guantánamo Bay; racism and xenophobia in Europe; subjugation of women and oppression of homosexuals across the Arab world; and the list goes on. The question that must be asked is: why is more not being done to protect individuals from these atrocities?

Women continue to be denied their rights in many parts of the world, particularly in Islamic countries where they frequently are treated as property rather than as humans. Even in Global North states such as Ireland and the US, women's rights to health and to life are violated through legal or practical restrictions on abortions and reproductive health. Race and religion remain primary grounds for discrimination, whether against the Roma in Europe, the Aboriginals in Australia, Jews in Arab countries, Palestinians in Israel, the Tamils in Sri Lanka, and non-Muslims across parts of the Islamic world, to name just a few examples.

Slavery continues to exist, whether through state laws or through their practices. Qatar was originally accused of enabling slavery through its laws requiring all migrant workers to surrender their passports to their employers, as many migrant labourers are involved in building the 2022 World Cup. Qatar pledged in November to introduce new legislation to replace the controversial «kafala» system and improve conditions for migrant workers by early 2015.

Human trafficking is one of the most lucrative illicit businesses in Europe, with criminal groups making about $3 billion per year

Failure to identify and protect victims of human trafficking, who are forced into the sex industry or as unpaid workers to repay their traffickers, has created a modern day slavery to which so many countries turn a blind eye. Even the UN itself has failed to protect women from sex trafficking by its own peacekeepers.

Even many years later, the state of play of human rights across the world leaves a great deal to be desired. Gross and systemic abuses continue to be perpetrated at an alarming rate. Despite the UN and regional systems investing vast sums into protecting and promoting human rights, they are disregarded in many countries [3].

References:

1. HumanRights [Electronicresource] – Resourceaccessmode: https://www.un.org/en/sections/issues-depth/human-rights/

2. HumanRightsInVariousRegionsreality [Electronicresource] – Resourceaccessmode: https://www.globalissues.org/article/138/human-rights-for-all

3. Thelackofbasichumanrightsaroundtheworld: a harrowingreality [Electronicresource] – Resourceaccessmode: https://www.independent.co.uk/life-style/health-and-families/features/the-lack-of-basic-human-rights-around-the-world-a-harrowing-reality-9913644.html

THE INCREASING POPULARITY OF «GREEN PARTIES» AS A RESULT OF MODERN ENVIRONMENTAL MOVEMENTS

I.V. Ischenko

National Aviation University, Kyiv

Supervisor – Glibova S. O. cand. polit. Sciences

One of the most significant aspects of the institutionalization of environmental movements is the emergence of the so-called «Green Parties». They have emerged in most Western democracies since the 1970s.[1] The Green Party represents so-called environmentalism, that, in addition to ecology, relates to a number of other issues, such as social injustice, the fight against violence and the nuclear weapons reduction. The Greens believe that solving these problems is the basis needed to maintain peace in the world.[2]

The question of the transition of activist movements into politics is to find the appropriate personnel to represent the movement in government. After fulfilling all the necessary requirements, the Green Party is no longer the equivalent of an environmental movement in politics. After the inclusion of the environmental movement in the state apparatus, the desire to gain not only a place in government but also the political influence begins, after which the parties' ties with the social movement sever, despite the fact that certain ideas and ideologies remain the same.

At the present, the influence of the Green Parties has increased significantly in the European Parliament. The evidence there of is the unexpected success of the Greens in the 2019 elections. Environmental issues and climate change have become almost the most important issues in recent years. This is due to the youth environmental movement, popularized by Swedish schoolgirl Greta Thunberg, as well as widespread attention to environmental issues on social networks. Public awareness of climate change and environmental issues is constantly increasing. For example, according to

the British survey in 2019, 85% of the population is concerned about climate change, 52% are «very concerned». Green parties have benefited from increased attention to the environment. Last but not least, the loss of significant influence of the previously leading left- and center-right parties in many European countries, especially in Germany, Ireland and the United Kingdom, where the number of Greens increased from 25 to 75, played a significant role.[3]

It is important to say that young voters showed their active position in this election, and the turn out was generally the highest in the last 20 years. [3] It can be concluded that many voters were not previously interested in politics, but have now found a party that can best represent their interests. As a result, ecology has come to the forefront of political interests like never before. Although, on the other hand, the sudden rise in the popularity of the Greens can be seen as a result of disagreement with the politics of previous political parties. In the UK, for example, in the context of the controversial Brexit, the Green Party has gained popularity due to its pro-European stance. The success of the German Greens is due to the weakness of the ruling coalition of the Christian and Social Democrats, although it cannot be explained only by the weakening of rival parties. For decades, so-called «eco-nerds» and «tree-huggers» the Greens have now conquered the progressive middle class, issues such as environmental protection, climate change, and clean energy have become the main topics of discussion, and vegetarianism and organic food have become popular life choices. Extremely hot summers and the diesel scandal caused by the German company Volkswagen made people think about the rational use of natural resources.

Students miss classes and participate in demonstrations for their future in Europe, and while other parties feel out of place, the Greens are at the forefront. One third of German voters under age of 30 voted for the Greens in the European elections. By comparison, 13% of voters of the same age voted for the Christian Democrats and 10% for the Social Democrats. It is easy to predict which of them has the best chance of prosperity, and which – of decline. There is another reason for the growing popularity of the Greens in Germany – migration. Since hundreds of thousands of refugees migrated to Germany, «The New Alternative for Germany» party has grown stronger, fueling outrage and fear among migrants. In this case, the Greens became opposed to growing nationalism and anti-migration sentiment.[4]

Also, modern lifestyle and values in society put individualism above collectivism. Ideologies, political and social views strongly influence public opinion, creating a division of society into separate individuals, in contrast, the Green Movement tends to unite and cooperate. The green wave is a movement that sweeps away old views. Everything that divides and destroys society should, in their opinion, be kept aside. Unity and tolerance are becoming the

new principles on which the future of the world is likely to be built.[5]

A great task for the Greens is to win the support of all member states of the European Parliament. Despite their success in Germany, France and the Benelux countries, Hungary and Austria, for example, are much less committed to them. Also in Italy, the Green Party has not reached even the minimum threshold for seats in the European Parliament. In less affluent EU countries, lower salaries and dependence on fossil fuels have also become an obstacle to defending the Green Party.Thus, the ideology of the Greens may have won some voters' favor so far, but their opinionsare changing all the time, and somehow stronger aspirations come to the forefront. Especially considering the fact that center-left and center-right still play an important role in the European Commission, although they do form some alliances with the Greens, which allows them to demand bigger carbon emissions reductions.

Despite the rather positive scenario for the Greens' ideology in general, there is still some skepticism about the willingness of other European parties (the European People's Party, the Alliance of Liberals and Democrats for Europe) to support environmental policy. On the other hand, the incredible popularization of environmental activism and the awareness of the catastrophic consequences that climate change can give is becoming increasingly difficult to ignore. And the European Green Deal, promoted by the new president of the European Commission, Ursula von der Leyen, includes goals that are in line with the Greens' program, such as further reducing of carbon emissions and achieving carbon neutrality by 2050.[3] The Green Deal also includes significant public investments in green infrastructure and the Carbon Tax and Dividend scheme. The model proposes to tax, for example, fuel, air travel, education, etc., by creating dividends or discounts for distribution to offset the costs associated with making the economy carbon-neutral.[4] Implementing these tasks will be difficult in reality, considering coordination with other European Commission members who are less enthusiastic about rapid change, such as European Economic Commissioner Paolo Gentiloni and Trade Commissioner Phil Hogan.

In general, it is getting clear that the European Union and its Member States have been neglecting environmental issues for a long time, and the society, which is becoming increasingly sensitive to climate change, is beginning to realize this. However, time will tell whether the current Green Wave is a real irreversible change in the EU, or whether it is just a temporary attempt by political parties to regain lost support and stay in the unstable political climate. [3]

References:

1. Bosso, Christopher J./ Environmental groups and the new political

landscape. In Norman J. Vig and Michael E. Kraft, eds, Environmental Policy, 4th edition, Washington DC: CQ Press,2000. – pp. 55-76.

2. Global Greens Charter English [Електронний ресурс]. – Режим доступу: https://www.globalgreens.org/globalcharter-english

3. Insideover. The rise of green politics in Europe [Електронний ресурс]. – Режим доступу: https://www.insideover.com/politics/the-rise-of-green-politics-in-europe.html

4. TheGuardian. German Greens are on the rise. But the nation is divided [Електронний ресурс]. – Режим доступу: https://www.theguardian.com/commentisfree/2019/jun/24/german-greens-rise-nation-divided

5. Counterpunch. The Rise and Rise of Green Politics [Електронний ресурс]. – Режим доступу: https://www.counterpunch.org/2019/09/13/the-rise-and-rise-of-green-politics/

SPACE DEBRIS AS A GLOBAL PROBLEM

Zakharenko Patrisiia

National Aviation University, Kyiv

Supervisor Rzhevska Dariia – senior lecturer, foreign language department, Faculty of international relations

During the 50 years of the space age, about 21,000 objects with a total mass of more than 5,000 tons were launched into Earth orbits and into outer space. The vast majority of them later either entered the Earth's atmosphere and burned or fell to Earth. - left outer space, - remained in orbit. To date, more than 10,000 space objects have been registered in Earth orbits. These are quite large objects (more than 10 cm), listed in the catalogs, among which the existing satellites are a small part. There are hundreds of thousands of objects that are much smaller (about 1 cm) in near space. In general, among space objects of technogenic origin, only 6% are operational. The rest is space debris, which is already a real threat to human activity in space. Over time, this threat will grow.

Although we don't see space junk in the sky, beyond the clouds and further than the eye can see, it enters low Earth orbit (LEO).

LEO is an orbital space junk yard. There are millions of pieces of space junk flying in LEO. Most orbital debris comprises human-generated objects, such as pieces of space craft, tiny flecks of paint from a spacecraft, parts of rockets, satellites that are no longer working, or explosions of objects in orbit flying around in space at high speeds.

Most "space junk" is moving very fast and can reach speeds of 18,000 miles per hour, almost seven times faster than a bullet. Due to the rate of speed and volume of debris in LEO, current and future space-based services,

explorations, and operations pose a safety risk to people and property in space and on Earth.

There are many reasons why LEO has developed into an orbital graveyard. For instance, the deliberate destruction of the Chinese Fengyun-1C spacecraft in 2007 and the accidental collision of an American and a Russian spacecraft in 2009 alone have increased the large orbital debris population in LEO by approximately 70%, posing greater collision risks for spacecraft operating in low Earth orbit.

There are no international space laws to clean up debris in our LEO. LEO is now viewed as the World's largest garbage dump, and it's expensive to remove space debris from LEO because the problem of space junk is huge --- there are close to 6,000 tons of materials in low Earth orbit.

The NASA Orbital Debris Program officially began in 1979 in the Space Sciences Branch at the Johnson Space Center (JSC) in Houston, Texas. The program looks for ways to create fewer orbital debris, and designs equipment to track and remove the debris already in space.

Space junk is no one countries' responsibility, but the responsibility of every spacefaring country. The problem of managing space debris is both an international challenge and an opportunity to preserve the space environment for future space exploration missions.

There are two key elements to addressing this global risk.

First, we need to start removing the most volatile and biggest pieces from the most congested orbits.

A number of companies, such as Astroscale and Saber Astronautics, are looking at this very complicated and technical solution already. The idea is essentially to grab a piece of debris with a special satellite and de-orbit both of them, in the process burning up both objects above the aforementioned 'spacecraft cemetery'.

Other technologies include moving objects with a powerful laser beam. It is important to start doing that soon – current scientific estimates predict that without active debris removal, certain orbits will become unusable over the coming decades.

Though it is hard to capture objects that are moving as fast as this debris, it is certainly possible. After all, spacecraft dock with the ISS all the time.

The bigger issues are financing and international cooperation. The question of who pays for these 'garbage collection' missions is a tricky one. Perhaps even trickier, is negotiating the international diplomatic space and persuading, for example Russia, that their old military satellite needs to be de-orbited by a technology company.

The second part of the puzzle to ensure the long-term accessibility of orbits is to adjust our current behavior in space in order to minimize the

creation of new debris. We need to be more careful with existing operational satellites and new missions.

The UN guidelines on space debris mitigation are among the key international efforts to get different actors to follow proper rules of the road, but they are voluntary.

There are over 1,500 active satellites in various orbits, but this figure is set to grow dramatically over the coming years.

Large constellations that number hundreds and thousands of satellites, such as OneWeb and SpaceX, are being developed currently (mostly for LEO orbits), and promise to provide affordable connectivity to all parts of the world.

A piece of debris just 10cm in diameter could cause an entire spacecraft to disintegrate and it is estimated that there are more than 29,000 objects larger than 10cm in Earth's orbit. This poses a major risk to the spacecraft to-ing and fro-ing from the International Space Station, not to mention the hundreds of satellites that are now essential to daily lives.

Although there are many organizations that could be seriously affected by space debris, including most governments and many businesses, so far no one has taken any serious action to tackle the problem. But by using the mathematical modelling of game theory, scientists want to devise a strategy to encourage these players to act to avoid the kind of disaster that a major space debris collision could cause.

National space agencies and private satellite and communications companies all have an interest in reducing the amount of debris in orbit. If one organization attempts to remove debris it will benefit everyone operating in space. But because doing so will be complex and very costly, the apparent best option for any one of these players is to wait for somebody else to have a go first. That would give them a cleaner space to operate in without the expense of clearing it up themselves.

The problem, of course, is that if everyone thinks like this, then the amount of debris will just keep increasing. Ageing satellites and used rocket launchers are creating new debris all the time, while the total number of fragments goes up every time two pieces collide and break into even smaller pieces. The build-up of space debris in this way could eventually result in a catastrophic cascade of collisions known as the Kessler syndrome.

This dilemma of whether to accept the cost of acting or risk disaster by waiting is the kind of strategic problem studied by game theory. A situation like the space debris problem, where players act just for their own benefit instead of taking group interests into account, is referred to in game theory as the "tragedy of the commons". As a result, a shared resource (in this case, space and low-earth orbit) is over-used by all individuals and is no longer useful to anyone, leading to higher costs for everyone involved.

Game theory comes from economics and studies the interactions and strategic decision-making of several entities. These entities can be individuals, organizations, governments and even intelligent or automated computer programs ("agents").

In computer science, techniques from game theory are popular in research into artificial intelligence and multi-agent systems because they can help design software to analyse strategic situations and take good decisions without human supervision. For example, it can help design an agent to take part in an auction for you, instantly bidding or negotiating for commodities to get the best possible deal.

In game theory, strategic situations are classically modelled as a game featuring several players that each have a choice of several actions. They choose which action to take based on their own preferences and the behavior of their opponents. The outcome for each player then depends on the choices of everyone in the game. A famous example is the prisoner's dilemma game, in which two criminals receive different sentences depending on whether they cooperate with the authorities and give evidence against their accomplice.

Classical game theory tells you how to act in situations like the prisoner's dilemma to achieve the best outcome. One the most important elements of the theory is the Nash equilibrium concept. This means that players are assumed to be perfectly logical and behave rationally. Interestingly, it seems that when players take the most rational decisions it does not always lead to cooperative behavior or the best outcomes.

For our space debris dilemma, more recent versions of game theory, such as dynamic game theory and evolutionary game theory, are particularly useful because they can deal with changing circumstances. For instance, evolutionary game theory assumes that the players aren't fully rational but are also socially and biologically conditioned. This provides a better way of describing the behavior of social human beings or, on a bigger scale, multinational organizations.

Space game

Scientists aim to create a realistic computer model of debris removal situations that can be used to perform an analysis using game theory. This should be able to explain the different ways entities involved in space debris build-up behave. For example, it could predict the amount of effort each entity would be willing to invest on clean-up given the immediate and long-term risk to their space assets such as satellites.

This will then enable scientists to better understand how different debris removal strategies might work and determine the best ones for different players to take. For example, each player could commit to removing one piece of debris each year, or a number of pieces proportionate to the number of new satellites

the player launches. Game theory can basically tell us whether we can expect such strategies to result from the self-interested interaction between the parties involved.

The final result should be a mechanism to "steer" the situation and create incentives to encourage the self-interested players to take actions that won't lead to the tragedy of the commons. For example, internationally agreed taxes or fines could make removing or preventing the growth of space debris in the immediate best interests of certain players. Without such action, the mess we're creating in orbit is only likely to get worse.

References:

1. Portee, Davis S. F. and Loftus, Joseph P. Jr. (1999). Orbital Debris: A Chronology. Report No. NASA/TP-1999-208856, NAS 1.60:208556, S-843, TX:NASA Johnson Space Center (19990041784), NTRS

2. United Nations for Outer Space Affairs. (2010). Space Debris Mitigation Guidelines of the Committee on the Peaceful Uses of Outer Space. Vienna: United Nations. Retrieved from NASA website

3. Human Spaceflight Knowledge Sharing: Micrometeoroids and Orbital Debris. (2017). NASA Knowledge Journal. Winter, 2017. pp 8-11. Retrieved from NASA Website

4. National Research Council (U.S.) Committee on Space Debris. (1995). Orbital Debris, A Technical Assessment. Washington, D.C.: National Academy Press. ISBN: 0-309-05125-8.

5. National Research Council (U.S.) Committee on Space Shuttle Meteoroid/Debris Risk Management. (1997). Protecting the Space Shuttle from Meteoroids and Orbital Debris. Washington, D.C.: National Academy Press. ISBN: 0-309-05829-5.

6. «NASA Orbital Debris Program». Archived from the original on 3 November 2016. Retrieved 10 October 2016.

Head of Section: Nabok I.I., PhD., Associate Professor
Secretary: Pichkurova Z.V., PhD., Associate Professor

THE INFLUENCE OF BEHAVIORAL FACTORS ON THE STOCK MARKET

Bahdasarian T.G.
National aviation university, Kyiv
Scientific supervisor – Pichkurova Z.V., PhD in Economics, Associate Professor

There is an old saying on Wall Street that the market is driven by just two emotions: fear and greed. They can be a real disaster as they can affect stock markets and human intentions as well. In the realm of investing, one often hears about, for instance, the contrast of value investing and growth investing. These are important concepts, but human psychology is equally important. There is a vast academic literature, known as "behavioral finance," devoted to the topic. Our goal below is to describe what happens when emotions drive investment decisions [1].

The stock market is not a rational place all of the time because of fear. There are different scenarios how this feeling affects the economies. Firstly, when fear overtakes the market and stock prices begin to drop, many investors will shift their money into "safer" investments such as gold, and silver. This means that, in many cases, gold and silver tend to go up at times when the market is going down. It is called gold and silver "Fear Trades". Secondly, fear in the stock market is almost always a precursor to a bear market at best and a recession at worst. Fear tends to have a domino effect on the market. As more and more people exit the market, it can create a chain reaction that drives the market down to extremely low valuations [2].

Panics like this are part and parcel of trading and investing. They come and go. Some of the fears turn out to be justified, as they were in 2008 and 2009, but that was a panic about the very fabric of the financial system. More usually, they end up like the Ebola panic, forgotten and moved on from a few months later [3].

Buffett once said: "Unless you can watch your stock holding decline by 50% without becoming panic-stricken, you should not be in the stock market." This is not as easy as it sounds. There is a fine line between controlling human emotions and being just plain stubborn. People should remember also to re-evaluate their strategy from time to time, be flexible and remain rational when making decisions to change a plan of action in order to save the whole economy.

References:

1. Behavioral Finance. Available at: https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/behavioral-finance (accessed: 12.03.2020).

2. How Fear Impacts the Stock Market. Available at: https://www.ruleoneinvesting.com/blog/investing-news-and-tips/stock-market-fear (accessed: 12.03.2020).

3. The Power of Panic. Available at: https://www.nasdaq.com/articles/coronavirus-and-the-stock-market%3A-the-power-of-panic-2020-02-28 (accessed: 12.03.2020).

STRATEGIES FOR AGRICULTURAL PRODUCTION IN THE WORLD ECONOMY

Vasylyk V.S.
National Aviation University, Kyiv
Scientific supervisor – Bila S.O., Doctor of Public Administration, Professor, Honored economist of Ukraine

The global food problem escalates in the 21st century because the number of people living on planet Earth has already exceeded 7,6 billion people and the level of food supply is not sufficient. The total number of people suffering from food shortages is over one billion worldwide. The fact is that natural population growth in the world's poorest countries outstrips agricultural productivity. That is why the problem of providing intensive agricultural production and developing effective strategies are important for the world economy.

In September 2015, the UN General Assembly accepted a strategic document on the 2030 Agenda for Sustainable Development [2], which set out 17 related Sustainable Development Goals, among which the issue of hunger is highlighted. The UN stresses the need to rethink how food should be grown and consumed. Because of the soil depletion, water pollution, exhaustion of natural resources and climate change, through traditional technologies agricultural production is no longer able to provide humanity with sufficient food. Therefore, among the strategies of agricultural production the priority is the transition to precision agriculture, the implementation of intensive agricultural technologies, which will increase the productivity of production.

China, India, the United States, the EU, Brazil, Latin America and Ukraine are leaders in agricultural production. The developed countries produce and export large quantities of high value added finished food products. At the same time, emerging countries such as Argentina, Mexico and Ukraine specialize in crop production (grain, corn, sunflower seeds) and industrial

crops (soybean, rape). Agricultural countries do not have a developed processing industry, so they export raw materials and semi-finished products and often depend on imports of finished food. Therefore, an important place among the strategies for the development of agricultural production is the creation of a national technologically equipped food industry.

In the second decade of the XXI century China has become not only the world's largest food producer, but also an importer and consumer. China's domestic market has guaranteed consumer demand, which is based on the constant growth of the incomes and the large population of the country, exceeding 1,36 billion people. According to FAO in 2018, China produced 257 million tons of corn, 212 million tons of rice, 173 million tons of fresh vegetables, 131 million tons of wheat and 108 million tons of cane [1]. The United States is a leader in agricultural production and a powerful exporter. In 2018, the US agricultural and food exports amounted to 140 billion dollars. It increased by 1% compared to 2017 [3]. No country in the world produces food as efficiently as the US, due to high-performance equipment, innovation, IT technologies and precision agricultural production. In 2018, the United States produced corn (392 million tons), soybeans (123 million tons), milk (98 million tons), wheat (51 million tons) and cane sugar (31 million tons) [1].

Every year, all countries of the world produce more than 4 billion tons of food. According to experts, from 14 to 30% of the harvest is spoiled because of poor storage conditions or irrational consumption. At the same time, a lot of resources, such as energy, water, capital and human labor are spent on production. Therefore, another strategy in the world is the rational consumption and development of innovative and high-tech agrarian production infrastructure, which includes warehouses, refrigeration units, elevators, as well as transportation logistics and processing. The implementation of such a strategy will save over a third of agricultural products produced in a year.

The most popular strategy is the transition of agrarians from exporting countries to precision agriculture and new "green" agricultural technologies. An important aspect of such a strategy is the combination of innovative technologies with environmental protection. This includes organic agriculture and innovative approaches to pest management, optimizing soil fertilizers and observance of crop rotation standards. Innovation for farming is the use of the digital economy, which enables farmers to ensure that crops and soils receive all the necessary substances. Precision agricultural production is based on the use of IT technologies, specialized agrarian equipment and software. This approach provides access to a large amount of real-time data, including crop conditions, soil and air quality, moisture availability and local weather forecasts. Aerospace technologies are also involved in this. For

example, satellites and robotic drones provide farmers with real-time images of crop conditions and other information that can be processed and integrated with other data to provide objective data for future decisions such as time of watering, sowing or harvesting.

Strategically important for the development of agriculture is the use of blockchain technology, which provides significant benefits for trading and financial transactions. The most important advantage of blockchain technology is the ability to pay for goods in real time. As a result, farmers receive the money immediately. Blockchain confirms the origin of the product; accelerates payment operations; provides real-time management of the programmed process; allows optimizing the process of moving products from the place of production to the place of consumption.

In summary, the implementation of the strategies mentioned above and the transition of agricultural production to intensive development allows increasing labor productivity, save natural resources and the environment, as well as to ensure food security and eliminate the risks of famine in the national and world economies.

References:

1. Food and Agriculture Organization of the United Nations. [Electronic resource]. – Access mode: http://www.fao.org/home/en/

2. The Sustainable Development Goals. [Electronic resource]. – Access mode: https://www.un.org/sustainabledevelopment/sustainable-development-goals/

3. US Department of Agriculture Economic Research Service [Electronic resource]. – Access mode: https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/agricultural-trade/.

FASHION TECH AS THE LEADING WORLD FASHION INDUSTRY TREND

Honcharenko K.V.
National Aviation University, Kyiv
Scientific supervisor – Nabok I.I., PhD in Economics, Associate Professor

Nowadays modern technologies and innovations open new horizons for those who create products and services. New technological changes apply, in fact, to all areas of life and business, from the aerospace industry to medicine, education and even the arts. Virtual (VR) and augmented reality (AR), artificial intelligence (AI), blockchain, smart technologies, the Internet

- at this stage these things have become or are gradually becoming ordinary and commonplace.

Trends in the development and application of innovation have attracted the attention of one of the leading representatives of the creative sector of the economy - the fashion industry. In the creation of clothing and accessories companies have begun to use not only new materials, but also to introduce a number of technologies and innovative solutions that change the traditional approach to business, that allows to reach a new level and open up new ways for development. As a result of the symbiosis of the fashion industry and the use of the latest technologies, a new direction of development has emerged, known as “fashion tech”.

A good example of a combination of clothing and technology is an American fashion business veteran - Ralph Lauren. For many years, the company has been providing the US Olympic Team with a uniform. Thanks to the silver threads embedded directly into the fabric, smart T-shirts can read pulse, breathing depth and other metrics, as they are sent to the iPhone or Apple Watch for a specially designed application to be analyzed immediately [3].

Google is actively supporting worldwide fashion business. A great example is Google’s collaboration with the British Fashion Council, which has created an online encyclopedia of British fashion with exhibits from over 1 200 top museums and archives - from works of legendary designers to VR/360 interviews with trendsetters [4].

In addition, Google actively introduces the latest innovations to the Ukrainian market and invests in the development of the retail segment. The company offers many free educational programs (Google AdWordsAcademy, Mobile Academy) that can help any brand launch their business online or scale it to new markets. The topic of fashion retail is also involved in the Women Digital Academy with Google project [4].

One of the modern innovative ideas interwovens with the most perspective idea of environmentally conscious fashion - to grow, not to produce a wardrobe. Carole Collett, Professor and Lecturer in Design for Sustainable Futures at Central Saint Martins, and since 2017 - Director of the College’s Affiliate Program and LVMH on Sustainable Fashion Development and Promotion, introduced her project in 2012 called Biolace: genetically modified strawberries, basil, tomatoes and spinach. The rhizomes grow in the form of lace (it can be eaten and worn); antiviral drugs can be made from the basil. Now it is important to scale up the opening for industrial production. The professor is convinced that this will become a reality by 2050 [2].

In 2018, Modern Meadow (founded in 2011 with a 54 mln USD investment) introduced Zoa, a material called “bioskin”. On the basis of yeast

cells, collagen, a key component of animal skin, is generated and fiber of the future material is obtained. They promise to present projects of cooperation with fashion brands soon [2].

The skin is also grown from grape cake, as well as mushrooms and organic waste (MycoWorks) [2].

An example of encouraging the development of fashion tech is the Fashion Tech Summit, a new format for educational events that aims to create a platform for the interaction between the fashion and tech industries. Top speakers and representatives of global companies present successful cases in Kyiv not only for the formation of a new business community, but also for finding a new vision for the development of fashion and technology in Ukraine. The founders of this project are Daria Shapovalova and Natalia Modenova, who in this way contribute to the development of the creative economy in Ukraine [1].

At this stage, in the development of fashion industries using the latest technologies next trends can be distinguished:

- as all major brands are part of corporations (LVMH, Kering, Richemont, etc.) with disadvantages such as low corporate structure flexibility and low risk aversion, they are unlikely to hold technological development departments. For them, it is more convenient and cheaper to buy technology that small startups will develop;

- new local brands are emerging, which competitiveness is growing against the backdrop of global players (Chanel, Gucci, Louis Vuitton, etc.);

- mass-market players are more flexible in communication with the technology market because they are constantly in high competition.

Today there is a problem in the field of textile waste, so that, according to experts, the biggest innovations will be recycling technologies that can turn waste into new fibers and return them to the production chain. After 10 years, a circular economy model will firmly enter the fashion business. It should be noticed that governments are already adopting the necessary amendments to the legislation and setting up infrastructure for waste management. This is happening now and by 2030 these processes will have only intensified.

To sum up, for the fashion industry technologies are new materials, production technologies, modern methods and platforms of sales, the study of demand and its further analysis. All this can help at any stage of the product cycle - from the creation of clothing or accessories, to their distribution and sale to the end consumer.

References:

1. fashiontechsummit.me – офіційна сторінка Fashion Tech

Summit.

2. Екологічно свідома мода: як виростити гардероб [Електронний ресурс]. — Режим доступу: https://vogue.ua.

3. Маленькие стартапы и большая мода: как инновации добираются до «умной одежды», гаджетов и примерочных [Електронний ресурс]. — Режим доступу: https://www.forbes.ru.

4. Чому мода і технології не можуть одна без одної [Електронний ресурс]. — Режим доступу: https://vogue.ua.

THE PROBLEM OF REFUGEES IN THE MODERN WORLD

Horobets O.H.

National Aviation University, Kyiv

Scientific supervisor –Pobochenko LM, PhD in Economics, associate professor

With global transformations, the number of refugees worldwide has increased by more than 63% over the last decade. So, in 2019 in the world the number of people forced to flee exceeded 71 million, in 2009 there were only 43.3 million [1]. That is, today, every 108 people are forced to leave their home. It is worth noting that out of 71 million refugees, about 41 million (58%) are internally displaced [2], so, they find a new place of residence in their own country. The rest (30 million) are leaving their homeland. 55% of the refugees are from three countries: Syria, South Sudan and Afghanistan.

According to the 1951 Convention Relating to the Status of Refugees, a refugee is a person who "as a result of reasonable fears has been the victim of persecution on grounds of race, religion, nationality, citizenship. (subjection), belonging to a particular social group or political beliefs outside the country of his or her nationality. and cannot use the protection of this country, or does not wish to use this protection because of such fears "[3].

The United Nations Refugee Agency (UNCHCR) has released refugee statistics in Ukraine. Thus, according to the information certificate as of 31.12.19, in Ukraine there were 734,000 internally displaced persons and victims of internal conflict, 2 430 asylum seekers and 2 172 refugees [3], (Fig. 1.):

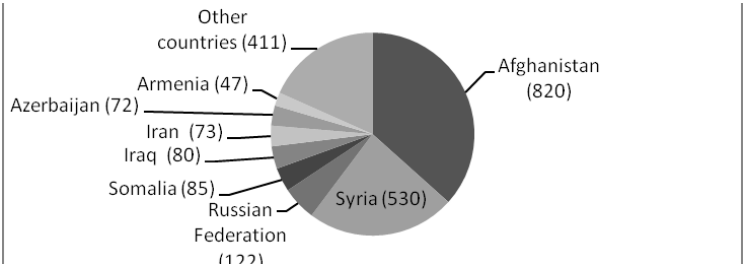


Figure 1. The number of refugees in Ukraine as of 31.12.19, (persons).

Note. Built by the author according to the United Nations Refugee Agency in Ukraine (UNCHCR).

The largest proportion of asylum seekers are from Afghanistan (36.6%), Syria (23.7%), the Russian Federation (5.4%), Somalia (3.8%), Iraq (3.6%), Iran (3). , 3%), Azerbaijan (3,2%), Armenia (2,1%), other countries (18,3%), [3]. In general, the percentage of refugees in Ukraine is 0.007% of the total number in the world, which indicates that Ukraine is not attractive to refugees.

It is worth noting that in 2019, the countries of the European Union have declared the admission of more than 30 thousand refugees, 5.5 of which will be received by Germany [3]. However, no one suspected that the number of people seeking to cross the EU border illegally would be much higher. In February-March 2020, the whole world was observing the situation at the Turkey-Greece border. Turkey has opened the border to Greece for migrants, showing green light to thousands of seekers of a better fortune in the EU. In fact, Turkey was forced to comply with an agreement concluded with the EU in 2016 under which Turkey would not allow refugees and other illegal migrants to the EU in return for assistance [3]. Accordingly, Turkey stated that the country could not feed and provide for such a large number of migrants and required a revision of the terms of the Agreement. It should be noted that there are about 3.7 million refugees in Turkey [4]. The latest drop was the intensification of hostilities in Syria, prompting a new wave of migrants. The death of 33 Turkish soldiers in Syria was also an occasion for opening the borders [5]. Recep Tayyip Erdogan demands EU compliance with agreements and support for Turkey. It should be noted that the Turkish Foreign Ministry has accused Greece of violating international law by refusing to allow refugees to pass through its border and opening fire at the border. Greece also suspended month-long review of refugee applications from Syria.

Therefore, the problem of refugees continues to exist today. The world is confronted with the inability of countries to meet the need for human

protection. A large number of countries either refuse to accept refugees or do not give them the benefits that will help them get back on their feet. Yes, even EU countries are experiencing a migration crisis when large numbers of refugees try to cross the border between Turkey and Greece but are not let in. Some countries try to be as friendly as possible and accept refugees (for example, Germany), and some refuse, so, even in the European Union, there is no solidarity on this issue. Countries need to join forces and protect those who need it. If this does not happen, the world will receive a high rate of poverty, crime, mortality and pandemic, given by the current epidemic.

References:

1. Two thirds of the refugees are from five countries [Electronic resource]. - Access mode: https://tsn.ua/svit/u-sviti-nalichuyetsya-71-milyon-bizhenciv-ce-rekord-za-vsyu-istoriyu-1365381.html

2. UNHCR Global Trends: Forced Displacement in 2018 [Electronic resource]. - Access mode: https://reliefweb.int/report/world/unhcr-global-trends-forced-displacement-2018-0

3. https://www.unhcr.org - The official site of UNCHCR (The UN Refugees Agency)

4. The EU will host more than 30,000 refugees in 2020 [Electronic resource]. - Access mode: https://zik.ua/news/2019/12/18/yes_pryime_ponad_30_tys_bizhentsiv_v_2020_rotsi_

5. Turkey will keep borders open until the EU fulfills the terms of the agreement [Electronic resource]. - Access mode: https://www.dw.com/uk

COMPETITIVE STRATEGIES OF UKRAINE IN THE FIELD OF DEVELOPMENT OF INFORMATION SOCIETY AND IT TECHNOLOGIES

Horobets Y.I.

National Aviation University, Kyiv

Scientific supervisor – Bila S.O., Doctor of Public Administration, Professor, Honored economist of Ukraine

Information Technology (IT) in the 21st Century fundamentally changing the world, integrating into all sectors and spheres of the national and world economy. The impact of information technology is becoming a major driving force of all socio-economic transformations for the national and world economy. The level and quality of mastering information and telecommunication technologies (IT technologies) directly influences the country's competitive potential in the global market for goods and services. It is extremely important for Ukraine to make an "innovative leap", to move

from a raw semi-finished model of national production to highly industrial production of high value added finished goods. Such an ambitious task can be accomplished exclusively on the basis of structural and innovative changes, based on a competitive strategy for the development of the information society and IT technologies and harnessing the potential of IT technology in all areas of Ukrainian export-oriented production of goods and services.

Ukraine's share in the global IT market remains insignificant. The positive thing is that the IT industry is one of the most attractive areas for investors. The implementation of IT in the manufacturing process requires effective state-level management. Of particular importance is the introduction of IT technologies in industrial production. Strategy of innovative development of IT technologies in the XXI century. becomes the basis for ensuring the stability of the functioning of industrial enterprises of Ukraine. IT technologies open opportunities for technical re-equipment of traditional industrial production, its robotization and introduction of IT-control for quality and productivity of labor. IT technologies are shaping the new logistics of the production cycle - from the supply of raw materials, their optimal processing - to the logistics of sales. Implementation of IT technologies in industrial and manufacturing processes will allow Ukraine to form "value chains", industrial clusters that will attract small and medium-sized businesses, universities, insurance and consulting companies, IT services, national and foreign consumers.

According to the balance of payments of Ukraine, the cost of exports of computer services in 2019 increased by 30.2% compared to the same period in 2018, amounting to $ 4.17 billion. USA [4]. Overall, there is a positive trend in the development of the IT sphere in Ukraine. This is evidenced by the volume of tax revenues to the state budget of Ukraine. Accordingly, the amount of taxes and fees paid to the state budget of Ukraine from the IT sphere increased by 28% and amounted to UAH 16.7 billion. Thus, in 2019, taxes on the development of the Ukrainian IT industry (UAH 16.7 billion) make up almost a third (32%) of expenditures of the state budget of Ukraine for education, or - about 43% of expenditures of the budget for health care [1] . Although Ukrainian IT companies outsource rather than produce their own, intelligent IT products, even under such conditions, the positive dynamics of foreign trade in Ukrainian IT products can be traced.

The transition of Ukraine to the "digital economy" and the information society is a complex process that covers all spheres of economic, social and political life of the country. The priority areas of IT implementation in Ukraine should be recognized as:

introduction of modern IT technologies into the system of public administration (e-governance), into the health care system (e-health), to the

development of the sphere of culture (e-culture) and education (e-education), to science (e-science), environmental protection (e-ecology) and business processes (e-commerce) [2];

introduction of digital technologies in the field of retail, wholesale, exchange and foreign trade;

the development of e-democracy (e-democracy) and e-economy (e-economy), the publicity of public procurement information and the development of an electronic system of providing administrative services to citizens, which will have a positive impact on the elimination of corruption in the country [2];

active international economic cooperation of Ukraine in the field of IT-technologies development and full-scale entry of Ukraine into the global information space.

Thus, the IT sector is one of the most important for forming a new innovation and technological basis for the development of Ukrainian society. Economic growth, increased productivity, increased competitiveness of Ukraine, and the development of the information society are not possible without the implementation of an IT technology strategy. As IT is being actively implemented in all sectors of the economy, the development of information infrastructure will help to improve the quality and accessibility of services, create new jobs, facilitate working conditions and improve the quality of life for people.

References:

1. IT Ukraine Association. [Electronic resource]. – Access mode: https://itukraine.org.ua/eksport-ukrainskogo-it-za-2019-rik-zris-na-30.html.

2. State Agency for Science, Innovation and Informatization of Ukraine. [Electronic resource]. – Access mode: https://thedigital.gov.ua.

3. The Digital Agenda of Ukraine – 2020. [Electronic resource]. – Access mode: https://ucci.org.ua/uploads/files/58e78ee3c3922.pdf.

4. Ukraine's balance of payments in 2019. [Electronic resource]. – Access mode: https://bank.gov.ua/files/ES/State_y.pdf.

GLOBAL PROBLEMS OF THE WORLD ECONOMY

Hrushenko V.V.
National Aviation University, Kyiv
Scientific supervisor – Nabok I.I., PhD in Economics, Associate Professor

The global economic system is rapidly evolving according to major trends: globalization, regionalization, integration, disproportionate processes and international labor migration. The development of the world economic system is ongoing the impact of global problems, the emergence of which are the consequences of globalization world economy.

1. Regional and local armed conflicts adversely affect the global political situation, the functioning of international organizations, trade and product markets. As of 2018, the US Center for Comprehensive Peace (CSP) has identified 36 local conflicts involving 28 countries. The most famous and important of these include: the war in Syria, Libya, Afghanistan, the Israeli-Palestinian and Nagorno-Karabakh conflicts, the India-Pakistan conflict [1].

2. The global financial crises have the greatest impact on international economic relations. Nowadays, the coronavirus undermines the economic stability of many countries in the world.

3. An important factor in the development of the world economy is financialization or monetization. It is this process that has become one of the main causes of the global economic and financial crisis. Thus, financialisation is the process of infusing a large amount of currency, financial and monetary resources into the economy through the issue of debt securities [2].That is, monetization is a factor in the formation of a debt economy and a deterrent to the development of the real sector. Due to the effect of globalization, the problems of national economies are spreading around the world.

4. The current period of development of the world economic system is characterized by the completion of the removal of basic production capacities from developed countries to developing countries, which leads to profound shifts in the structure of the international division of labor and resources. Most economies are affected by the demographic crisis, an aging population, leading to rationalization and reduction of social spending.

5. Global economic problems include the transition to high-tech, resource-saving and environmental production.

6. The major world problems, although they have an impact on the economic system, do not directly relate to them: stopping the arms race, preventing military conflicts, preserving peace, the state of the environment, the need to explore the resource potential of the oceans, space exploration, and fighting disease. They have an economic component international issues:

raw materials, fuel and energy, food security for the population, employment and rising unemployment. The set of problems listed above applies to all spheres of humanity and requires a renewal of the system of international political and economic relations.

7. The most important problem of our time is global public and economic regionalization associated with the development of international macroeconomic processes. It is based on the region, because the presence of local dangers and threats creates a homogeneous field of problems for each region, despite its specificity or isolation. That is, all global problems are integrated at the regional level [3].

Thus, the main problems of the modern world economic system are related to the negative consequences of its development trends: globalization, regionalization, localization, monetization, disproportion, integration and global problems that have economic and financial components: world crises, limited natural resources, armed conflicts, etc.

References:

1. Lipov V.V International Economy: World Economy and International Economic Relations. Module 2. International markets and forms of international economic interaction / V.V. Lipov. - K .: Professional Publishing House. - 2008. - 368p.

2. Snigir L.P. Problems and prospects of globalization of international economic relations // World Economy and International Economic Relations. - 2017. - Vip. 22. P. 33-36.

3. Myrna N.V Current tendencies of regionalization and their role in European integration processes // Harri NADU Bulletin. - 2016. - № 3.

INVESTMENT RELATIONS BETWEEN CANADA AND THE UNITED STATES

Zinchenko K.O.
National Aviation University, Kyiv
Scientific supervisor – Pobochenko L.M., PhD in Economics, associate professor

In the context of global transformation in the economic integration of Canada and the USA, there is a tendency towards the internationalization of economic relations and the internationalization of capital. Very close relations between Canada and the United States contributed to the geographical proximity, historical and cultural similarities of the two countries.

The frontiers of Canada and the United States were often considered symbolic. An intensive exchange of goods, capital, services, information,

people allows us to talk about close relations between the two countries. But, due to the fact that the level of US economic growth is higher than that of Canada, as well as the dependence of Canada's trade on the USA, there is accordingly a dependence in the system of US-Canadian bilateral relations.

The interweaving of capital, the main factor determining the economic relations of Canada and the United States. More precisely, the global penetration of American capital into the Canadian economy, which has a significant impact.

Since ancient times, Canada has been a major importer of US business capital. Over the years, a continuous flow of direct investment from the United States has expanded American multinationals in Canada.

The total share of foreign direct investment between countries in 2018 amounted to 877 billion dollars, half of which are investments from the USA.

The United States is Canada's largest investor. It is worth noting that the flow of foreign direct investment is growing, reaching 406 billion dollars in 2018 (Fig. 1):

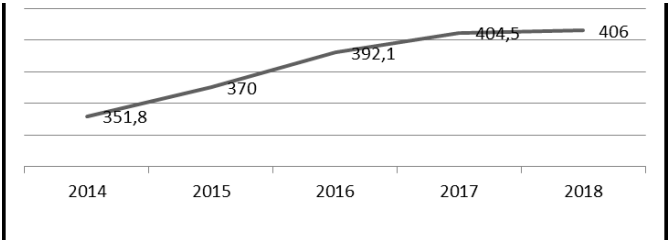


Figure 1. The dynamics of foreign direct investment from the United States to the Canadian economy in 2014-2018, (Billion of dollars).
Note. Built by the author according to Statistics Canada.

In North America, peculiar conditions have developed under which the monopoly capital of one country (USA) occupies a leading position not only in its own country, but also in the leading industries of a neighboring country.

The outflow of entrepreneurial capital from Canada in terms of volume, as a rule, is significantly inferior to its inflow. The annual outflow of direct investment from the country mainly to the United States has been growing and even exceeding its inflow in recent years, amounting to 595 billion dollars in 2018.(Fig. 2.):

Canada's FDI stock increased 10.4% in 2018 to reach $ 1.289 billion. USA. Although the increase in Canada's direct investment stocks abroad in 2018 was significantly higher than in the previous two years, but most of this growth was due to an increase in value from a weaker Canadian dollar, which

resulted in a $72 billion upward revaluation of Canada's direct investment position. In 2018, the Canadian dollar depreciated by 8.7% against the US dollar.

It is worth noting that sho foreign trade of Canada is not so large in volume to compete with the US. If we consider the economic relations between the countries in terms of GNP and population, then the US advantage over Canada in terms of territory is the most important condition for the formation of Canadian-American trade.

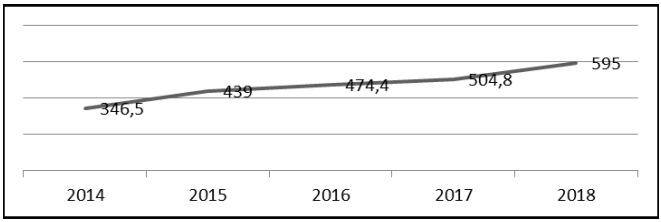


Figure 1. The dynamics of foreign direct investment from Canada to the US economy in 2014-2018, (Billion of dollars).
Note. Built by the author according to Statistics Canada.

Thus, mutual exchange of goods is of mixed importance for developing countries. For Canada, this is the functioning of the entire economic process of the country, and for the United States it is one of the main areas of foreign trade. If the United States suffers painlessly enough to reduce the supply of Canadian products, for Canada, the reduction in trade with the United States results in deterioration in the country's trade balance. Dependence on the American market can cause considerable economic losses to the Canadian economy.

References:

1. Statistics Canada Official Website [Online Resource] - Resource Access Mode: https://www.statcan.gc.ca/eng/start.

2. UNCTAD Official Website [Online Resource] - Resource Access Mode: https://unctad.org/en/Pages/Home.aspx.

GLOBAL CHALLENGES IN THE SYSTEM OF INTERNATIONAL ECONOMIC RELATIONS

Ilyashenko A.S.
National Aviation University, Kyiv
Scientific supervisor – Bila S.O., Doctor of Public Administration, Professor, Honored economist of Ukraine

Abstracts are devoted to the study of global challenges of the 21st century. Now, the question arises of international cooperation and interaction in times of crisis that affect the economic capacity of individual countries, regions and the whole world. It would seem that under the influence of globalization processes all the countries of the world should establish channels of cooperation and become competitive. But since 2020, there has been an increasing need for new solutions to global problems and for new approaches to deal with critical situations.

Among the major global challenges, that affect human well-being and international economic relations, are the following:

- The first group of challenges – the phenomena that arise during the interaction of society and nature. Provision of countries with raw materials, energy, rational use of the environment and in same time challenges of saving of the environment, the conservation of non-renewable natural resources of the oceans and the peaceful exploration of outer space. Due to industrialization, countries need more and more raw materials for production and energy supply. Natural resources are exhaustive, and renewable natural resources do not have time to reproduce, given the increasing demand for them.

- The second group of challenges – the global problems of social interaction. This group includes situations concerning peace settlement, increase of local military conflicts and military equipment, weapons; improper control of nuclear equipment of potentially dangerous regions, the emergence of local hot spots. Countries which are pursuing dictatorial, aggressive, propaganda policies are considered as potentially dangerous and require monitoring of their actions to preserve the highest value - human life.

- The third group of challenges - human development and the adaptation of the future generation to «economic and political shocks». This group of challenges encompasses activities to adapt to the achievements of the Scientific Revolution, to the new challenges of a possible pandemic; combating international crime, drug trafficking and human trafficking. The notorious case of COVID-19 spread has shown that not all countries are economically and psychologically able to withstand the emergence of new

virus mutations and the spread of disease. The reason of this situation is the uneven technological and economic development of countries of the world.

The analysis of global challenges shows that the coordination of states in overcoming common problems of the development of human civilization should be ensured in order to solve them, and in such areas: information sharing, joint action, transition to sustainable development and international consultations.

In our opinion, it is advisable to apply the following methods of solving civilization problems:

- for the first group of global challenges we recommend: to explore the provision of resource and energy of each country using a scenario approach: a scenario of minimising using natural resources,a scenario of rational using nature resources,a scenario of intensive using natural resources. To solve the problem, it is advisable to use the mechanism of international cooperation and harness the potential of innovation, which will, for example, invent artificial sources of energy and create resources with predefined properties.

- for the second group of global challenges we recommend: taking into account the growing instability in the world, strengthen controls on the production of weapons of mass destruction, including biological weapons, and strengthen international control on nuclear weapons, including through the UN negotiating platform. The development of the information society and digital technologies should serve the humanity in the development of the system «online - notification» to the population about the possibility of the occurrence of mass risks and dangers (including infectious diseases). And state aid such as the creation of reserve and insurance funds to help countries survive difficult times, must be the material basis to counter such challenges.

- for the third group of global challenges, we can assume the development of an international system of mass information, IT technology and monitoring of the risk of terrorist situations, natural disasters, epidemics and other «economic and political shocks» will be best solution. It would also be advisable to create joint, international reserve and insurance funds to deal with such problems at the international and regional level. Monitoring the occurrence of possible world conflicts, modeling their consequences, forecasting the economic impact on the global community and developing preventive measures are important analytical work that mitigates the negative effects of global challenges in the 21st century.

Summing up, in this work, we have explored the varieties of global international economic challenges and provided recommendations for their identification and prevention. It should be noted that no country in the world alone is able to solve the global problems faced by the Earth in the 21st century, that is why - only on the basis of establishing close international

economic cooperation, political and economic cooperation of all countries of the world can be solved both specific problems - energy, food, and such acute problems of humanity as the shortage of drinking water and the cessation of military conflicts.

References:

1. https://www.un.org/en - Site of UN
2. https://www.worldbank.org – Site of World Bank
3. https://www.imf.org/en/ - Site of International Monetary Fund
4. https://www.un.org/en/sections/issues-depth/global-issues-overview/index.html
5. https://www.un.org/sg/en/content/sg/speeches/2020-02-16/remarks-sustainable-development-and-climate-change

ANALYSIS OF THE INVESTMENT CLIMATE IN UKRAINE

Koriava D.S.
National Aviation University, Kyiv
Scientific supervisor – Pobochenko L.M., PhD in Economics, Associate Professor

Nowadays, one of the global indicators of sustainable development of the country is the level of transparency of the economics and its attractiveness to foreign investors. In the context of economic growth and enhanced integration processes, the issue of attracting foreign investments in the country's economy is quite urgent.

It is worth noting that the investment climate is a set of social, economic, organizational, legal, political, socio-cultural prerequisites, which determines the attractiveness and feasibility of investing in a particular industry of the country.

Studies of international investment attractiveness indices indicate little improvement in investment climate. The Inward FDI Performance Index is used to classify countries according to the volume of FDI attracted by size of their economies. The index is calculated as the ratio of a country's share of global foreign investment to its share of world GDP. For Ukraine, the value of the index is greater than one, indicating a greater share of foreign direct investment relative to gross domestic product [1], (Fig. 1):

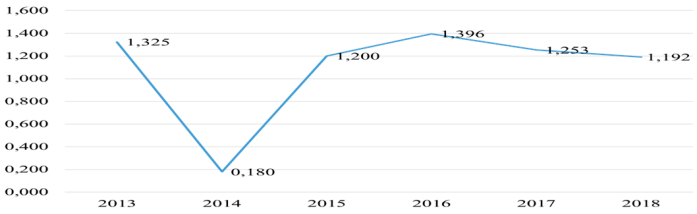


Figure 1. Index of actual foreign direct investment attraction in the economy of Ukraine in 2013-2018.
Note. Built by the author according to World Investment Report

Today, Ukraine remains an attractive investment country, trying to participate actively in world processes and integrate into the world economy. It is worth noting that Ukraine climbed seven steps in one of the most important international Doing Business rankings - 2020 and ranked 64th among 190 countries (the best indicator for the period under review). Since the beginning of the rating calculation in 2006, Ukraine has taken rather low positions. Only in 2015 the country was in the top 100. Ukraine had the lowest position in 2012 - 152 place among 183 countries (Fig. 2):

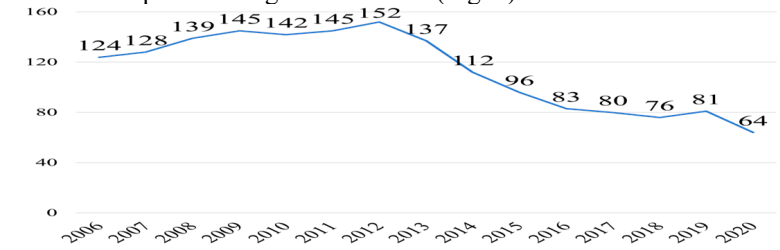


Fig. 2. Ukraine's place in the rating Doing Business in 2006-2020.
Note. Built by the author on Doing Business -2020.

Among the countries of the former Soviet Union, Lithuania ranks 11th, Estonia is the 18th, Latvia is the 19th, Kazakhstan ranks 25th, the Russian Federation is the 28th, Moldova is the 48th and Belarus ranks 49th.

Thus, to further improvement of the investment attractiveness of Ukraine, the issue today is to improve the legal legislation, to increase the role of public investment in increasing the competitiveness of territories, which is confirmed by foreign experience. The processes of capital formation and capital return in the state should be based on the construction of such a financial and economic system in which the efficient use of capital and other available resources (which encourage the increase of real GDP of the country)

occurs in the conditions of strengthening financial stability, stabilization of the price factor over a long-term period.

References:

1. UNCTAD Official Website [Online Resource] - Resource Access Mode: https://unctad.org/en/Pages/Home.aspx.

2. World Bank Official Website [Online Resource] - Resource Access Mode: https://www.worldbank.org/.

3. Doing Business 2020 [Online Resource] - Resource Access Mode: https://www.doingbusiness.org/en/reports/global-reports/doing-business-2020.

4. UNCTAD, Inward FDI Performance Index - Methodology // [Electronic resource]. - Access mode: http://www.unctad.org.

COOPERATION OF UKRAINE AND IMF: PROS AND CONS

Pankiv N.R.

National Aviation University, Kyiv,

Scientific supervisor –Balabanova G.P., PhD in Philosophy, Associate Professor

Today, Ukraine is facing huge challenges not only with the COVID-19 pandemic, but also the slowdown in the global economy, the escalation of trade, economic and price wars, and the unfolding global financial and economic crisis. If in January of this year the Ministry of Finance of Ukraine attracted 1.25 billion euros of credit at just under 4.375% per annum, then a month later foreign investors started to leave Ukraine. Currently, our country can receive loans from the IMF, the World Bank and the European Union.

In these circumstances, the problem of Ukraine's relationship with the IMF is of particular importance to Ukrainian society. At the same time as the IMF is in use, there is ambiguous development at both the economic and political levels of the country, which prompts discussions by scholars, experts and members of the public about the need for cooperation with the IMF.

Ukraine joined the IMF in 1992. In 1994-1995, the cooperation worked on the program of systematic transformation of positions, for which Ukraine received about 700 million dollars to support the payments balance of the country [2]. The need for cooperation between Ukraine and the IMF was driven by an increase in the imbalance of external payments.

Further cooperation becomes more systematic and loans are estimated at billions of dollars. In total, over the 25 years of cooperation between Ukraine and the IMF it has signed 10 credit agreements. Two of them envisaged the use of the extended financing mechanism and the other eight used the stand-by mechanism.

Under these agreements, Ukraine could receive almost SDR 51.5 billion (Special Drawing Rights), but received less than half - only SDR 21.9 billion (over 31.5 billion dollars) With only one loan agreement made in May 1996, Ukraine has fully selected the IMF money allocated - almost SDR 600 million [2].

The main problems concerning Ukraine and the IMF relate to the level of the ratio of irrational issues received on credit. The overwhelming amount of resources is directed precisely at patching up budgetary gaps and maintaining the trade balance, rather than contributing to the development of, for example, industrial or agricultural sectors for real economic growth, increasing public debt.

The main problems in the sphere of cooperation of Ukraine with international financial organizations are the lack of the Strategy of cooperation of Ukraine with the MFO, the absence of strict control over the implementation of the indicators of the special fund of the state budget, whose funds have specific, clearly defined sources of filling and directions of use. There is a low level of qualification of the specialists who prepare and implement MFO projects [1].

Public debt is increasing very quickly, and in order to repay the previous debt, it is necessary to take on a new one, to go for new arrangements, which are not always beneficial for Ukraine. In recent years, public debt has increased almost 4-fold

(Tabl.1)

Dynamics of the public debt of Ukraine 2013-2020 (Tabl.1)

Year	Total debt (in million UAH)	External debt (in million UAH)	Internal debt (in million UAH)
01.01.2013	584114,1	300025	284088
01.01.2014	1100564	611697	488866
01.01.2015	1572180	1042719	529460
01.01.2016	1929759	1240028	689730
01.01.2017	2141674	1374995	766678
01.01.2018	2168627	1397217	771409
01.01.2019	1998275	1159221	839053
01.01.2020	2079015	1248429	830585

Source: Ministry of Finance of Ukraine [2]

In disputes about the declaration of a default on Ukraine by external obligations, it should be understood that in this case, the country's debt is not canceled. The debtor is still obliged to agree with the creditors on the deferral or partial cancellation of the debt. Also, in the country's default budget will

not "free up funds" for the purpose of using them for other purposes. After all, the budget deficit for 2020 is UAH 96 billion, which is planned to cover the attraction of new debt. But in case of default, no one will give Ukraine new loans. In addition, there will remain payments on domestic debt amounting to UAH 110 billion [3].

Therefore, the continuation of Ukraine's cooperation with the IMF is essential because it provides access to cheap loans and is a guarantee of structural reforms in the Ukrainian economy. Equally important is that such cooperation ensures internal and external stability of the country, support of the national currency, coverage of the budget deficit etc.

References:

1. Колосова В. П. Щодо покращення використання Україною кредитних ресурсів міжнародних фінансових організацій. Аналітична записка. Серія «Економіка», № 10/2020 [Електронний ресурс]. – Режим доступу: https://niss.gov.ua/sites/default/files/2020-03/kolosova-1_0.pdf].

2. Міністерство фінансів України. Державний борг України [Електронний ресурс] / Міністерство фінансів України – Режим доступу до ресурсу: https://index.minfin.com.ua/ua/finance/debtgov/.

3. Freyr R. Ukraine : Second Requests for Waivers of Non-Observance of Performance Criteria,Assurances Review-Press Release; Staff Report; and Statement by the Executive Director for Ukraine [Електронний ресурс] / Riya Fregyr. – 2017. – Режим доступу до ресурсу: https://www.elibrary.imf.org/view/IMF002/23758-9781475543384/23758-9781475543384/23758-9781475543384.xml .

THE ROLE OF THE DIGITAL ECONOMY IN THE DEVELOPMENT OF NEW WORLD CENTERS OF ECONOMIC GROWTH

Chubko Y.A.
National Aviation University, Kyiv
Scientific supervisor – Bila S.O., Doctor of Public Administration, Professor, Honored economist of Ukraine

The work is devoted to the study of the essence and components of the "digital economy". The paper studies advantages and risks of transition of the countries-leaders of the world economic development to "digital economy".

Innovation and technological changes inherent are actively interfering with all spheres of human life, which leads to a change of the traditional way of production in the 21st century. Everyday life in such conditions includes terms: "digital economy", digitization , IT technologies, innovations.

The digital economy is a kind of economy based on the implementation

and use of innovations, IT technologies and digital transformations, which are widely used in public administration, in the development of information and communication infrastructure, guarantee the information security of the state. The development of the digital economy is one of the priority areas of development for the US, UK, Germany, Japan and other leading countries that are actively developing sphere of services and production on an innovative basics. Uneven development of digitization becomes the reason for the lagging behind some and lead of other countries in the world economy in the 21st century.

The digital economy is evolving at an incredible speed due to its ability to collect, use and analyze digital data. The resources of the digital economy are practically inexhaustible as information flows are steadily growing and expanding. The main "value" for any economy is the customer, who forms the demand and requirements for goods and services. The customer selects the product based on advice, personal experience and advertising, and the seller no longer has the opportunity to personally contact the buyer. At the same time, the role of virtual contact is growing, including through advertising, online advertising, online fashion, online friends, online hobbies and other manifestations of the digital economy [1]. Digital transformations are complex and multihierarchical. Countries that have reached a high level of "digital maturity" are confronted with the complex cultural, organizational, technical problems associated with digital transformation. In order that countries become digital leaders in specific areas, it is necessary to identify priorities for reforming the traditional economy, namely: digital projects, see opportunities for digital organization of social development and develop digital strategies at national and international levels [2].

In the world economy, more than one million professions can be automated through the use of modern digital technologies. This will allow us to find new ways of harnessing human potential, but at the same time increase the risks of job cuts and rising unemployment.

The main positive consequences of mass introduction in the countries of "digital economy" include: reducing production costs; growth of transparency of adoption of management decisions, simplifying and accelerating the operation of payment for goods / services and concluding agreements, strengthening the internationalization of all areas of world production.

The main negative consequences of mass introduction in the countries of the "digital economy" it is necessary to refer to the following risks and threats to the main: strengthenings of tendencies to monopolization and concentration of power in the market in large, technologically equipped monopolies; strengthening digital control at the world monetary and credit

system from several world financial centers; growth of economic dependence of all economic processes on activity and policy of leading companies in the sphere of information and communication technologies [3].

Thus, the digital economy carries both benefits and risks for the global economy, but countries that are transitioning to the digital economy have significant advantages in becoming economic leaders in the 21st century.

The main prerequisite for the success of the digitalization policy in the leaders-countries of the world economy is the coordination of actions and the constant communication of the authorities, business, science and education. The core components of the digital economy include BioTech, NanoTech, BlockChain, RetailTech, FinTech, LegalTech, InsurTech, Digital Marketing, Grid Technologies, GovTech, TeleHealth and its other segments.

Consider the components of the digital economy in more detail. RetailTech is a technologies which are developed for application in the sphere of trade.. These technologies include: 3D scannings of a body, tracking of consumers by assistants with support of Adobe Illustrator. FinTech is a technology project in the financial services industry, one of the most promising areas for startups, regardless of the complexity of government regulation that they have to deal with in this area. There are two main types of products on the basis of FinTech. The first product, is for a long time presented at the market, provides software and services of financial services, that is uses the B2B model. The second product on the basis of FinTech is focused on the end user, that is covers the market of B2C and seeks to carry out extremely ambitious task to compete with traditional financial services providers in fight for the mass client. BlockChain was designed within the solution of quite specific objective, namely how to construct decentralized (without uniform control center) a financial system which correctness of work could check any person. Proceeding from it, it is possible to define a blockchain as a way of storage and coordination of the database which copy each participant of financial flows has [3].

As it was already noted, presently in policy of the leading countries of the world transition to complex digitalization is observed that promotes growth of competitiveness of national economies. Among the leading countries which actively pass to “digital economy” it is necessary to carry the United States of America, Singapore, China. The USA is an advanced country which occupies economic championship in the world in nominal GDP. The economy of the USA is post-industrial, is characterized by prevalence of services sector, and the manufacturing sector of the country remains to the second largest in the world. Transition of services sector of the USA to “digital economy” will provide to the American economy of new competitive advantages.

Singapore ranks second in the digital economy in terms of competitiveness. Singapore is a highly developed country with a market economy and low taxation, in which transnational corporations play an important role, and the service sector is characterized by high rates of digitization. Actively passes to “digital economy” China, including in the sphere of industrial production. Actively South Korea which is economically developed state with the high level of income per capita introduces “digital economy”. The major role in the economic growth of the country was played by large corporations which products are in broad demand around the world now.

Already since the beginning of the XXI article mass transition from traditional, mechanical production to innovative type of economic development which are characterized by “The digital economy”, IT technologies and “the Industry 4.0” is observed. Transition to “digital economy” bears with itself a number of advantages, including: reduces cost of production, increases quality and process parameters of products, guarantees to the countries powerful competitive advantages. At the same time, transition of the countries to “digital economy” bears in itself and risks of mass unemployment that demands introduction of new methods of state regulation and reforming of a system of social protection.

References:

1. Kupriyanovskiy, V. P., Dobrynin, A. P., Sinyagov, S. A., and Namiot, D. E. (2017), “An integral model of transformation in digital economy – how to become digital leader”, International Journal of Open Information Technologies, vol. 5, no. 1, 26–33.

2. Целосноя модель трансформаци в цифровой экономике – как стать цифровыми лидерами / В. П. Куприяновский, А. П. Добрынин, С. А. Синягов, Д. Е. Намиот // International Journal of Open Information Technologies. – 2017. – vol. 5, no. 1. – С. 26–33.

3. Дві сторони цифрових технологій: «цифрова диктатура» або збереження стійкості [Електронний ресурс]. – Режим доступу: http://razumkov.org.ua/statti/dvi-storony-tsyfrovykh-tekhnologii-tsyfrova-dyktatura-abo-zberezhennia-stiikosti.

SECTION «MODERN JOURNALISM: FROM TRADITION TO TRANSFORMATION»

Head of Section:	Vasylchenko V.M., Candidate of Philological Sciences, Associate Professor.
Secretary:	Stadniychuk O., 2nd year student

THE USAGE OF COMICS IN MEDIA STRUCTURE AS AN ALTERNATIVE FORM OF INFORMATION CONVEYANCE

Opryshchenko A.A.
Department of Journalism
Department of International Relations
National Aviation University
Kyiv, Ukraine
Scientific advisor - Koshak OM, Ph.D. on social communications

Annotation. This work is devoted to the topic of usage of comics in media as a modern form of information conveyance.

Key words: comic, *form of* conveyance, visual communication.

Modern journalism is constantly being modified, and with it the forms of conveying content to the audience are being improved. Nowadays, journalism in the whole world is undergoing significant changes. The skills and abilities that were needed before are leveled or re-embodied. Mass media workers must master new professional tools, means and forms of conveying information to the consumer. Storytelling is gaining momentum. And comics are also a form of storytelling and a clear way to inform society through artistic means.

Comic journalism at this stage of media development is not widespread in Ukraine and is almost never used as one of the convenient forms of communication. It is likely that in the Ukrainian media space comics are perceived as entertainment or there is simply a lack of specialists who can make this branch of journalism attractive to media product consumers in this area. That is why comic journalism is not taught in higher educational institutions of Ukraine.

In our opinion, in the Ukrainian media space somewhat outdated forms of communication are still being utilized, which is not a disadvantage, but alternatives should also appear. It is natural that the younger generation perceives and processes information differently. It is more multimedia

oriented and more responsive than the older generation. Nowadays, a media product consumer needs not only to be interested in creative content, it is also necessary to diversify the forms of its presentation. The reason is that the traditional methods of journalism are perceived by a generation, accustomed to diversity and interactivity, to some extent skeptically.

Thus, with the formation in the mass conscience of requests for the creation of new original, creative forms of information conveyance, comics appear – a combination of literature and animation through graphics. One of the most accurate definitions of comics is given by Freno-Deruel as "a modern form of figurative narrative, a work of successive pictures, accompanied by text or without it and supplemented by its own genre features". [5]

Ukrainian researcher G. Pocheptsov defines comics as **a successive graphic story, where not verbal but visual communication is basic.**[2] That is, through the comic we aim to create a visual communication with the subjects who view, read it and thus convey relevant information.

In the process of communication, comic reflects the main ideas, focuses a person's attention on certain images and events. By using comics, we have the opportunity to decompose a phenomenon or situation into clear components. However, the problem is that some researchers consider comics to be a simplification of the text, as if all the facts are presented in detail, and the subjects who consume information through comics no longer need to think or delve into the essence of information.

Researcher S.G. Kara-Murza considers comics an element of manipulation of consciousness. He notes that the effect of combining words and images reduces the threshold of effort required to perceive the message. [4] Journalists who make comics are sometimes accused of subjectivity because of their sometimes emotional component and compared to photojournalists.

However, Joe Sacco, a military journalist and the author of the Palestine reportage comic, focuses on the benefits of drawing over photography. He claims that "comics can show you things you will never see with a help of camera. You don't have cameras that, for example, end up in a torture chamber". [5] Besides, Joe Sacco believes that "a photo can also be changed in a graphics editor, then its authenticity is debatable", in addition, "no photo can capture the moment when one man swings a stick and another falls to the ground". [5]

Co-founder of the Symbolia journalistic comic platform Erin Polgrain notes that "in a world of information overload, beautifully designed, hand-crafted comics provide clarity and emotional resonance." [3] In our opinion, it should be understood that visualization in comics is not intended to simplify the text and manipulate consciousness because of its completeness. It is aimed primarily at effective understanding of information even through a small percentage of contexts.

Therefore, comic journalism is a new form of journalism, which arose due to the need of society to absorb information in various ways. The peculiar immersion of the audience in the comic through the emotional component allows telling more about the events and helps to consider the comic not only as entertainment, but also a modern and promising form of information conveyance.

References:

1. **Andrew Heslop** // World Association of Newspapers and News Publishers // How comics journalism is helping to humanize.- [Electronic resource]. - Access mode: https://blog.wan-ifra.org/2016/02/16/how-comics-journalism-is-helping-to-humanise-migration

2. Comics as a means of transmitting social meanings. - Detector Media [Electronic resource]. - Access mode:https://ms.detector.media/manipulyatsii/post/7903/2012-02-26-komiksi-yak-zasib-translyuvannya-sotsialnikh-smisliv/

3. Fresnault-Deruelle P. Aspects de la bande dessinée en France // Comics and visual culture. La bande 4 dessinée et la culture visuelle. München; New York; London; Paris, 1986. p. 62 – 77

4. Kara-Murza S.G. Manipulation of consciousness / Sergey Georgievich KaraMurza. - Publisher: Eksmo, 2009. - 464 p.

5. Maisie Skidmore // It's Nice That // Drawing War Through The Eyes Of Joe Sacco: The unorthodox illustrator tells us why was is better hand-drawn [Electronic resource]. - Access mode: https://www.itsnicethat.com/features/drawing-war-through-the-eyes-of-joe-sacco-the-unorthodox-illustrator-tells-us-why-was-is-better-hand-drawn

DIGITALIZATION OF UKRAINIAN JOURNALISM AS THE LATEST FORMAT OF MEDIA EXISTENCE

Rehotun D. S.

National Aviation University, Kyiv

Scientific adviser – Bukina N. V. Candidate of Philological Sciences, Associate Professor

The media environment in the 21st century has changed fundamentally even in the last 20 years. At the end of the twentieth century, humanity fully preferred television, radio, newspapers, magazines, and only began to become acquainted with the achievements of the Internet and the the appearance of their digital-only editions. Traditional media have been forced to undergo digital change in order to survive. Radio, television

and the press are moving to the Internet format. There is a new term "Digitalisation" of modern society, or the active use of digital technologies in everyday life.

The topicality of the study is that with the development of digital technology, all traditional media have become fully or partially converted to digital format. It is important to study digitalization in the modern media space.

The novelty is to improve and update all the knowledge and research of previous scholars in the Ukrainian media space.

The purpose of the study is to analyze how the work of the Ukrainian media in the digital age and the principles of digitalization have changed.

Many scientists have paid attention to the topic of digital transformation in the media. There are D.Zotava, N.Luman, M.Shilina, E.Kianytsya, A.Bech, N.Turman, R.Fletcher, Z. Pichkurov and many others.

O. Vartanova, one of the researchers of media economics in foreign countries, makes the following definition: "digitalization is the translation of media content of any format (text, graphic, audio) into a digital format that is understandable to modern computers"[1, p. 56].

At the same time, the media encyclopedic dictionary has same term: "digitalization is the way to the information society, the further globalization and the transnationalization of information communication across the globe"[3, p.39].

The process of digitalization of the media and their transition to the Internet format is actively developing in Ukraine. Most newspapers have stopped producing their paper versions and are now available only on the Internet. This allows them to reduce the cost of printing paper, change their audience and increase it accordingly. In 2019, for example, the newspapers Segodnya (Today) and Dzerkalo Tizhnya(Mirror of the Week) completed their print work. This trend may continue.

In 2018, Ukraine has committed itself to digitize all areas of economic activity on a large scale. The first step was the adoption by the Cabinet of Ministers of Ukraine on January 17, 2018 of the Concept of Development of the Digital Economy and Society of Ukraine for 2018-2020[5] and the plan of measures for its implementation, developed in the light of the accelerated rates of digitalization worldwide.

Also, radio is one of the traditional media that is gradually transforming itself in the context of global digitalization. One of the plans for digitalization in this field was the implementation of a pilot project of digital radio DAB+ in Kyiv in 2018, with 14 radio stations licensed for digital broadcasting. This has reduced the cost of acquiring expensive radios and expanding the audience.

In the age of competition for the readership and the increasing popularity of online media, print media are using new strategies for development, finding ways to survive in the face of falling demand for print products.

They become online editions of the publications, which allows to increase the volume of revenue by reaching the maximum traffic of each publication. For example, the renowned British newspaper The Independent, which was founded in 1986, completely abandoned its print version in March 2016 and is now an online version. This was a rather high-profile precedent, since for the first time such a large UK newspaper had completely abandoned newspapers. The leadership of the newspaper explained this transition by the fact that over the past three years the online version of their newspaper has grown in popularity. In 2015 alone, its monthly audience grew by 33.3% to nearly 70 million unique users worldwide [6]. And research by scientists Neil Turman and Richard Fletcher found that such changes allowed the newspaper to increase its audience growth by 7.7% on a monthly basis. 12 months full conversion to the Internet format more than 12 months before the transition [7].

Newspapers can also replace their print versions with a mobile application. An example of efficiency is the experience of the Canadian daily newspaper La Presse, which has increased its audience by almost 30% and whose revenue from the use of all digital platforms is 82% of total revenue [4].

In some cases, newspapers refuse to become fully online because they are afraid of losing the percentage of their audience that will not read them online. So they make a partial transition. The newspaper exists both in print and online.

The digital revolution has influenced modern media communications, their planning and implementation, and has significantly changed the landscape of traditional media and lowered the threshold for entry into the media environment for amateurs. Enterprises, fan clubs, professional communities and just individual users have become independent media, sources and public critics of traditional media. We are watching a transformation from the classic media model to the new media paradigm: the user is a full-fledged media maker; media is attractive content; hypertext is new grammar; knowledge is new information [2].

Therefore, digitalization is an important stage in the development of the media. This allows you to change the notion of clearly distinguishing traditional media. That is, before each media had its own resource and platform, they provided information to their audience. We saw TV-programs on TV, we only listened to radio on different radio receivers and we read the

press in newspapers and magazines. Now we can listen, see and read these media on the Internet. The opportunities have become greater. Journalists submit a recording and add text, pictures or videos to the radio site. Television shows stories and adds text, graphics or pictures to them too. Print media that have converted to online format, in addition to text, submit still photos, videos or graphics. Everything has become multimedia. Content became the main one. The audience can directly communicate with the authors on social networks. Media audience communication has become two-way. Therefore, digitalization is an important and relevant subject for research that needs to be developed.

References:

1. Медиаэкономика зарубежных стран : учеб. пособ. / под общ. ред. Е. Вартановой. Москва : Аспект Пресс, 2003. – 335 с.

2. Кияниця Є.О. Медіакомунікація в умовах глобальних викликів інформаційно-цифрового суспільства / Є.О. Кияниця // Науковий вісник херсонського державного університету. – м. Херсон, 2019. – Вип. 37. – С. 64-68

3. Князев А.А. Энциклопедический словарь СМИ. Бишкек : Издательство КРСУ, 2002. – 164 с.

4. Козыревская А. Как медиа выжить в кризис: опыт мировых СМИ [Електронний ресурс]. – Режим доступу: https://habr.com/ru/company/surfingbird/blog/308458.

5. Розпорядження Кабінету Міністрів України «Про схвалення Концепції розвитку цифрової економіки та суспільства України на 2018-2020 роки та затвердження плану заходів щодо її реалізації» від 17.01.2018 р. [Електронний ресурс]. – Режим доступу: https://zakon.rada.gov.ua/laws/show/67-2018-%D1%80#n13.

6. The Independent Becomes the First National Newspaper to Embrace a Global, Digital-Only Future // Independent. 2016. URL: https://www.independent.co.uk/news/media/press/the-independentbecomes-the-first-national-newspaper-to-embrace-a-global-digital-only-futurea6869736.html

7. Thurman N. Are Newspapers Heading Toward Post-Print Obscurity? / Neil Thurman, Richard Fletcher // Taylor & Francis Group. 2018. URL: https://www.city.ac.uk/__data/assets/pdf_file/0007/436273/AreNewspapers-Heading-Towards-Post-Print-Obscurity-A-Case-Study-of-TheIndependents-Transition-to-Online-only.PDF

CREATION OF INFORMATIVE AND ENTERTAINING CONTENT ON TV CHANNELS OF UKRAINE

I.Soroka
National Aviation University, Kyiv
Scientific adviser - Koshak O.M. Associate Professor, docent

At the turn of the nineteenth and twentieth centuries, people couldn't even imagine that television, moving pictures on the screen, would someday become the main source of information and an effective, even favorite, means of moral recreation. Now we all take daily TV viewing for granted. It has become an integral part of modern people's life.

What is television? According to Encyclopedia Britanica, television is the electronic transmission of moving images and sound from source to receiver. By spreading senses organs (sight and hearing) beyond physical distance, television has had a significant impact on society [1].

Television, a customary thing today, appeared in 1936 in England and in April 1939 in the United States.

Ukrainian television appeared much later, only in 1951, when the television center in Kyiv, located at Khreshchatyk, 26 officially started operating. This was the beginning of Ukrainian television and TV journalism.

Today, Ukrainian television is full of diverse content. Every time, media professionals try to impress their audience with more interesting stories and unusual shows. All this stimulates a constant transformation of television journalism.

The aim of this research is to analyze the most popular educational and entertaining shows on Ukrainian TV channels.

Ukrainian television is developing fast. The audience's requirements for media products produced daily by journalists are steadily increasing. Therefore, every entertaining content should attract people not only with the quality picture, but with an interesting informative, instructive message.

The news presentation is somewhat outdated. It is difficult to capture young people's attention with ordinary journalistic material. That is why most projects combine several functions - entertainment, information and communication. **I. Mashchenko** notes that most entertainment programs often try to enlighten the viewer in the gameplay, teach them something, or at least make them think and become interested in socially relevant topics and issues. [2.93] In this case, entertainment journalism aims to spread national culture to the masses.

Informative and entertaining programs can be subdivided into:

- contact programs (talk shows);
- intellectually entertaining programs [3].

It is not easy to direct today's globalized television at introducing cultural and moral values into society. However, entertainment television has a tendency of continuous development. Since the beginning of the 21st century, the introduction of world standards in Ukrainian TV journalism, the transition to a qualitatively new technical and professional level helped to raise the national journalism to a rather high level.

Orientation to Western analogues reflected on the development of entertainment television in Ukraine. Media workers could show their national cultural peculiarities like Western analogues, adapt to the Ukrainian viewer.

As an example we can take the culinary and literary show "Eneïda", which airs every Sunday at 12:00 on the UA: First. The show has worked three seasons. They are now re-broadcast on public television. The purpose of this TV product is to significantly expand the traditional vision of Ukrainian cuisine and to acquaint the domestic viewer with the unknown facts of our writers' lives.

The host of the show, a well-known culinary expert Yevgeny Klopotenko, invites weekly connoisseurs of the Ukrainian literature and together with them introduces to the viewers little-known recipes of Ukrainian cuisine, among them writers' favorite dishes. The show is original with its themes interesting to the viewer. [4]

Шоу "12 янтиків" – виходить щосуботи о 10:00 на суспільному телеканалі UA:Крим. Ведучий – виконавчий продюсер каналу, журналіст Осман Пашаєв. Під час кропіткого процесу приготування національної кримськотатарської страви янтик гості на студійній кухні спілкуються як про останні політичні новини країни та світу, так і розповідають про свою діяльність. В кінці шоу вони не лише смакують янтики приправленні історіями минувшини та вчинками теперішнього, вони також вчать одне кримськотатарське слово або коротке прислів'я, яке на думку ведучого, може найбільш влучно підійти до темпераменту гостя [5].

This kind of educational and entertaining show, not a classic culinary talk show, as it is called, it differs from the previous one by the talks not about literature, writers, but everyday life of fellow citizens.

The show "12 yantiks" airs every Saturday at 10:00 on the public TV channel UA: Crimea. The presenter is the channel's executive producer, journalist Osman Pashayev. During the painstaking process of preparing a national Crimean Tatar dish, Yantik's guests in the studio kitchen talk about the latest political news of the country and the world, and tell about their activities. At the end of the show, not only do they taste the yantikas flavored with past stories and the deeds of the present, they also learn one Crimean Tatar word or short proverb that, according to the presenter, can most aptly describe the guest's temperament [5].

All of these shows are a unique platform for non-standard submission of cognitive or socially important information. Ukrainian journalism has a steady tendency to adapt to the tastes of a certain television audience.

Ukrainian entertainment journalism is becoming more and more interesting and qualitative every year. Its main function is to introduce new standards of behavior into society, to show national cultural achievements, to vividly portray the place and role of the citizen in society.

References:

1. "Encyclopedia Britanica" – [Electronic resource] / Television., - Access mode: https://www.britannica.com/technology/television-technology

2. I. Mashchenko National and cultural revival of ethnic minorities of Central Ukraine in the 1990s. [Text] :dis... candidate of historical sciences: 07.00.01 / I. Mashchenko ; Cherkasy state. Technological University – Cherkasy, 2002. – 195 pp.

3. Electronic Library of the Institute of Journalism– [Electronic resource] / " Types of entertaining television programs of Ukraine "., - Access mode: http://journlib.univ.kiev.ua/index.php?act=article&article=2122

4. "UA:Перший" – [Electronic resource] / "ЕнеЇда"., - Access mode: https://tv.suspilne.media/programs/eneida

5. "UA:Крим" – [Electronic resource] / "12 янтиків"., - Access mode: https://crimea.suspilne.media/

THE RELEVANCE AND PROSPECTS OF ENTERTAINING CONTENT FOR A YOUTUBE CHANNEL

Steshenko D.

National Aviation University, Kyiv

Supervisor - Koshak O. Candidate of Sciences in Social Communications, Associate Professor

Today, YouTube is a place where different content are combined. However, sociological research ratings show that most attention is paid to the entertaining video format, which Ukrainian audiences watch with great pleasure.

This is evidenced by the ratings of television programs in recent years. Modern culture focuses on the need for emotional balance, entertainment and leisure needs.

The relevance of our study is that YouTube as of early 2020 is the most popular video hosting in the world. Entertainment content is the most popular on YouTube. And based on the fact that in 2020 this year the most common and therefore promising format for the transfer of information is the video itself, the topic remains relevant. The purpose of the study is to determine the relevance and prospects and relevance of entertainment topics for the YouTube

channel. The topic of entertaining content was developed by scientists: S. Akinfiev, V. Lubska, A. Kravets, O. Nevmerzhytska, G. Nabokova. The main features of entertaining content are: enjoyment of viewing, humor, excitement, lightness, emotional comfort. Entertainment content is designed for people's emotions, primarily related to emotional comfort and enjoyment of viewing. Analysis of entertainment video blogs shows that such topics are designed for a wide range of viewers.

Entertainment content has a high rating and competition. This can be explained by the fact that young people who study or work and their work is related to computer technology, and if they have free time, they watch positive, enjoyable, thoughtful video content. As you can see, ratings are not only influenced by the need to have fun or relax. Personal interests and the content and time of the video play not the least role. Most Ukrainian producers of entertainment content take the main and already successful ideas of an entertainment show or program from Europe and America. These two markets have the greatest impact on the cultural component of all other countries. This is due to the quality and quantity of already produced material in English, which is the most popular in the world. It is clear that domestic producers do not have to claim great originality yet, but they may thus not conduct any marketing research and simply make content similar to that which is part of the mainstream in the United States or European countries.

Today at the beginning of the XXI century in the Ukrainian media space is occupied by the entertainment genre: reality, talent shows, humorous and travel programs, as well as reincarnations. This is primarily due to the fact that such formats have moved to the Ukrainian media market from the United States. There they illuminate such incarnations vividly, dramatically and emotionally. The talent show still holds the top positions in most trends around the world.

Producers of Ukrainian and Russian video content saw this and confidently began to make similar material in their own way. The most interesting for Ukrainian viewers are entertainment and secular chronicles (48%). Such data is provided by Research and Branding Group. This survey was conducted from January 18 to 28, 2019, and was attended by about 2,000 respondents throughout Ukraine, except for the occupied parts of Donetsk and Luhansk regions.

Ukrainian television content and YouTube YouTube content have gained market share in Ukrainian in the national media space. Their subtopics are very diverse and cover completely different age categories. It is the social needs of the audience, and the time-tested testing of such content in the media markets of the United States and developed European countries make the

most popular entertainment topics. Most users visit YouTube to watch music videos, children's videos, and thoughtful intellectual shows featuring popular personalities.

The analysis shows that YouTube is a site with a wide variety of video content formats. However, viewers pay the most attention to the entertaining video format, which they enjoy watching. This is evidenced by YouTube trends and high ratings of television entertainment programs in recent years. YouTube is the most popular video hosting service in the world. , and Every year the duration of views on the site increases by almost 50%.

We conclude that entertainment content is the most promising topic within the (limits) of video blogging on YouTube.

References:

1. Lubska, VV Measurement of cultural westernization in Ukraine [Text] / VV Lubska // Problems of international relations. - 2010. - Vip. 8. - P. 72-81.

2. Nevmerzhytska, OV Entertainment programs of central television channels of Ukraine as a factor of moral education of adolescents [Text]: author's ref. dis. Cand. ped. Sciences / OV Nevmerzhytska; Kherson. state un-t. - Kherson, 2006. - 20 p.

3. Akinfeev SM "Genre structure of Russian entertainment television": dissertation abstract. on soisk. uch. stup cand. of Philological Sciences: special. 10.01.10 "Journalism" / SM Akinfiev. - M., 2009. - 16 c

COMMON AND EXCELLENT IN THE 2014 AND 2019 PRESIDENTIAL ELECTION CAMPAIGNS

V.M. Khrapach

National Aviation University, Kyiv

Scientific adviser – Vasylchenko V.M., Candidate of Philological Sciences, Associate Professor.

Analysis of recent research and publications. The research was carried out with the use of theoretical and methodological developments in the field of political advertising, such researchers as: G. Pocheptsov "How to become presidents: election technologies of the twentieth century", O. Olshansky "Political PR". Among the foreign scientists who covered some aspects of the problem of the study of political advertising and manipulative technologies in political advertising, we should single out A. Deyan, IM Dzialoshynsky, SF Lisovsky. The main characteristics of political advertising are considered in the works of MS Gurytska.

Scientific novelty. Previously, no studies have been conducted to compare the 2014 and 2019 presidential election campaigns.

In modern life, advertising has an important place in the information space of many countries, controls the behavior of people, manipulates their consciousness. Political advertising is an important consideration. It should inform voters of the activities of a political party and its leader, but not always its content is appropriate. Quite often political advertising is based on the promises and negative evaluations of opponents. Therefore, it is important to distinguish the advertising features of the presidential election campaigns.

According to researcher A. Akayomova, "political advertising is a system of communications designed to change the consciousness and behavior of people in accordance with the political goals of the advertiser (political parties, movements, leaders)." [2: 2] The main function of political advertising - information, because one from the tasks before it - announcements, familiarization of the audience with political action, candidate, party, their views, propositions, preferences.

Analyzing the advertising of the election campaign of the Petro Poroshenko Bloc Party "Time to unite", we can note the following advertising features: dynamism, sharpness, a call for unity. Also, you can see that some fragments are taken from the archives, for example, the events of 2013 at the Independence Square, the visit of Petro Poroshenko to the anti-terrorist operation zone and so on.

Regarding the advertising of the party "Servant of the People" by Vladimir Zelensky, we can say that she is calm, unobtrusive, pleasant to perceive, demonstrates social equality (the slogan "Each of us is president"), inspires hope and belief in a bright future . It can also be noted that the advertising was shot specifically before the 2019 elections, no snippets were taken from the archives.

As you know, political advertising is image, because it is aimed at forming a positive image of political power. There are certain requirements for image and other types of advertising, which are contained in the International Code of Advertising Practice of December 2, 1986. So, let's look at the standards of ethical conduct and advertising rules set out in this code, and compare advertising requirements for 2014 and 2019 for these requirements.

1) Decency. Advertising must contain information that does not in any way violate generally accepted standards of decency. Here, both candidates adhered to the requirement;

2) Honesty. Advertising should not abuse consumer confidence and lack of knowledge or experience. The requirements were met by both parties;

3) Advertising should not play for fear without reason. The Petro

Poroshenko bloc has played some role in the fear of voters. The advertisement contains fragments of rallies, military actions, which cannot be argued as a positive experience and looks like a threat if the Ukrainians do not vote in favor of Petro Poroshenko. The team of Volodymyr Zelensky's "Servant of the People" used the following phrase at the end of the video: "On July 21, everything depends on us." It can also be seen as a game of fear. If you choose another candidate, the country will decline;

4) It is forbidden to use prejudices in advertising and to focus on this. This requirement was met in both election campaigns;

5) Advertising should not use images, calls, audio effects that could provoke violence. None of the advertisements contain an existing or covert call for violence;

6) Advertising should not support racial, religious or gender discrimination. Both representatives adhered to the requirement. Advertising of the People's Servant team even demonstrates social equality [1].

Therefore, the advertising presented by the electorate in 2014 and 2019 is significantly different. According to statistics from 2014, Petro Poroshenko won with a score of 54.70%, Vladimir Zelensky at the time won with a figure of 73.22%, which may indicate a more successful advertising campaign of the latter.

References:

1. International Code of Advertising Practice [Electronic resource]: International document dated December 2, 1986. - Access Mode: : http://zakon2.rada.gov.ua/laws/show/988_010 – Screen Name

2. Akayomova A. Political Advertising as a Communication Process / A. Akayomova // Viche. - 2011. - № 6. - P. 2-5. - Resource access mode: http://nbuv.gov.ua/UJRN/viche_2011_6_2

FEATURES OF DEVELOPMENT OF THE CONCEPT OF THE AUTHOR'S INTERNET SHOW ON THE EXAMPLE "VDUD"

Sheremet A.M.

National Aviation University, Kyiv

Scientific adviser – Shirokova-Murarash O.G. cand. hist. sciences, docent

Journalism, from the point of view of the general public interest, aims to fulfill a vital political function for society: to promote social cohesion, to maintain social equilibrium, to resist the destructive forces.

When we try to find out the causes of journalism and the historical pattern of its development. to distinguish the following factors: the beginning

of information exchanges in human society, the syncretic form, the use and writing of meaningful information, the pre-important ones for the functioning of public opinion; technical preconditions and social causes of the press, "Personal journalism" of the XVII-beginning of XIX century. Europe, having started to develop analytical projects and create them, created many kinds, "thick" magazines and newspapers in the middle of the XIX century. . and we stick to the press, mass and some journalism since the end of the XIX century.

Internet media is one of the components of a democratic worldview, and the role they play in the process of democratic change is far more important than it might seem at first glance. By the degree of influence on the processes of formation and implementation of state policy, journalism can hardly be compared with any kind of activity.

The evidence of the influence of the media on society can be numerous linguistic stamps, which over the past decades have been characterized by: "the fourth power", "the great arbiter", "the eyes and ears of society" and so on. Attempting to analyze these characteristics only emphasizes their fairness: in the conditions of democracy, speed, efficiency and quality of powers exercised by the representatives of the state apparatus are of particular importance.

The purpose of the study is to identify the phenomenon of popular online show interview format, to explore the author's program "vDud".

The relevance of research into the genre of Internet shows due to its specific features as a source of influence on a mass audience and the effectiveness of its strategies in the transmission of information. In particular, the question arises about the real reflection of the interactive processes taking place on the Internet. In the context of the study of the categorical and differential features of the internet-program genre, the focus of this study is on the identification of its ethno-cultural, social and extralinguistic properties. For this purpose, we analyze the practical model of Internet products in terms of comparing the basic elements of journalistic and camerawork. In this way, author talk shows are treated not only as a particular genre of journalism, but also as a procedural, actionable phenomenon that directly correlates to real time and is perceived by participants in live dialog mode.

In the process of creating sociopsychological situations, a number of communication strategies and tactics are used to reveal a given topic. The moderator implements a strategy of steadily adhering to the topic of the interview format, using methods of linguistic and psychological pressure: clarification of the question, appeal to the senses, challenge for openness, provocation, elements of neuro-linguistic programming take place. Clients (guests and spectators), for their part, use tactical techniques of self-expression and argumentation in the framework of a role-playing strategy.

These strategies are counted among the universal extralinguistic features of the television talk-show genre, while communicative tactics (observance of norms of public broadcasting and behavior, use of foreign languages, etc.) belong to its differential characteristics and signal the ethnic and cultural features of the commune.[1]

The leading role in the promotion of talk show programs plays a moderator role. This, relatively speaking, is the master of the program. He maneuvers during the program, invites viewers to express their views, to ensure that participants do not deviate from the topic, coordinates the communicative situation and, most importantly, acts as a "star" personality. His clothing, demeanor, use of linguistic forms create a certain image, the function of which is to activate guests and to encourage them to play a role-playing game. First of all, Yuriy Dud has an image of the presenter, who carefully questions the guests about current and controversial things. Thus, the program is not losing relevance, and is gaining more viewers and ratings.

References:

1. Богомолова Н. Социальная психология печати, радио, телевидения. – М., 1991. – 424 с.

2. Иванова Ю. Стратегия речового воздействия в жанре предвыборных теледебатов: автореф. дис… канд. філол. наук. – Волгоград, 2003. – 24 с

3. Карасик В. О типах дискурса // Институциональный и персональный дискурс: Сборник научных трудов. – Волгоград : Перемена, 2000. – С. 5–19.

4. Лизанчук В. Просвітницька та маніпулятивна пропаганда в умовах нинішньої російськоукраїнської війни. – Львів : Теле- та радіожурналістика // Збірник наукових праць ЛНУ ім. І. Франка, 2018. В. 17. – С. 22–51.

5. Поседворний Т. Телевізійний документальний формат у контексті конвергентності. – Львів : Теле- та радіожурналістика // Збірник наукових праць ЛНУ ім. І. Франка, 2018. В. 17. – С. 57–63.

6. Федорчук Л. Телевізійна аудиторія; нові концепції та технології дослідження. – Львів : Теле- та радіожурналістика // Збірник наукових праць ЛНУ ім. І. Франка, 2018. В. 17. – С. 64 –70

SIMILAR AND DIFFERENT FEATURES OF POLISH AND UKRAINIAN POLITICAL ADVERTISING

K.A. Scherbytska
National Aviation University, Kyiv
Scientific adviser – Vasylchenko V.M., Candidate of Philological Sciences, Associate Professor.

The unstable socio-economic situation in Ukraine is directly linked to the political crisis. This causes a worrying and radical mood in society, as well as an interest in a European standard of living that is considered to be more prestigious. Despite the poverty of Ukrainians, which is caused by the incompetence of political structures, the candidates confidently and proudly speak about their achievements before each election. And what helps them to win the trust of the electorate is a powerful tool - political advertising. To find out the differences between the Ukrainian and European standards of living, the author decided to analyze the political advertising of Ukraine and Poland.

Scientific novelty of the work. Prior to this, none of the scholars resorted to comparing political advertising in Poland and Ukraine, focusing on the particularities of this industry as a whole. The comparison should start with the definition of political advertising. Researcher A. Akayomova believes that «political advertising is a system of communications designed to change the consciousness and behavior of people in accordance with the political goals of the advertiser (political parties, movements, leaders).» [1: 2]

Since the phenomenon under study has an extensive structure, it should be compared against specific criteria, the first of which is key slogans and content. The values, slogans and motives of the compared advertising industries have much in common. Both Ukraine and Poland are characterized by a tendency for the candidate to be close to the people. This is confirmed by the election campaigns of Vladimir Zelensky and Bronislav Komorovsky. Both position themselves as visionary politicians who aim to create an independent country with successful youth and decent wages. Political advertising by Andrzej Duda, Poland's presidential candidate in 2020, is also illustrative. His slogan: «Long live Poland!» and attempts to create an impression on voters about him as a president who is always close to the people ", in line with the campaign of Petro Poroshenko, the Ukrainian ex-president ("The main thing is not to lose the country!") The next item is the degree of funding and the prevailing forms of political advertising. During the study, the author revealed shocking information: «Politicians and parties have spent more than UAH 647 million on TV advertising in 2018. About 568 million of them should be worth the political advertising of presidential candidates. Most of these expenditures have not been included in the official reporting of political parties, and therefore the origin of the funds paid for advertising remains

unknown. ”[2] Hence, in Ukraine, politicians prefer television advertising, which is not always effective. Instead, «... in neighboring Poland, the Electoral Code commits television debates between representatives of all candidates to the Seimas elections, the European Parliament and the President of Poland.» [3] Debate is a great way to win the trust of the electorate in a fair way, while saving a huge amount of money on continuous annoying commercials broadcast on television. This is not only a significant difference between Polish political advertising and Ukrainian advertising, but also an advantage. Let us move on to the most important one - the legislative regulation of political advertising in the compared countries. There is no separate law in Ukraine on the requirements and prohibitions on political advertising. In addition, the concepts of «political advertising» and «election campaigning» are practically not differentiated. The author is inclined to believe that the absence of clear regulations that ensure the smooth functioning of political advertising leads to abuse of politicians by airtime and other advertising aids to promote their image in society. In contrast, “Poland’s election law clearly defines how much money the campaign committee (headquarters) can spend on a campaign, and even regulates what percentage of it can be spent on advertising. By the way, in February 2011, amendments to the electoral code were adopted, which the Sejm banned from using paid radio and television advertising during the election campaign. “[4] The aforementioned provisions reflect the Polish Government’s desire to destroy the stereotype of the veiling and falsehood of any type of political advertising by creating a level playing field for all participants in the election process.

Thus, Ukrainian political advertising is significantly different from Polish. If the similarity of its values and slogans can be justified by the common expectations and demands of Ukrainians and Poles to power, the differences in legislative regulation, forms and scope of financing are indicators of the inconsistency of the standards of Ukraine with those that are generally accepted in the European community.

References:

1. Akayomova A. Political advertising as a process of communication / A. Akayomova // Viche. - 2011. - № 6. - P. 2-5. - Mode of access to the resource: http://nbuv.gov.ua/UJRN/viche_2011_6_2

2. Political advertising in 2018 cost candidates more than 560 million: analysis “Honestly” [Electronic resource] // Radio “Freedom”. - 2019. - Resource access mode: https://www.radiosvoboda.org/a/29825262.html

3. Political advertising in action: how it helps politicians-starpers to return to power [Electronic resource] // BusinessViews. - 2016. - Resource access mode: https://businessviews.com.ua/ru/studies/id/jak-politichna-reklama-robit-ukrajinciv-bidnishimi-1112/

4. Why are Ukrainian elections several times more expensive than in Poland? [Electronic resource] // Support. - 2014. - Resource access mode: https://oporaua.org/article/vybory/parlamentski-vybory/pozachergovi-vybory-do-verkhovnoyi-radi-2014-roku/6382-chomu-ukrajinski-vybory-v-kilka-raziv-dorozhchi-nizh-u-polshchi

SECTION «MULTIMEDIA TECHNOLOGIES AND SYSTEMS»

Head of Section:	Loboda S.M., Doctor of Pedagogical Sciences., professor
Secretary:	Bobarchuk O.A., PhD., Associate Professor

THE ANALYSIS OF THE MODERN WEB DESIGN TRENDS

Barykina A.S.
National aviation university, Kyiv
Scientific adviser – Denysenko S.M., PhD of pedagogical, Associate Professor

This research is dedicated to the problem of the web design development and investigation of the modern trends in the given field of design. It is a common fact that every year brings new trends to the web design sphere. Some of them are absolutely new, whereas others are just the forgotten old ones which start to gain popularity again. While some modern web design tendencies emerge and fade away in a short period, others stay long and gradually become standard. Let us focus on the main web design trends of 2020.

First and foremost, it should be noted that nowadays, the majority of websites are browsed via mobile devices. According to the statistics, web resources, regardless of their sphere and purpose (educational, promotional, selling, etc.), are visited from various mobile devices two or sometimes three times often than from desktops. Therefore, mobile-friendliness and complete responsiveness of websites have become the primary task in 2020. This very fact has given a great impetus for web design development and has become the basis for most of the new 2020 trends in web design.

Multi-element images have begun to be replaced by the minimalistic ones because one object that is effectively placed on the bright background will undoubtedly attract much more attention than an image with a great number of elements.

The next novelty that has come in trend not long ago but is already widely-used is a non-standard placement of the informational blocks on websites. It is a kind of way togo beyond the scope ofthe typical corporate identity style, which undeniably grabs the visitors' attention and makes them stay longer on the website to learn the information.

One more variant to go beyond the scope of the usual corporate identity style is the usage of unique fonts that also catch the eye of visitors

significantly. Semi-transparent buttons that link to other pages of the website, as well as semi-transparent call-to-action buttons, are gaining popularity too. Most often, we can meet them on the website pages of online stores selling clothes.

Another trend that is being implemented on the sites with exceptionally fast speed is cinemagraphs. Cinemagraphs are kind of images that resemble standard gif-images but have one fundamental difference. Unlike in gif-images, only one element is moving in cinemagraphs.

3D-images have always attracted visitors. That is why today we can see how namely this trend is on the rise. Day by day, we can notice more and more breathtaking variants of 3D web design which visually break boundaries between the digital space and reality. Unquestionably, for now, 3D graphics is one of the best ways to pleasantly surprise and engage your website visitors with fascinating special effects.

Besides, a large number of lettering-centered sites are appearing on the web. Their owners are not afraid of experimenting with various font styles while using upper and lower case letters. What is more, many companies that strive to be competitive begin animating their logos, which results in the increased attention and interest of visitors, thus prolonging the time they spend on the website.

Also, many famous companies start adapting their websites for people with disabilities by employing so-called colorblind modes to enable visitors with vision problemsto use the site.

All things considered, it should be stated that the analysis of the modern web design trend has shown that the given sphere of design is embodying all recent technologies and achievements of graphics, animation, and font art development and is becoming maximally adapted to the needs of users.

ANALYSIS OF FONTLAB PROFESSIONAL FONT EDITOR UPDATES

Vizer M.O.
National aviation university, Kyiv
Scientific adviser – Denysenko S.M., PhD of pedagogical, Associate Professor

Fonts are an integral part of life, they are used everywhere to convey a variety of information. FontLab is one of the most powerful applications for creating them. Its relevance has remained constant for many years because it enables edition, creation and developing of commercial digital fonts.

With FontLab 7 user is able to edit curves precisely without zooming, improve consistency of the weight, quickly create kerning classes and fix clashing kerning combinations. FontLab 7 fully supports variable fonts.

FontLab 7 now understands glyph naming from other font editors, and can automatically generate OpenType features based on different glyph naming schemes (it's easy to batch-rename glyphs, too). Built on a solid 64-bit foundation, FontLab 7 runs smoothly on macOS Catalina, on Windows 10, on older systems, and on Linux.

FontLab 7 focuses on stability, productivity and technical excellence. It has now become possible to draw more smoothly, bring in existing artwork, and keep the balance between consistency and precision, find nearly flat curves and automatically convert them to lines, find and automatically equalize irregular stems that are uneven within a glyph, or uncommon glyph stems that differ from predefined font stems.

Using this program user can import PDF vector artwork, paste from drawing apps, when using another vector drawing apps. It can be used for making a font from scans or photos paste or import bitmap images, then fitting them between predefined heights or keep original size. FontLab7 allows to convert them better into smooth, optimized contours with vastly improved Autotrace. In new version app, drag points are more flexible.

The enhanced Features panel is used to mix automatic and custom feature code, and to view short developer notes for each feature. To find out more about any interface element, move your pointer over it and hold F1 (or Fn + F1) and the new system will show a longer description. If the crossbar in "e" is too thick, user can add a glyph master in Variations panel, adjust, and seamlessly export into variable OpenType fonts.

In FontLab, controls are managed in multi-line tabs or windows that feel like a text editor. Users can find and correct contour defects, create, open, extend, test and export font families, variable OpenType fonts, color fonts

and web fonts for any Unicode writing system. New features such as auto layers and automatically build OpenType features supported by font are very handy.

References:

1. Посібник користувача шрифтового редактору FontLab 7 [Електронний ресурс] − Режим доступу: https://help.fontlab.com/fontlab/7/manual.

2. Професійний шрифтовий редактор FontLab 7 [Електронний ресурс] − Режим доступу: https://www.fontlab.com/font-editor/fontlab/7.

THE CONNECTION OF COLOR AND EMOTIONS WHEN CREATING ADVERTISING

Humeniuk B.S.

National aviation university, Kyiv

Scientific adviser – Denysenko S.M., PhD of pedagogical, Associate Professor

***Annotation* – work is devoted to research of the influence of color on the emotions of consumers when creating advertising.**

***Keywords* - color, color properties, color psychology, associations, printing products.**

INTRODUCTION

Psychologists have long discovered that there is a strong link between color and human emotions, because color is capable of influencing a person's psyche, their behavior, health, relationships, mood, training and place in the team. Color stimulates the development of some decision-making reactions, that is why it is one of the most effective visual means in advertising. Color performs the following functions: attracting attention, promoting understanding of goods and services, emphasizing the most important details, increasing the rememberability of advertising, forming a positive attitude towards the product.

RESEARCH OF THE CONNECTION OF COLOR AND EMOTIONS

In numerous psychological experiments, scientists have found that color influences a person's perception of body weight, location, and the distance of an object. Hot colors – yellow, orange and red, visually bring the subject closer, increasing its weight. While cool colors – black, blue, purple, visually lessen and distance the object [1].

The connection between color and emotional state was experimentally confirmed. In the twentieth century, Max Luscher discovered these

regularities. He created the color test, a book of 23 colors, which was based on the supposition that the choice of color often reflects the focus of the subject to a certain activity, mood, functional state and the most stable personality features. According to the test, it has been proved that the perception of color by a person depends on the way of life and interaction with the environment. Luscher conducted his research at the request of Coca-Cola Corporation. In addition, he made another important conclusion for advertising – color not only arouses a person's response depending on his emotional state, but also in a certain way forms his emotions [2].

COLOR IN ADVERTISING

The choice of color influences the effectiveness of advertising, because colors can appeal to emotions, contain hidden subtext, attract and hold attention, facilitate the perception of information [1].

Thus, yellow is the color of openness, sociability, balance, inner peace. It is used in advertising for children's products and services of travel companies.

Green color has a healing and relaxing effect, symbolizing health, naturalness, kindness, harmony with nature. It is used to promote services that are most often associated with money and wealth, healthy lifestyles, natural and eco-friendly products.

Blue color creates a sense of inner harmony and strength. It is the color of calmness, relaxation. It is used to give the impression of choice, dreams, ease.

Red color symbolizes determination, energy, spirit, passion. It easily attracts attention, hold the look on the necessary element of advertising. This color attracts young people. It is associated with Marlboro cigarettes, used in advertising for cosmetics and perfume companies, in particular for Revlon. The most famous use of this color is the design of advertising by Coca-Cola.

Black color is a classic, stylish color. It is used in Chanel advertising, John Player Special cigarettes. The combination of black and white evokes a mystical feeling in consumers, associated with mystery and richness. Black and white shades are often used in the advertising of luxury products. These two colors emphasize status, they are stylish, never go out of style, strict and simple to perceive. This has been proven by many well-known brands such as Mercedes-Benz and Adidas for many years.

Purple color affects concentration. This color helps to abstract from all unnecessary at the moment and concentrate on the main problem. It is also associated with creativity. Purple is the color of nobility, elegance and sophistication.

CONCLUSION

Having studied the characteristics and functions of colors, as well as their effect on the emotional state of a person, we can conclude that the color decision is important in the design of advertising of a certain product, so it

is necessary to use the color correctly to create the desired impression of the product.

References:

1. Психологія та значення кольору у рекламі [Електронний ресурс] – Режим доступу до ресурсу: https://osvita.ua/vnz/reports/psychology/27909/ .

2. Кольористика [Електронний ресурс] – Режим доступу до ресурсу: https://issuu.com/832017/docs/174.

MODERN WAYS OF CREATING COMPUTER ANIMATION

Denysenko D.M.
National aviation university, Kyiv
Scientific adviser – Matviychuk-Yudina O.V., PhD of pedagogical, Associate Professor

Computer animation is a kind of contemporary art. It is widely used in various fields of activity: entertainment, cinema, education, advertising. Computer animation creates characters for animation and feature films; elements of websites and mobile apps; illustrations for educational multimedia resources; characters and objects of computer games; Animated banners etc.

Creating computer animation is based on principles that originate from traditional animation and are combined with the latest computer technologies [1]. A computer can be used not only to create all elements of a frame, but also to build algorithms to dynamically change the properties of objects. This type of animation is called software [2].

Different modern methods can be used to create computer animation [1]. For example, the principle of «keyframe animation» when intermediate frames are implemented programmatically, or «morphing», when the objects are transformed smoothly by forming a specified number of intermediate frames. Another common way of computer animation is «motion recording». It's that the animation data is recorded by special equipment from real moving objects and transferred to their images on the computer.

The method of « motion recording « involves recording the movements of the actors in special costumes with attached sensors. Actor joint and limb movement data is applied to three-dimensional skeletons of virtual characters, ensuring a high level of accuracy of their movements. By analogy, the facial expressions of a real actor are also carried.

Another common method is «procedural animation», which is fully or partially calculated by a computer. This could include the following types of: simulation of physical interaction of solids; simulation of movement of particles, liquids and gases; simulation of the interaction of soft bodies (tissues, hair); imitation of independent movement of the character.

Thus, modern technologies and tools have significantly changed animation, giving it maximum realism and expanding its scope.

References:

1.Шаповал О. Конструювання віртуального образу в анімації: традиції та новаторство // Студії мистецтвознавчі. 2014. Ч. 1. С. 43–54.

2.Євсєєв О. С. Комп'ютерна анімація: навча. посібн. — Х. Вид. ХНЕУ ім. С. Кузнеця, 2014. — 152 С.

3.Алехина Г. В., Козлов М. В., Спивакова Н. Я. «3D-графика» // http://www.e-biblio.ru/book/bib/design/3d_graphics/3D.html

CURRENT STATE OF APPLICATION OF MULTIMEDIA TECHNOLOGIES FOR PEOPLE WITH DISABLED POSSIBILITIES

Kobzarenko S.E.

National aviation university, Kyiv

Scientific adviser – Matviychuk-Yudina O.V., PhD of pedagogical, Associate Professor

According to the World Health Organization, around one billion people worldwide have disabilities. And because they are less likely to find work, the poverty rate among these people is twice as high as the average. In this way, modern multimedia technologies that can help people with disabilities more effectively manifest themselves in the workplace and improve the quality of life, no doubt needed.

Multimedia technologies cover a range of audio, video, graphic, text and digital signals, as well as fixed and moving images and designs. They help the deaf to differentiate between audio language and people who have lost their voice to amplify sounds with acoustic means. For example, electro-acoustic devices for hearing impairment are created, sound and vibration sounders, teletext televisions for receiving programs with hidden subtitles, video media with subtitles, telephone device with text output, voice-generating device.

Modern designs that allow people to control their computer with just their eyes or cheeks. You can select text or other information using the "inhale-exhale" switch, the "smart glasses", which enhance the contrast

between light and dark objects, transparent computer displays, tactile alphabet communication tools, which are indicated by clicks and the tapping of different parts of the palm, a special glove that converts into electronic signals. All this enables deaf-blind people to use computers and smartphones. An armband has been created to allow a person to control computer devices by reading the electrical signals that appear on the skeletal muscles, and then sending these signals to the device via Bluetooth. It can control the limb prosthesis.

Thus, the use of multimedia and computer technologies play an important role in compensating and correcting the physical disabilities of people with disabilities, and provide a variety of tasks: improving the quality of life, increasing motivation, interest in various types of activities, allowing you to learn and communicate with the outside world in all its variety.

Used literature:

1. Belton P. How technologies help people with physical disabilities // BBC Online Journal // Access Mode: // https://www.bbc.com/ukrainian/science

2. Kravtsova L.V., Kravtsov G.M. Multimedia — a new stage in modern education // Collection of scientific and methodical articles „Method" –K.- 1997.- №4.s19–23

USING OF MULTIMEDIA MEANS IN THE EDUCATION PROCESS

Petrenko M.S.

National aviation university, Kyiv

Scientific adviser – Matviychuk-Yudina O.V., PhD of pedagogical, Associate Professor

The development of information technology has always been phased. Initially, there was the mechanical stage - typography, electrical step - telegraph, telephone and radio invention, and then computer stage, which began from the invention of electronic computer. Nowadays, the educational process is characterized by the use of information technologies of the"computer stage".

At the present stage of information society development, multimedia technologies have become a common means of education. The basis for the introduction of multimedia technology in the educational space is such power of multimedia as the harmonious integration of different information. Many European countries around the world use multimedia technologies in education to improve and develop their upbringing and learning process to improve and develop the up-bringing and educational process [1].

Multimedia technology is a technology which allows you to integrate, process, and simultaneously reproduce various types of signals using a computer, different mediums, means and methods of data exchange and information [2]. The main advantages of multimedia technologies are enhanced capabilities, improved methods of access to materials, greater visibility of the captured material.

So, multimedia means of education have acquired certain forms and types, including: multimedia presentations, slideshows, e-statement, multimedia report, e-journal, newspaper, multimedia simulators, educational games, posting on-line), and on various media (offline), training films and video demonstrations, and many other multimedia systems.

References:

1. Kuchai O. Conceptual bases for the use of future teachers of arid multimedia technologies // Tutorial. 2014. C. 61

2. Holod O. Media and International Communication Theories // Monograph, 2017. K. 409 p.

3D PRINTING TECHNOLOGY IN MEDICINE

Tereshchuk O.S.
National aviation university, Kyiv
Scientific adviser – Denysenko S.M., PhD of pedagogical, Associate Professor

3D printing technology is developing rapidly and is used in many fields of science and technology. The field of medicine is no exception.

Today this printing technology allows implementing the most accurate anatomical models created on the basis of computed tomography (CT) scans, X-rays, magnetic resonance imaging (MRI) or 3D ultrasound imaging datasets. Scans are used to produce the original digital models, which are subsequently fed into the 3D printer. Such models are used for teaching/studying and also preparing surgeons before performing complicated operations.

More complex ways in which 3D printing is changing medicine include bioprinting and tissue engineering, which is possibly in the future will allow to print human tissue structures that can perform basic organ functions, replacing the need for some transplants; also pharmacology (the essence of this perspective of 3D printing is the gradual release of active substances so that instead of many tablets patient can drink only one), customized prosthetics, the printing of surgical instruments or other medical equipment, etc.

This type of printing can be cheaper and faster than another type of production while not inferior in functionality, especially in cases of emergency. So in Italy, during the outbreak of coronavirus COVID-19, there was a need for valves for respirators. The company that produces the original devices did not keep up with demand and Italian engineers Christian Fracassi and Alessandro Romaioli measured the original parts, created the design and prototypes and printed them out using a 3D printer. Those valves connect to a patient's face mask to deliver oxygen at a determined concentration. Creators delivered parts to hospitals for free, saving hundreds of lives every day by doing that.

3D printing technology has great potential and will be able to revolutionize medicine, make it more personalized, fast and effective, which will save many lives.

References:

1. The Future of 3-D Printing in Medicine [Electronic resource]. − Access mode: https://www.dicardiology.com/article/future-3-d-printing-medicine

2. Meet The Italian Engineers 3D-Printing Respirator Parts For Free To Help Keep Coronavirus Patients Alive [Electronic resource]. − Access mode: https://www.forbes.com/sites/amyfeldman/2020/03/19/talking-with-the-italian-engineers-who-3d-printed-respirator-parts-for-hospitals-with-coronavirus-patients-for-free/#692ce46978f1

3. 3D printing in the medical field: four major applications revolutionising the industry [Electronic resource]. − Access mode: https://www.medicaldevice-network.com/features/3d-printing-in-the-medical-field-applications/

4. Five ways 3d printing is changing medicine [Electronic resource]. − Access mode: https://pursuit.unimelb.edu.au/articles/five-ways-3d-printing-is-changing-medicine

AUGMENTED REALITY AS A MEANS OF ERGONOMIC COMMUNICATION OF HUMANITY AND MULTIMEDIA INFORMATION WITH THE HELP OF NETWORK TECHNOLOGIES

Dmytrenko T.V.
National aviation university, Kyiv

Augmented reality technology is relatively young and widely used in various fields around the world. Given the potential and capabilities of this technology, we can assume the use of this technology in the field of education in Ukraine.

The use of augmented reality technology can stimulate the representation of certain processes, phenomena, mechanisms of action. You can also clearly show or even reproduce the actual action and impact, such as the operation of a printing press or even a specific node, where it will be possible to consider large mechanisms and its smallest elements or vice versa to consider the relationships of chemical elements and see the processes occurring. on the Internet from one user to another or even conduct training on the collection and maintenance of certain equipment.

Augmented reality (AR) is a technology that allows you to connect the virtual world with the physical outside world using a computer and real-time network technology. In turn, the virtual world includes multimedia information (sound, text, video, animation, graphics, three-dimensional objects), which is specially prepared according to the requirements [2].

The general simplified scheme of technology consists of the camera of the device photographing real object, the software of the device which carries out the analysis, definition and validation of the received image then according to the given image selects additions and deduces the image on the visualization device. To work with AR use a smartphone, tablet or smart glasses with a video camera and appropriate software [1].

This technology aims to provide real-time information to the person according to the situation and needs. In this way, the relationship between man and information is arranged using the capabilities of modern technology. Although the technology in question looks like something fantastic, it is actively used by various companies. For example, Boeing company has used augmented reality technology on the Google Glass glasses platform. As a result of using the technology, it was possible to reduce production time by 25% and reduce the number of errors by 50% [1]. Thus, using this technology, you can train specialists in various fields, giving them the opportunity to work virtually with special and necessary tools in practice.

References:

1. Доповнена реальність (AR) [Електронний ресурс]. − Режим доступу: https://www.it.ua/knowledge-base/technology-innovation/dopolnennaja-realnost-ar

2. Віртуальна та доповнена реальність: як нові технології надихають вчитися [Електронний ресурс]. − Режим доступу: https://osvitoria.media/opinions/virtualna-ta-dopovnena-realnist-yakoyu-mozhe-buty-suchasna-osvita

THE ROLE OF DIGITALIZATION IN THE PROCESS OF ADVERTISING TRANSFORMATION

Shandrenko S.T.

National aviation university, Kyiv
Scientific adviser – M. Mayevska, PhD.

The problem is in the context of global digitization. Marketing is undergoing changes and its important component – advertising as well.

The relevance of presentation of the material is manifested in the absence of a sufficient number of domestic and international scientific studies that could comprehensively consider this field.

Scientific achievements: in the study is explored the role of digitization in the process of transformation of marketing, namely in the context of advertising. The novelty is revealing digital marketing in the system of marketing communication. The task is to define the terms of «digitalization», «digital marketing», «digital advertising», to study the impact of digitalization on marketing and explore how digitalization transformed the system of marketing communication.

Digitalization is one of the most significant on-going transformations of contemporary society and encompasses many elements of business and everyday life. «Digitalization: integration of digital technologies into everyday life by the digitization of everything that can be digitized» [3].

Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive between digital-marketing specialist and consumers. As it is explained in the «Technopedia» dictionary, digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media. Therefore, a key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. [6].

Hagberg, J., a professor of university Gothenburg with his colleges considered the integration of digital technologies in retail. This integration is in the form of a slight transformation of previously existing activities, processes, actions and goods but may also introduce new types of products, services, etc. [4].

The question about digitalization of business processes reviewed also by Ukrainian digitalization expert M. Prohorov. He made a decent point, that the process of digitalization has an active implementation in today's business models and mentioned the vivid cases of such companies as Uber, Airbnb and Facebook. [5].

Andrew Parsons (director at McKinsey & Company, New York) with his employees in their study *considered that digital marketing is likely to become an integrated part of the marketing mix for consumer marketers in the not-so-distant future, as it enables entirely new forms of interactions between consumers and marketers leading to deeper relationships and greater personalization of goods and services [2].*

It can be also mentioned that the transformation of marketing communications in the context of digitization of business-processes implies the creation of mobile (social) platforms that provide: free and convenient access to relevant information (targeted advertising settings); client's proactiveness (commenting on posts, spreading recommendations, etc.); synchronization of the site with social networks, mobile communication channels, etc. [1].

Nowadays a new type of advertising, such as digital advertising developing very fast (SMM, targeting, SEO-optimization) and becoming the main way of promotion. Since a goal of every advertising is to reach and inform as many people as possible, that are likely to buy the product and as it is known almost everyone has a virtual life and tendency in spending more hours with devices is extremely growing every year, digital advertising is becoming more and more successful, that is caused by the speed and simplicity of reaching target audience.

In conclusion, it can be mentioned that the process of digitalization influenced business processes significantly. The innovative activity leaded to transformation of marketing and provoked the emergence of new types of advertising. Therefore, nowadays digital marketing as a part of marketing communication system takes a leading role. Its benefits are ability of interaction with the brand trough servicing and delivery of digital media and a capacity in engaging more customers.

References:

1. Борисяк О. В. Трансформація маркетингових комунікацій підприємства в умовах діджиталізації бізнес-процесів / О. В. Борисяк, Ю. М. Щербина. // Конкурентоспроможність вітчизняних підприємств-надавачів послуг громадського транспорту : актуальні проблеми та європейський досвід їх вирішення : зб. тез доп. ІІ Всеукр. наук.-практ. конф. студентів, аспірантів та молодих вчених з міжнар. участю. – 2019. – С. 14–15.

2. Andrew P. Organizing today for the digital marketing of tomorrow / P. Andrew, Z. Michael, W. Robert. // Journal of interactive marketing. – 1998. – p. 31–46.

3. Businessdictionary [E-resource]. – 2014. – Access mode до ресурсу: http://www.businessdictionary.com/definition/digitalization.html.

4. Hagberg J. The digitalization of retailing: an exploratory framework / J. Hagberg, M. Sundström, E. Nicklas. // International Journal of Retail & Distribution Management. – 2016. – №44. – p. 694–712.

5. Прохоров М. Що таке діджиталізація — пояснює експерт [Електронний ресурс] / Максим Прохоров // Українське радіо. – 2019. – Режим доступу до ресурсу: http://www.nrcu.gov.ua/news.html?newsID=91042.

6. Technopedia [E-resource]. – 2017. – Access mode: https://www.techopedia.com/definition/27110/digital-marketing.

SECTION «TOURISM»

Head of Section:	Dudnuk I.M., Doctor of geographgical sciences., professor
Secretary:	Kovalenko A.V., student

MEANING OF DOMESTIC TOURISM FOR REGION'S DEVELOPMENT

Bashlovka D.
National Aviation University, Kyiv
Scientific adviser r – Uvarova G.Sh.., candidate of pedagogic sciences, Associate Professor

The economic and social importance of tourism in modern conditions is determined by the tourism contribution to business development of the economy. Except for profits, tourism has become a significant factor in enhancing the country's prestige. According to the UNWTO (World Tourism Organization), tourism now covers almost all countries in the world, but their place in the tourist services market is significantly different [1]. This is due to a number of factors, including the availability of tourism resources, their accessibility, the level of development of the relevant infrastructure, the quality of the tourism product as a whole and the particular features of its promotion on the market.

Scientists have actively researched the problem of domestic tourism in Ukraine for many decades. Despite considerable attention from researchers on this subject and a large number of works, most aspects of this problem are not solved or explained, even they are debatable and require further investigation of the search for problems, trends, prospects, ways of tourism development in the regions of Ukraine, development of based on these studies, methodological, theoretical and practical proposals for regional development regulation.

The purpose of this study is to substantiate the importance of the development of domestic tourism for a specific region, which within Ukraine we consider an area.

According to S.P. Kuzik, "domestic tourism" is travel within the borders of the country or the territory of any domestic region [4].

In the general sense, the concept of "domestic tourism" can be explained as tourism within one country, namely without traveling abroad.

These trips have many advantages, for example, there is no need for a passport and visa, foreign language skills, spending a lot of money on air travel and hotel reservations, no difficulties with currency transactions, etc.

The analysis of statistics shows that in recent years the volume of domestic tourist flow has decreased significantly, while the flow of outbound tourists has increased. That is why the promotion of domestic tourism in the tourist services market is especially important. This can be explained by the fact that the proper development of domestic tourism in each specific region of Ukraine will help to increase the income to the local budget, create additional jobs, increase the interest of the population in their country, and consequently increase the demand for tourist-local lore and other trips within the country. In the end, it will help to develop a positive image of our country, and strengthen its reputation. The principle is next: the more domestic tourists are, the more interesting country is for foreign guests, which is sure to help increase tourist interest in Ukraine.

Native scientists, in particular V.F. Kifyak, V.K. Kiptenko, V.F. Semenov paid considerable attention to the development of the tourism industry in the regions, the role of tourism as a type of economic activity in the regional economic complex. Also, offered a number of proposals related to ensuring effective development the sectoral structure of the region's economy based on tourism development [2,3,5].

The productive activity of tourism enterprises is an important factor in the socio-economic development of the region as a whole. The main economic benefits associated with the development of the tourism industry in the region include:

- strengthening the economy through the production and promotion of goods and services for tourists;
- diversification of economic activities through the use of local tourist resources and related facilities and products;
- creating a favorable climate for investment activities;
- improving the level of tourism infrastructure and improving the efficiency of using already existing infrastructure;
- increasing the employment of the region's population through the creation of new jobs;
- in general, the development of a service sector that will be beneficial for both tourists and locals (eg retail, printing, catering, sports and wellness services, etc.).

So, domestic tourism of the regional level, which was studied on the example of the Poltava region, has a significant impact on stimulating economic development and brings relevant benefits. Depending on the availability of basic tourist values, as well as the supply of additional tourist

values, tourism can serve as an industry in the region, which strengthens the economic position of the region in the country and stimulates the improvement of the quality of life of the local population.

References:

1. UNWTO World Tourism Barometer [Електронний ресурс] – Режим доступу до ресурсу: https://doi.org/10.18111/wtobarometereng.
2. Кифяк В. Ф. Організація туристичної діяльності в Україні / В. Ф. Кифяк. – Чернівці: Книги-ХХІ, 2003. – 300 с.
3. Кіптенко В. К. Менеджмент туризму / В. К. Кіптенко. – Київ: Знання, 2010. – 502 с.
4. Кузик С. П. Географія туризму : навч. посіб. / С. П. Кузик. – Київ: Знання, 2011. – 271 с.
5. Семенов В. Ф. Управління регіональним розвитком туризму: навч посібник / В. Ф. Семенов. – Одеса-Сімферополь: Аріал, 2012. – 340 с.

FEATURES OF MEDIKAL TOURISM AND ITS PROBLEM

Vaha M.M.
National Aviation University, Kyiv
Scientific adviser – Bercova O.P., candidate of economic sciences, Associate Professor

Abstract - highlights the urgency, problems and current state of medical tourism, features of medical tourism organization, and specifics of cooperation of tourist companies with medical centers and clinics.
Keywords - tourism, medical tourism, medicine, cooperation, partnerships.

I. Introduction

The notion that medical tourism has emerged quite recently is a relatively young industry that is just beginning to gain popularity. Medical tourism is developing both in the advanced economies and in the transition economies. Europe is considered a «cradle» of medical tourism. Medical tourism, as an industry, began to develop not too long ago. Today, its development depends on many factors and the level of development of the state. Europe is considered a «cradle» of medical tourism.

In the leading countries of the world with high levels of medicine, the profits from inbound health and medical tourism are measured in the

hundreds of millions of dollars annually and make a significant contribution to the replenishment of the country's budget. In recent years, medical tourism, including both treatment and diagnosis and rehabilitation, has been around 3% of world GDP.

II. Formulation of the problem

Medical tourism is one of the most popular types of tourism in recent times and one of the most profitable in the economy. Medical tourism is in demand among tourists in the developed economies and tourists from the post-Soviet countries, the former traveling for cheaper medical services and the latter for better services. Depending on the region and directly from the country, the main problems are the legislative restraint or promotion of medical tourism in the country, the political situation, the level of medical services and their pricing policies, and one of the problems can be attributed to the reach of countries.

In modern conditions, potential tourists put higher demands and needs for medical tourism, this can include the duration of treatment and the method of auto and air travel, safety, privacy, comfort. In this context, the task of scientific analysis of the interaction of tourism with medicine and various organizational forms of transportation, improving the relationship between travel companies and medical centers or clinics.

III. Main part

Medical tourism is a specialty tourism destination that provides for the organization and provision of treatment, diagnostics, disease prevention and other medical services both within the country (domestic medical tourism) and abroad (external).

Recreational tourism is a journey of people aimed at satisfying and restoring their own spiritual, physical, emotional, psychological and other forces, which support the life cycle by immersing a person into active rest and combining healing with moderate physical activity and subject to a favorable environment.

Wellness tourism is travel, visits to resorts and other establishments that provide mostly wellness services, offering a wide range of wellness programs.

Medical tourism is divided into the following subspecies:

- Treatment of infertility, artificial insemination;
- Cardiac surgery and vascular surgery;

- Plastic surgery;
- Oncology;
- Stem cell treatment;
- Neurology and neurosurgery;
- Orthopedic surgery and rehabilitation;
- Ophthalmology;
- Dentistry;
- Transplantology and other areas.

To date, a global market for medical services has already emerged in the world, with its specific structure - medical management, accreditation bodies, medical tourism agencies, tour operators, lawyers specializing in this field, etc. Its expansion is facilitated by the recently established World Medical Tourism Association of 38 countries, including Ukraine.

Today, there are two main flows of medical tourism in the European countries, the causes of which are quite different. The first is the treatment of patients from rich and economically developed countries to third countries. The second is the departure from relatively poorer countries, mostly from the countries of the former Soviet Union with low level of health care) to countries with advanced medicine.

Today, the following groups of European countries can be distinguished from the range of medical tourism services provided and attractiveness for tourists.

According to the level of development of medical tourism in Europe, it is advisable to distinguish the following groups of countries: countries of the highest level of provision of medical services and development of medical tourism; countries with a wide range of medical services and a sufficient level of health tourism development; countries with a predominance of several leading healthcare services and a sufficient level of health tourism development; countries that have recently started developing medical tourism services; countries providing only one of the medical tourism services; countries with underdeveloped medical tourism.

The first group includes countries with the highest level of medical services and the highest level of development of medical tourism. Germany is the undisputed leader in providing all medical services from diagnostics, treatment of the widest range of diseases to rehabilitation. The second group includes countries with a wide range of relatively low cost medical services, which makes them extremely attractive for tourists of the post-Soviet area - Spain, Czech Republic, Lithuania, Estonia, Belarus. The third group includes countries with a predominance of several leading medical services. For France, plastic surgery and oncology, rehabilitation and diagnostics are

pleasantly impressive and at a much lower cost compared to Germany and Switzerland.

The next group is countries that have just started to develop medical tourism, but it should be noted that most of them have a high enough potential for treatment and rehabilitation of foreign patients. Along with Denmark, Portugal, Romania, Slovakia, Slovenia, Croatia, it is advisable to include Ukraine, which is becoming more and more attractive to medical tourists from Europe every year. Each year, 20,000 medical tourists from Italy, France, the United Kingdom and Germany visit Ukraine, 70% of whom go to the dental services, whose prices are several times lower than European ones.

The factors that will contribute to the development of medical tourism in Ukraine include: high level of development of individual branches of medicine and the availability of specialized clinics of the European sample (Kyiv City Heart Center, Scientific and Practical Medical Center of Pediatric Cardiology and Cardiac Surgery, National Institute of Cardiovascular Surgery named after M Amosov Oncology Clinics LISOD, Innovation, Cyber Clinic Spizhenko; Institute of Reproductive Medicine (Dakhno Clinic); International Rehabilitation Clinic in Truskavets; Institutions engaged in stem cell treatment - AA Shalimov National Institute of Surgery and Transplantation, VK Husak Institute for Immediate Rehabilitation, which established the International Center for Biotechnology «Biostam», Institute of Cell Therapy, National Postgraduate Medical Academy. .Shupyk; Center for Eye Therapy and Microsurgery, Ailaz, The World of Sight, New Sight, etc.); low price level in comparison with foreign clinics; convenient transportation and geographical location of the country; availability of appropriate hotel infrastructure; permission of the state to carry out certain medical procedures prohibited in other countries (stem cell treatment, surrogate motherhood); an opportunity to combine different types of tourism. The restraining factors for the development of medical tourism in Ukraine include: insufficient investment and reform of the healthcare sector; lack of medical management to attract foreign tourists to clinics and tourism firms; difficult political situation in the country which led to increased danger of Ukrainians and foreigners coming

V. Conclusions

Medical tourism is an independent specialty tourism destination, which provides for the organization and provision of treatment, diagnostics, disease prevention and other medical services, both domestically (domestic medical tourism) and abroad (external).

The development of medical tourism in the world as a whole and in

Europe in particular is facilitated by a variety of reasons, among which the main place belongs to such. The desire to receive the necessary treatment, diagnosis, rehabilitation, unavailable for one reason or another in their own country. Health and wellness services are most commonly used by patients from countries where medicine is not yet sufficiently developed or necessary medical technologies are not available. Often, overseas treatment for such people becomes the only hope of recovery or a correct diagnosis.

The main determinants of the development of medical tourism is the desire to receive the necessary treatment, diagnosis, rehabilitation, inaccessible for one reason or another in their country; rapid achievement of results and urgency of complex procedures; increasing incidence of certain diseases; "Transparency" of borders and visa facilitation; creation of medical management companies, which are engaged in registration of necessary supporting documents; the possibility of receiving treatment procedures that are prohibited or restricted in one's own country; confidentiality; the desire to save money.

References:

1. Ukrainian Medical Tourism Association: [Electronic resource]. - Access mode: http://uamt.org.ua/UA/

2. Sisoenko IV Medical tourism in Ukraine: problems and prospects [Electronic resource] / IV Sisoenko, VI Tsimbalyuk, M. Tozon // Health Information of Ukraine. - 2020. - Resource Access Mode: file: /// C: /Users/ Acer/Downloads/gt_2014_30_13.pdf.

3. Health without Borders: [Electronic resource]. - Access mode: http: // mednapravlenie.ru/

TOURISM CITY BRANDING: REASONS AND AIMS

Katanoy A.D.
National Aviation University, Kyiv
Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

The are many foreign and domestic scientists have devoted their works to the study of problems of territories branding for increasing their attractiveness and competitoness on global tourism market among them S. Anholt, I. S. Vazhenin, S. Davis, M. Dunn, O. L. Jitar and others. The most general-purpose definition of brand is provided by A.L. Zhitar. A brand is a way to quickly communicate information to potential consumers in order to

influence on decision making. [3].

The definition that most fully conveys the essence of a territory's brand is given by IS Vazhenin. The brand of territory is a collection of unique qualities and values, reflecting the original consumer characteristics of the territory and the local community.[2]. The brand of the territory is an original, recognizable and, most importantly, a positive image of it. Due to the development of urbanization, a particular territory is often associated with a city or cities that are its historic, cultural, economic and, in some cases, political centers.

According to I. Predik, the brand of a city is the sum of all material and intangible characteristics of a city, the emotions evoked by this city, as well as the reputation and the ways of its advertising. The city brand is considered as a set of values that reflect its unique original consumer characteristics, which have received public recognition and are in high demand for tourists. [5, c. 134].

Branding is a strategic promotion of a city for its development. It is used to change the external perception of the city in order to encourage tourism development, increase inbound migration and attract investment. An important specific feature of urban branding is the new attractions creation. The development of cities as a sought-after tourist product leads to competition between them for investment and public funding. This is often reflected in the efforts of cities to attract international sports events (Euro and world championships, Olympic Games), international forums and exhibitions (Dusseldorf, Davos), and organize their own significant events worldwide (the Venice Biennale).

The main characteristics of the city brand are the following:

- correspondence to reality. The image of the city must correspond to the actual situation, otherwise people may distrust the city brand;
- simplicity of perception;
- attractiveness;
- originality.

The basis for the formation of a city brand is its territorial identity, which includes the following components:

- official characteristics of the territory: location on the map, nationality, name, flag, arms, etc.;
- resources of the city: natural, demographic, historical, social and cultural features and resources;

- the technologies;
- way and rhythm of life.

With the appearance of its own brand, the city gains certain advantages:

- increasing tourists flows;
- enhancing reliability and stability in the eyes of investors;
- strengthening national and international political influence;
- more effective partnerships with other cities, and also public and private research organizations and universities, private companies;
- the effect of the "city of origin" for goods and services (occurs when a city image transferred to goods produced in the region, which makes them more attractive to buyers);
- pride, prestige of the city dweller [1].

The goals of creating a city brand can be the following communication strategies:

1. Economic goals: formation of investment attractiveness of the city, development of business and banking sphere, increase of the city budget, attraction of additional financing from the state budget, tourist attractiveness of the city.
2. Political goals: increasing the presence and role of the city in the political life of the country, the international authority of the city, trust in the authorities and management [4, p. 302].
3. Social goals: creation of a favorable social climate; development of legal and value consciousness; improvement of quality of life , which increases the attractiveness of the city for quality labor resources; formation of regional identity.

Therefore, successful branding of the city is a powerful tool not only for attracting tourists and filling the local budget, but also for influencing world public opinion.

References:

1. City branding and internal investment [Electronic resource]. - Access mode: http://postnauka.ru/longreads/14835.

2. Vazhenina I.S. Brand Territory: The Essence and Problems

of Formation [Electronic resource] - Access mode: http://dis.ru/library/528/31241/

3. Zhitar AL Theoretical principles of city branding / AL Zhitar // Bulletin of the Khmelnitsky National University. - 2009. - № 6, T. 3. - P. 68-72.

4. Marketing: The Great Explanatory Dictionary / AP Pankrukhin et al. - 2nd ed. - M.: Omega-L Publishing House, 2010. - 546 p.

5. Predik I. Features of forming a tourist brand of the city / I. Predik [Electronic resource]. - Access mode: dspace.tneu.edu.ua/bitstream/316497/17179/1/133-136.pdf.

ACTUAL PROBLEMS OF THE UNEVEN DISTRIBUTION OF TOURISTS FLOWS

Kovalenko A.V.
National Aviation University, Kyiv
Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

Overtourism is a phenomenon faced of the main tourist destinations around the world. From one side, the development of new technologies, transport infrastructure, population growth, fashion trends and the emergence of low-cost air carriers have increased the availability of travel and contributed to the growth of the tourism industry, including in developing economies. From other side, uncontrolled demand, along with the concentration of tourists in certain directions, adversely affects both the territories and local communities. The continued uncontrolled increase in the number of tourists in some tourist destination and the uneven distribution of demand for tourist flows have had negative consequence and created the problem of overtourism, which is increasingly important on a global scale. According to the data provided by The World Travel & Tourism Council, of the 1.4 billion of international tourist trips in 2019, more than 36% were associated with a visit to one of the 300 most popular cities in the world, and this trend will continue [1].

Speaking of overtourism, as a rule, they mean the situation when too many travelers come to a certain territory (to a country, region, city, rural settlement). For each specific case, this number is different, but in general we can talk about overtourism, when the number of tourists exceeds the local population. For example, almost 2 million tourists come to Dubrovnik for 45 thousand inhabitants of Dubrovnik every year, more than 5 million tourists visit Venice annually, with a city population of about 630 thousand.

A significant increase in the number of tourists compared with the population has already led to the gradual physical and cultural degradation of a number of places, the destruction of identity, environmental damage and a decrease in the quality of life of local communities. In this regard, activists of a number of popular destinations including Barcelona, Venice, Palma de Mallorca, Amsterdam, Dubrovnik, initiated local campaigns against tourists and tourists. Protests were held against the further development of tourism in cities such as Ibiza and Mallorca [1].

In Barcelona, Venice, Amsterdam, overtourism issues are actively raised at the political level, various restrictions are being introduced or are being prepared for introduction. For visitors to the Inca city of Machu Picchu, tickets have been introduced with a limited time for visiting for a strict order of inspection. A number of the beaches of Southeast Asia that have suffered from too much popularity, such as Boracay in the Philippines and Maya Bay in Thailand, have temporarily shut up for the public (despite billions of dollars in profit) to protect them from quick destruction.

As it was swept away at the largest international tourism exhibition ITB Berlin 2019, the most affected by overtourism in 2018 should be Xi'an (30%), Beijing (30%), Mexico City (30%), Moscow (25%), Bangkok (25%), Istanbul (23%), Florence (23%), Rome (22%) [2].

UNWTO made recommendations, or rather ways to combat overtourism:

1. Protection of popular destinations. Each tourist region or city receives significant economic benefits from tourism and at the same time tourism leads to a significant change in society. For example, to propose restricting tourist flows at the legislative level, visiting these places along a certain route and in small groups.

2. Price increases for popular destinations. Higher prices in season will contribute to the repartition of tourists to other cheaper and unknown destinations, as well as luxury offers will not attract mass tourists, but only a small segment.

3. Information and marketing. Modern technologies, including social networks, dictate a certain vibe in visiting attractions in various cores. Choosing a hotel through Booking and Tripadvisor, the tourist automatically selects a set of routes or museums. Accordingly, mass demand gives rise to mass inflow. Thanks to marketing, you can manage demand and drive tourists to other places. Thus, only competent and responsible decisions in the tourism sector can minimize the negative impact of overtourism.. Such decisions should be tied to both the actions of tourists and the policy of the state.

Tourism organizations and leaders of cultural institutions should offer special tours and offers to attract tourists in the low season and to reduce the tourist flow in the high.

4. Promote innovative products and experiences that allow the city to diversify demand in time and space and attract the adequate visitor segments according to its long-term vision and strategy

5. Plan ahead through methodologies such as strategic foresight and scenario planning. The dynamic, volatile, uncertain, and complex global developments of today require an approach that does not (only) take the past but also identifies the driving forces of change and key uncertainties, to create plausible scenarios [3].

Thus, the problem of overtourism in recent years from a local has turned into a global one. To solve it, a set of measures is necessary that takes into account the interests of all subjects of the tourism industry and entertainment, as well as preserving historical, cultural and natural monuments that make up the heritage of the entire world society.

References:

1. World Tourism Organization (UNWTO); Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences; and NHL Stenden University of Applied Sciences (2018), 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420070.

2. UNWTO tourism highlights: 2019 edition, World Tourism Organization, 2019. - [Електронний ресурс]. − Режим доступу: e-unwto.org.

3. Coping With Success - Managing Overcrowding in Tourism Destinations 2017 [Електронний ресурс]. − Режим доступу: https://docs.google.com/document/d/1ztXSdefeyKbSO3GJaLw9oIenJ2ivwKxgXKrdDXcI0CQ/edit

GEOPOLITICAL SITUATION AS A FACTOR OF EAST ASIA TOURISM DEVELOPMENT

Korshun N. Yu.
National Aviation University, Kyiv
Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

Tourism is a fast-paced industry worldwide. 1.5 billion international tourist arrivals were recorded in 2019, globally. A 4% increase on the previous year which is also forecast for 2020, confirming tourism as a leading and resilient economic sector, especially in view of current uncertainties. [3] However, it remains a industry that functions largely within the international political and economic environment. The geopolitical situation is undergoing a transformation in the modern world. Therefore, exploring these changes and the likely impact that these changes will have on tourism and hospitality is a pressing issue in today's realities.

According to a UNWTO report for 2019, there has been an increase in tourist arrivals in all regions of the world, but compared to previous years, the growth rates have declined significantly, which is attributable to the aggravation of geopolitical relations between states and regions as a whole. For example, the Asian region, which has been the leader in growth rates in recent years, has concede to the Middle East (+ 8%), but still has + 5% increase in tourist arrivals [3].

Today, the East Asian region has such features as: China's increasing role, Japan and China Strategic rivalry and the desire to eliminate conflicting interstate situations through diplomatic negotiations, without the use of armed forces. One of the main factors affecting the foreign policy of the countries of the East Asia, which has an impact on the development of tourism in the regions, is the numerous unresolved territorial claims.

The main urgent contradictions of countries in the region, which can affect the number and distribution of tourist flows in the region, can be distinguished as follows:

1. Controversy over the Kuril Islands between Japan and Russia;
2. Japan-China Territorial Conflict: Senkaku Archipelago (Diaoyu);
3. Conflict between the DPRK and the Republic of Korea;
4. Taiwan's autonomy issue;
5. Water disputes in the South China Sea.

China is a major player in the tourism market in the East Asia region, so the impact of the geopolitical situation on tourism development can most clearly be traced to China's example. According to TravelChinaGuide for

2018-2019, Japan, South Korea, Russia and the provinces of China Hong Kong, Macao and Taiwan are among the top countries that provide the most inbound tourist flows to China. Asian people constituted the major part of China inbound tourists, occupying 76.3% [2]. It indicates that in the aggravation of the geopolitical situation, instability and conflicts both within the region and interregional could significantly affected tourism industry. A striking example of the impact of the geopolitical factor on tourism development is the declining growth in tourist arrivals from Taiwan to China caused by exacerbation of the Taiwan issue. From 2018, the USA has been actively cooperating with Taiwan, exacerbating China-Taiwan relations, adversely affecting China's tourist arrivals from Taiwan [1].

Figure 1. Growth rates of tourist arrivals to China from Taiwan 2015-2019 (%).

An important destabilizing factor in the geopolitical situation in East Asia was the spread of the Covid-19 virus, as the countries of the region became the epicenter of the spread of the virus. This factor had a negative impact on the development of tourism in the region, caused the closure of the states borders , the cancellation of air services between the states of the region and caused significant financial losses [4].

The coronavirus situation is projected to exacerbate geopolitical contradictions between countries in the region, which may lead to a redistribution of tourist flow in the region.

As a conclusion, the geopolitical situation in East Asia is changing in the near future due to exacerbation of aggravator factors, which can change the structure of tourist flows both in the region and in the world as a whole.

References:

1. China Tourism Facts & Figures [Електронний ресурс] // TravelChinaGuide – Режим доступу до ресурсу: https://www.travelchinaguide.com/tourism/.

2. China Tourism Statistics 1995-2020 [Електронний ресурс] //

Macrotrends – Режим доступу до ресурсу: https://www.macrotrends.net/countries/CHN/china/tourism-statistics

3. International tourism growth continues to outpace the economy [Електронний ресурс] // UNWTO. – 2020. – Режим доступу до ресурсу: https://unwto.org/international-tourism-growth-continues-to-outpace-the-economy.

4. Коронавірус: скільки втрачає туризм BBC News Україна. [Електронний ресурс]. – Режим доступу: https://www.bbc.com/ukrainian/features-51870285

KYIV BEACHES AS A BREND OF UKRAINIAN CAPITAL

Kocenko V.O.
National Aviation Univercity, Kyiv
Scientific adviser – Vyshnevskyi V.I., Doctor of science, prof.

The characteristic feature of Kyiv is the location on the banks of the Dnipro River, which is considered as one of the largest river of Europe. It is important that river within urban territory has many sandy beaches. The total area of these beaches makes some square kilometers. This area is larger than in other capital of European states, located on famous rivers: Paris on the Seine River, London on the Thames River, Warsaw on the Vistula River, Budapest on the Danube River ets.

The research of the Kyiv beaches was carried out using the SAS.Planet program, which enables to define the length, width and area of beaches.

It is rather interesting, that the most northern beach of Kyiv has the name Africa. It is located on the northern bank of the Sobache Hurlo Bay near the Obolon residential. The length of this beach is about 400 m, the width – 100 m. There is small beach on the western bank of this bay as well, but it is narrow and not very suitable for swimming. The same can be said about beach Natalka ob the western bank of Obolon Bay.

The next beach is located on the left bank of the Dnipro river upstream Nothern bridge. The length of this beach is about 650 m.

The next beach is located on the left bank of the Dnipro as well. This is Centralny beach – probably the longest in the city, its length reaches 800 m. The vast area is equipped with changing cabins, some cafes and bars, garbage bins as well. The Central Beach occupies the part of the Trukhaniv island that overlooks the picturesque Saint Vladimir Hill, as well as the large People's Friendship Arch that shines brightly in the sun. This beach is rather easily accessed: you should cross he Dnipro River using the Pedestrian Bridge.

About 250–300 m downstream the Pedestrian Bridge is located one more

beach which has the name UBK. The name of this beach reminds locals the other UBK – the Crimean South Coast.

The next beach is located on the left bank of the Dnipro River as well. Actually it is not real left bank because this is the Trukhaniv island – the largest within Kyiv. This beach which has the name Dovbychka brobably is largest by area in Kyiv. It is about 4 ha. Most vacationers gets there using the boats from the Venice island. This beach is rather popular for nudists.

There are some beaches on the Dolobetskyi island and above mentioned Venice island. Two beaches (Venice Beach and Molodizhny one) is located on the first one, three others (Children beach, Peredmostova Slobidka and Golden) is located on the second**.** These beaches are the most popular in Kyiv due to the simplicity to get them by metro.

There are some small beaches in the southern part of Kyiv. But they are not popular.

AIR TRAFFIC IN ITALY: ENCOURAGING GROWTH AND UNEXPECTED COLLAPSE

Lukyanyuk V.V.
National Aviation Univercity, Kyiv
Scientific adviser – Vyshnevskyi V.I., Doctor of science, prof.

Till the beginning of 2020 Italy belonged to the European states with the largest air transportation. During last years the growth of air traffic was the next: 2016 –164.7, 2017 – 175.4, 2018 – 185.7, 2019 – 193.1 mln passengers.

In 2019 the regular air transportation provided 39 Italian airports. The largest among them is Rome–Fiumicino International Airport “Leonardo da Vinci”. This airport serves as the main hub Alitalia, the largest Italian airline, and Vueling, a Spanish low-cost carrier owned by International Airlines Group. In 2019 the air traffic in this airport was 43.5 mln passengers, or 22.5% of total in Italy [1].

Fiumicino International Airport is located about 20 km to the South East from the centre of Rome not far from the sea shore. Using train is possible to get centre of Rome for 30 minutes.

The second airport by traffic in 2019 was Malpensa – 28.8 mln passengers. This is the largest airport of Milan among three ones in this city. It is located about 45 km to the north-west from the city center [1].

Another Milan airport Orio al Serio by traffic (13.6 mln) takes the third place. This airport also is located about 45 km from the city centre but to the north-east.

Three other Italian airports are the next: Venice Marco Polo (11.6 mln), Naples (10.9 mln) and Catania (10.2 mln).

Thus, six Italian airports in 2019 had the air traffic more than 10 mln passengers. Six airports had the traffic in diapason 5-10 mln: Bologna, Palermo, Milan Linate, Rome Ciampino, Bari.

These data can be compared with the air traffic of Ukraine. In 2019, which considered successful year, the traffic was 24.3 mln passengers. The largest part of total air traffic belonged to airport Boryspil located near Kyiv – 15.3 mln. No one other airport of Ukraine had the traffic more than 3 mln passengers. As can be seen, the difference with Italia is huge.

But in the beginning of 2020 the situation in Italian air traffic dramatically got worse duty the spreading of Coronavirus COVID-19. In March of 2020 Italy became the World leader by the mortality caused by Coronavirus. On the morning on 24 March 2020 the quantity of infected reached 63927, the quantity of deaths reached 6077 [2].

To minimize the spread of diseases it was were introduced serious restrictions on movement, in particular by air transport. As a result the air traffic greatly decreased. The larger part of flights was canceled. Some terminals were closed. Nobody knows what will be even in nearest future.

References:

1. https://en.wikipedia.org/wiki/List_of_the_busiest_airports_in_Italy#2019

2. https://coronaboard.kr/en/

GEOPOLITICAL SITUATION AS A FACTOR OF SOUTHEAST ASIA TOURISM DEVELOPMENT

Lyashok D.K.

National Aviation University, Kyiv

Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

In the 21st century the geopolitical structure of the world is significantly transformed. Around the world are facing a period of ‘unprecedented uncertainty’ due to rising geopolitical tensions. The role of the geopolitical factor affected the development of various spheres of society, in particular the tourism industry, has risen significantly. The geopolitical factor of tourism determines how the actions of countries aimed at ensuring their own interests at international arena affect the development of the market of tourism services.

According to the UNWTO report, in 2019 the growth of international arrivals was observed in all regions of the world. But geopolitical and social tensions and a moderation in the global economy slowed tourism growth in 2019. The Asia-Pacific region gains 25 percent of international arrivals, confirming the fact that in recent years high tourism growth rates have been observed in countries that are developing, and in countries with economies in transition, such as in Southeast Asia. But exactly Europe and the Asia-Pacific region were the most affected by the slowdown in tourism arrivals. Thus in Asia-Pacific arrivals rose by 5 percent compared to 7 percent in 2018 as ongoing protests in Hong Kong, political uncertainty in Thailand, Malaysia and Myanmar, Indonesia' post-election protests and etc. weighed the sector down.

East and Southeast Asia – the world's most ethno-culturally diverse region and the most likely to grow in economic importance – will remain center stage for both economic cooperation and geopolitical competition in the near future. The Association of Southeast Asian Nations is a geopolitical and economic international organization, which includes 10 countries located in Southeast Asia, promotes intergovernmental cooperation and facilitates economic, political, security, military, educational, and sociocultural integration among its members and other countries in Asia [2].

Cooperation of Southeast Asian states in the field of tourism is carried out on the basis of: - ASEAN Tourism Agreement signed by the participating countries in 2002; - a roadmap for the integration of the tourism sectors of the ASEAN countries, which was adopted at the ASEAN Economic Ministers Summit in 2004; - agreements on the abolition of the visa regime in ASEAN countries (which will allow citizens of the participating states to travel within the region without a visa for two weeks); - agreements on the unification of state standards regarding the quality of services and training in the tourism sector [1].

Tourism business entities can join the formation of regional tourism policies by participating in the ASEAN Tourism Forum, which is a permanent venue for annual meetings of relevant ASEAN ministers and representatives of business circles, such as members of the Federation of ASEAN Travel Agents.

ASEAN national tourism organizations have also developed a common tourism development strategy for ASEAN countries. The main directions of tourism development in the region: - stimulation of domestic tourism; - encouraging visits to two or more countries in ASEAN; - development by national tourism organizations specific proposals for positioning the region as a single tourist destination; - development of projects to achieve the goals of effective socioeconomic development of recreational and tourist areas of Southeast Asia and integration within ASEAN. The main idea of this program is overcome intra-regional discord (political, economic and ethno-religious) in aim of creating a common tourism brand for the countries of Southeast Asia [1].

Thanks to the ASEAN development, the number of international tourist arrivals in South East Asia countries increased from 36 million (4.6% of the world volume) in 2000, to 84.6 million (8.2%) in 2012 [3]. in 2016 the number reached 120.6 million, 128.6 in 2018. The market share of this subregion in the global tourism market was 9.5% in 2019 [4]. It is important, that almost 50% of tourists it's people who travel from one ASEAN country to another. The significant number of intraregional tourist arrivals makes it possible to weaken the factor of political instability and ensures stable high rates of growth in tourist flows to ASEAN countries.

However, the situation radically changed in 2020 with the spread of coronavirus. The tourism industry around the world is facing with crisis. Infection continues to spread in the region, forcing countries to close the borders. Almost all South East Asia countries have been affected with Covid-19. The virus causes huge losses to the tourism industry. For example, 39 million people visited Thailand last year. In 2019, the tourism business brought Thailand $ 60 billion - this is a fifth of the national income. Tourists from China accounted for a quarter of the total number of tourists. According to the country's tourism department, the number of tourists in 2020 decreased by 40 %. More than 80% of this reduction is Chinese [5].

So in the current international situation, we should not expect positive trends in tourism development in the countries of Southeast Asia and in the world as a whole.

References:

1. Ткачук Л. М. Туризм як чинник регіонального соціально-економічного розвитку у Південно-Східній Азії / Л. М. Ткачук // Географія та туризм. - 2014. - Вип. 30. - С. 121-130. - Режим доступу: http://nbuv.gov.ua/UJRN/gt_2014_30_14

2. Крупеня І. М. 34–й саміт АСЕАН – важлива подія в субрегіоні Південно–Східної Азії / І. М. Крупеня // Гілея: науковий вісник. - 2019. - Вип. 146(3). - С. 76-79. - Режим доступу: http://nbuv.gov.ua/UJRN/gileya_2019_146(3)__14.

3. UNWTO Tourism Highlights 2013. [Електронний ресурс]. – Режим доступу : http://mkt.unwto.org/publication/unwto-tourism-highlights-2013-edition

4. UNWTO Tourism Highlights 2017. [Електронний ресурс]. – Режим доступу :

5. https://www.eunwto.org/doi/pdf/10.18111/9789284419029

6. Коронавірус: скільки втрачає туризм BBC News Україна. [Електронний ресурс]. – Режим доступу: https://www.bbc.com/ukrainian/features-51870285

THE VALUE OF GASTRONOMIC TOURISM IN THE DEVELOPMENT OF THE WORLD TOURISTIC SECTOR

Mykhalchuk I.V.
National Aviation Univercity, Kyiv
Scientific adviserr – Borysiuk O.A/., candidate of geographgical sciences
Associate Professor

"Food is one of the few pleasures available to man all his life" (I. Mechnikov). This statement best reflects the role of the gastronomic component in our lives, including traveling [3].

Gastronomic tourism is a type of tourism associated with acquaintance with the production, technology of cooking and tasting national dishes and beverages, as well as culinary traditions of the people of the world. From an organizational point of view, it involves acquaintance with the peculiarities of local food preparation technologies, the history and traditions of their consumption, as well as the possible participation of tourists in the preparation of national dishes, visits to culinary festivals and competitions. The level of regional cuisine determines the quality of recreation as a whole, satisfying not only physiological but also social needs of travelers [4].

It is important to answer the question: what is the place of gastronomic tourism in a number of other tourist destinations, what are the similarities between them and what is the fundamental difference ?. It is advisable to analyze the situation on the example of event tourism. In the case with specialized exhibitions, fairs, festivals and events dedicated to regional holidays, we can speak directly about gastronomic tourism. Otherwise, we talk about event tourism with one or another gastronomic component. Gastronomic tourism is an element of any type of tours in one way or another. At the same time, acquaintance with national (regional) cuisine and products of particular territory can be the main motive of the trip.

Gastronomic tourism is a very popular destination today. First this is due to changes in eating habits. Increasingly, people eat outside, visiting a restaurant is no longer an event, and interest in new flavors and cuisines calls for discoveries and journeys. Secondly, globalization has a great impact. In today's world, distances shrink, space shrinks. The supermarket is a stone's throw away from home you can find products from different climates which are located on different continents. At the same time, globalization awakens people's interest in their own roots. The modern man is in search of self-identity, including through national cuisine, through local enogastronomic traditions.

Gastronomic tourism is very important to the economy, it creates infrastructure and jobs, preserves national cultural traditions and even revives backward areas. It should also be remembered that UNESCO recognizes gastronomy as part of the historical and cultural heritage of mankind.

The global gastronomic tourism market is estimated at $ 42 billion. There are leaders there. In Europe, for example there are France, Italy, Spain. In Asia, Singapore and Hong Kong desperate strive for the title of gastronomic capitals. In Japan alone, there are 217 Michelin-starred restaurants in Tokyo. There is a growing demand for gastronomic tourism in Latin and South America, especially in Peru and Mexico [3].

According to the World Tourism Organization (UNWTO, Global Report on Food Tourism Research), 79 percent of travelers complete the itinerary by exploring the calendar of gastronomic events and local cuisine. One of three tourists in the world views national cuisine as an important component of travel motivation, with food accounting for about 30 percent of total travel expenses. According to UNWTO research, 88.2 percent of respondents consider gastronomy to be an important part of a territory's brand. Today, 88.2 percent of respondents consider gastronomic tourism as a strategic element of the brand image of the region, and the attractiveness of local cuisine and high level of service in catering establishments are the most important motive for booking accommodation abroad [3].

The considerable potential of gastronomic tourism is evidenced by the creation of the worldwide association of gastronomic cities Delice, which includes more than 20 regional centers and capitals that are determined by original culinary traditions and organizing various gastronomic festivals. Members of the organization believe that restaurant and catering services are an integral part of the originality of the region, play an important role in shaping the quality of life and tourist image of the regions and ensuring the health of the population.

We can observe a tendency of the population's interest in cooking and gastronomy and their wide popularization. It is facilitated by television shows, workshops for professionals and amateurs at food establishments, as well as children's culinary schools offering some catering establishments and more.

Nowadays, gastronomy has become an integral part of getting acquainted with the culture and lifestyle of visited area. It is an opportunity to activate and diversify tourism, contributes to local economic development, including various sectors of the economy (manufacturing, catering, food markets, etc.).

References:

1. Басюк Д.І. Інноваційний розвиток гастрономічно' го туризму в Україні / Д.І. Басюк // Наукові праці НУХТ – 2012. — № 45. — С. 128—132.

2. Глушко В. О. Гастрономічний туризм як окремий вид у туризмі: поняття, сутність, класифікація [Електронний ресурс] / В. О. Глушко. – 2016. – Режим доступу до ресурсу: http://elibrary.donnuet.edu.ua/114/1/Hlushko_article_23_12_2016.pdf.

3. Ковешніков В. С. Винний та гастрономічний туризм: важливий потенціал розвитку економіки [Електронний ресурс] / В. С. Ковешніков // НУХТ. – 2019. – Режим доступу до ресурсу: http://www.investplan.com.ua/pdf/4_2017/9.pdf.

4. Корнілова В. В. Сучасні тенденції розвитку гастрономічного туризму [Електронний ресурс] / В. В. Корнілова. – 2018. – Режим доступу до ресурсу: http://www.economy.nayka.com.ua/pdf/2_2018/37.pdf.

POTENTIAL OBJECTS TO BE INCLUDED IN THE UNESCO WORLD HERITAGE LIST IN UKRAINE

Mykhalchuk I.V.
National Aviation Univercity, Kyiv
Scientific adviser – Vyshnevskyi V.I., Doctor of science, prof.

UNESCO World Heritage is an outstanding cultural and natural asset that is considered the property of all mankind. UNESCO cares for more than a thousand valuable objects in the world and promotes them to tourists. Unfortunately, there are only 7 World Heritage Sites in Ukraine. There are St. Sophia Cathedral and the Kyiv-Pechersk Lavra in Kyiv, the ensemble of the historic center of Lviv, the points of the Struve Geodetic Arc, Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe, Residence of Bukovinian and Dalmatian Metropolitans, the wooden churches of the Carpathian region, and Ancient City of Tauric Chersonese and its Chora. Of course, we should be proud that there are such valuable and unique sights in Ukraine. But in fact, there are many other outstanding cultural and natural places in Ukraine that are not listed in the UNESCO World Heritage List yet.

A number of applicants have been nominated by Ukraine to be included in the World Heritage List, which includes 15 sights. Most of the proposed monuments are really worthy of being on the World Heritage List. Among such sights are the National Steppe Biosphere Reserve Askania-Nova, Kamenets-Podilsky Fortress, Genoa Fortress, Historic Centre of Chernihiv and others. Regarding the Taras Shevchenko Tomb and the Shevchenko

National Reserve, as well as astronomical observatories, which are also contenders, it should be noted that the monuments are really valuable and extremely interesting, but have only national significance, that is, only interesting to Ukrainians.

It is worth noting that several unique and valuable Ukrainian cultural and natural objects have been ignored. One of them is the Danube Delta. It is Europe's second-largest river delta, a world-wide biodiversity center, an important breeding ground for seasonal bird populations, breeding valuable industrial and rare fish species, Europe's largest habitat for many protected amphibian species. It is no coincidence that it is listed in the 200 most valuable ecosystems of the planet – Global 200. The delta area is 5640 km², of which 4340 km² is located in Romania and 1200 km² is located in Ukraine.

The fact that part of the delta located in Romania is included in the UNESCO World Heritage List remains interesting and surprising. What prevents Ukraine from making the decision to include the Ukrainian part of the Delta as a candidate of the World Heritage List too? Many unique places have been expanded on this principle, so in 2017 a number of European countries stated that beech forests are concentrated within their territories as well, not only in Ukraine and Slovakia. Nowadays this object unites 12 countries [1].

There is a complex of caves of Agtelek and Slovak Karst in Hungary and Slovakia, which were recognized as World Heritage in 1995. These caves are famous for their stream formations (speleotems). The complex includes the Hungarian Baradl Cave and the Slovak Domica Cave (5.3 km), with a total length of 25.5 km [1, 2]. It is important that there is a complex of caves in Ternopil region, which is not inferior to Agttel's karst. Untill now these horizontal caves in Ternopil region have not yet been opened to the world. There are more than a hundred caves in this region, and they are located at a depth of 10 to 50-60 meters underground. Their halls and corridors are decorated with stalactites and stalagmites, the walls are covered with multicolored crystals, and in some caves there are lakes with clear, cold water. The most famous among these caves is Optimistic one. It is the longest cave in Europe, the longest gypsum cave in the world and the second longest among the limestone caves. The length of the cave is 218 km [3]. Other famous caves are: Blue Lakes, Mlynky, Cryshtaleva, Krivchi, Mushkarova Pit.

There is also a mysterious object in Ukraine whose origin is unknown. It is located in Dnipropetrovsk region near the city of Pavlograd and is called the Mavrynsky Maidan. It is a cluster of lowlands and heights that have the shape of a geometrically correct truncated cone with holes on its three tops, clearly oriented to the east, west and south. From the sky, earth

mounds resemble a crab or spider image. According to some researchers, that area is a kind of temple that was found by our ancient ancestors. According to another version, the square was a place for prayers and sacrifices. In turn, other researchers disagree on its origins. Despite different versions of the origin of the Mavrynsky Maidan and dozens of scientific attempts to come to a common conclusion, the earth embankments still remains a mystery and surprise for everyone. The same mystery as British Stonehenge!

These some objects are not the only landmarks in Ukraine that deserve to be included in the UNESCO World Heritage List. One can find such all over Ukraine, for example: Palanok Castle in Zakarpatska oblast, Granite-Steppe Regional Landscape Park of Mykolaivska oblast, Ackerman Fortress in Odeska oblast, Uritsk Rocks in Lvivska oblast, etc.

Thus, Ukraine has great potential to further expand the UNESCO World Heritage List.

References:

1. Wikipedia – available at: https://uk.wikipedia.org/
2. World Heritage Convention – available at: https://whc.unesco.org/.
3. Optimistic cave – available at: https://7chudes.in.ua/nominaciyi/optymistychna-pechera/.

THE ESSENCE AND MEANING OF MEDICAL TOURISM

Prydatchenko D.V.
National Aviation Univercity, Kyiv
Scientific adviserr – Borysiuk O.A/., candidate of geographgical sciences
Associate Professor

Nowadays, while travelling abroad is spreading all over the world, it is important to definite all its types. However, in this plenty of definitions it is difficult to highlight the one that suits more. This is obviously for the problem of definition of medical tourism.

Studies of numbers of doctors and scientists show the plenty of different points of view to this problem. The situation of definition of term “medical tourism” depends on services that may be included in tour.

For instance, U.S. Department of Health & Human Services concludes medical tourism refers to traveling to another country for medical care. It is estimated that thousands of US residents travel abroad for care each year. Many factors influence the decision to seek medical care overseas. Some people travel for care because treatment is cheaper in another country. Others may be immigrants to the United States who prefer to return to their home

country for health care. Still others may travel to receive a procedure or therapy not available in the United States. The most common procedures that people undergo on medical tourism trips include cosmetic surgery, dentistry, and heart surgery [1].

Another scientist proves that medical tourism (or travel) – someone who travels outside of their own country for surgery or elective treatment of a medical condition. Keith Pollard is major provider of healthcare business intelligence. He assumes that medical tourist is someone who travels outside of their own country for surgery or elective treatment of a medical condition [2]. Using this narrow definition, he says, medical tourism does not include:

dental tourists

cosmetic surgery tourists

spa and wellness travellers

“accidental” medical tourists (business travellers and holiday makers who fall ill while abroad and are admitted to hospital)

expatriates who access healthcare in a foreign country.

According to written, medical tourism is a narrow of tourism that requires generalization. Many studies shows different aspects of this phenomenon. In future, it would be easier to understand the point of medical tourism if there will be a distinct definition.

References:

1. Medical Tourism: Getting Medical Care in Another Country [Електронний ресурс] // U.S. Department of Health & Human Services – Режим доступу до ресурсу: https://wwwnc.cdc.gov/travel/page/medical-tourism.

2. Pollard K. What exactly is a medical tourist anyway? [Електронний ресурс] / Keith Pollard – Режим доступу до ресурсу: https://www.imtj.com/blog/what-exactly-medical-tourist-anyway/.

EUROREGION AS A FORM OF TRANSBOUNDARY TOURISM COOPERATION

Pustova O.
National Aviation University, Kyiv
Scientific adviser r – Uvarova G.Sh., candidate of pedagogic sciences, Associate Professor

Due to the development of globalization processes, the role of cross-border cooperation between states and their regions is growing, new opportunities are opening up for enhancing economic activity between the peripheral territories of different states. All this leads to a significant increase in the competitiveness of states in cross-border cooperation.

Among the scientists who researched the theoretical and conceptual foundations of cross-border cooperation and planning in border regions in tourism, it is worth mentioning Timothy David Snyder [1,2]. Along with this, a number of works by such foreign scholars as: P. Nielsen [3], P. Billing [3], E. Prokkola [3], C. Hall [4] is devoted to the study of general tourism development strategies, the potential for the formation of cross-border tourism clusters, the impact of EU policies on the activation of cross-border tourism markets.

The most common forms of cross-border cooperation within the framework of certain administrative and territorial units of various countries in tourism are the euroregion and interregional agglomerations [5].

Euroregion is the highest form of cross-border cooperation, provides the formation of separate management institutions, the development and implementation of strategic decisions in order to address a number of tasks assigned to the regions [5].

A perspective form of cooperation in the field of tourism is cross-border tourism clusters, consisting of four main sectors: travel services sector, service sector, auxiliary sector, tourism cluster livelihoods sector [6].

The creation of euroregions has the following prerequisites:

- historical factor and related culture;
- geopolitical and geoeconomics background;
- the presence of common cross-border problems;
- requirement to harmonize regional development and economic cooperation, to increase the competitiveness of regions and the standard of living of the society in the context of globalization and integration influences;

- issues of information, transport and business infrastructure development;
- tourism development needs;
- environment protection;
- requirement to increase the human capital of the regions, the development of science, education and culture.
- improvement of neighborhood relationships, implementations the ideas of European integration.

The European Union Strategy for the Danube Region [8] is a long-term strategy aimed at the development of the Danube Euroregion by improving the situation in the transport sector, sustainable energy development, promoting culture, tourism and people to people contacts; restoring and maintaining proper water quality; monitoring of environmental risks; protection of biodiversity, reserves, air and land quality; development of the information society; supporting enterprises' competitiveness; investments in education, improving the qualifications of employees; increasing institutional capacity and administrative interaction; interaction in overcoming security challenges and the fight against organized crime.

Implementation of the direction "To promote culture, tourism and people to people contacts" [9] is at a high level. Projects implemented with the support of Interreg, Keep.eu which have made great contribution to the development of the Danube region brand; the introduction of a joint system for monitoring tourist flows for member countries of the region; development of cultural routes and environmental products; creation of the "Blue Book" of Danube cultural identity; ensure sustainable conservation of cultural heritage and natural values through the development of appropriate clusters and networks of museums; facilitate exchange and networking in the field of contemporary art in the Danube region.

So, as a result of the analysis, it was found that the euro-regions are the most effective and perspective forms of cross-border cooperation. The main prerequisites for the formation of tourist euroregions is the activation of their resources and human capital. The European Union strategy for the Danube region plays a significant role in the development of euroregional cooperation in the tourism industry.

References:

1. Timothy D. Tourism and political boundaries. London: Routledge, 2001. 219 p.

2. Timothy D., Teye V. Political boundaries and regional cooperation in tourism // Lew A., Hall M., Williams A. (Eds). A companion to tourism. Malden:

Blackwell, 2004. – p. 584-585.

3. Ioannides D., Nielsen P., Billing P. Transboundary collaboration in tourism: the case of the Bothian Arc // Tourism Geographies. – 2006. – 8:2. – Pp. 122-142. – Retrieved from: https://www.researchgate.net/publication/240531730_Transboundary_Collaboration_in_Tourism_the_Case_of_the _Bothnian_Arc.

4. Prokkola E. Cross-border regionalization and tourism development at the Swedish-Finnish border: destination Arctic Circle // Scandinavian Journal of Hospitality and Tourism. – 2007. – 7: 2, 120-138.

5. Hall C. (2000). Tourism planning: policies, processes and relationship. London: Prentice Hall. 236 p.

6. Біль М. Транскордонне співробітництво регіонів України в галузі туризму: сучасний стан та перспективи розвитку [Електронний ресурс] / М. Біль // Демократичне врядування. – 2008. – Режим доступу до ресурсу: http://lvivacademy.com/vidavnitstvo_1/visnik2/fail/Bil.pdf.

7. Кіш Є. Транскордонне співробітництво України у новій системі європейської політики / Єва Кіш // Соціально-економічні дослідження в перехідний період. - 2005. - Випуск 2(52). – С. 299-308. 7. Кіш Є. Центральна Європа в сучасній системі єврорегіональної інтеграції / Єва Кіш. – Ужгород : Ліра, 2008. – 440 с.

8. Стратегія Європейського Союзу для Дунайського регіону (The EU Strategy for the Danube Region (EUSDR) [Електронний ресурс]. – Режим доступу до ресурсу: https://www.me.gov.ua/Documents/Print?lang=uk-UA&id=529fde16-08e8-45f8-ba31-6c9d36c01254.

9. PRIORITY AREA 3 “TO PROMOTE CULTURE, TOURISM AND PEOPLE TO PEOPLE CONTACTS” [Електронний ресурс] – Режим доступу до ресурсу: https://danube-region.eu/projects-and-funding/projects-and-initiatives/.

FEATURES OF PUBLIC RELATIONS IN THE TOURISM BUSINESS

Reshotkina O.A.

National Aviation University, Kyiv

Scientific adviser – Bercova OP., candidate of economic sciences, Associate Professor

I. Introduction

Elements of modern public relations originated with the advent of human civilization. Public relations has been a part of the public administration system since its inception. In the current context, public relations actions that help improve understanding between the production structure and the consumer are a must-have for all organizations. Most consider PR in terms of the continuation or replacement of the old media - advertising. Employees of Ukrainian tourist enterprises did not immediately understand the effectiveness of methods of public relations, but recently

the domestic business has realized the importance and relevance of public relations.

II. Formulation of the problem

Tourism is one of the most profitable and dynamic areas of activity in the world economy, which is increasingly popular with people from different countries. The increasing number of tourist exchanges puts the whole tourist the public, managers, managers and staff are new tasks that cannot be accomplished without knowledge of the basics of tourism, its world, national and regional features and laws, its philosophy and technology, as well as well as management, marketing and mass communications. In the tourism business, as in other industries, the importance of such an element of the communication complex as public relations has recently increased. Some companies spend half of their funds on communication goals, because PR is a more powerful tool for influencing a potential customer than advertising or other communications. According to many experts, effective public relations is an important management tool by which an organization promotes its product to the general public (especially potential consumers) from the best side with further study and appropriate adjustment. «Feedback», that is, formed public opinion.

III. Main part

Public relations in the sphere of tourism are planned, long-term efforts aimed at creating and maintaining friendly relations and mutual understanding between tourism companies and their public: employees, partners and consumers (Ukrainian and foreign tourists) are meant by «company public». They solve various problems: provide management of the company with information about public opinion and assist him in developing response measures: provide management activities for the benefit of the public; support it in its readiness for different changes by anticipating trends early; use research and open communication as the main means of activity.

The purpose of public relations in the field of tourism is to establish a two-way communication in order to identify common ideas or common interests and to reach a mutual understanding based on truth, knowledge and full awareness of tourism products.

Public relations professionals in the tourism industry use modern methods of communication and persuasion to build «bridges» and establish understanding.

Understanding is fostered by reputation, experience and cultural factors. Important parts of most public relations programs in tourism to build a solid reputation are to create an atmosphere of trust and a unified strategy.

Today it is possible to see that in modern tourism practice PR regulation of public relations is viewed in the following directions:

a) establishing trust in the organization as a basis for a supportive environment;

b) creating and maintaining a favorable image of the organization in the eyes of the public;

c) harmonization of relations between the firm and the public;

d) social networking;

e) analysis of influence on public opinion, on social circumstances;

e) creating a favorable social atmosphere and avoiding conflict;

g) overcoming the crisis in public relations, including: forecasting, measures to quickly end the crisis, limit losses and restore confidence in the

organization.

S. Black highlighted the principles by which public relations should be built:

- openness of information;
- reliance on the objective laws of the mass consciousness, as well as relations between people, organizations, firms and the public;
- decisive rejection of subjectivism, a voluntarist approach, pressure on the public, manipulative attempts to make the wishful thinking true;
- respect for individuality, orientation to the person, his creative abilities;
- recruitment of highly qualified specialists with the maximum delegation of authority up to the lowest level performers.

Depending on what the goals of the PR are and to whom it is aimed, there are several varieties of PR.

The main types of PR activities in the field of tourism are:

- work with the media;
- issue of information materials;
- organization of press tours;
- holding specialized international forums and participating in them;
- an organization in the country of any major event that will attract tourists.

When we talk about working with the media, we are referring to the information about the tourist organization and its activities in various media, such as radios, magazines, television.

Information materials are also important. Customers - future tourists, want to know more about the trip, about the resort, about the country they are going to travel to. Of course, tourists can find the information themselves, but providing it will surely convince customers of the seriousness of the intentions of the travel company. Information materials here can be all kinds of brochures, brochures, videos, photos of the resort, which were taken during previous trips. They can also play a role in enhancing the credibility of a client's photo of a travel company that has previously completed travel.

Press tours refer to information trips of media representatives. Here is a golden rule that states that a journalist who describes the country emotionally positively is the key to the success of the firm and the attention of a large number of potential clients. Successful television projects of Russian traveler Mikhail Kozhukhov "In Search of Adventures" and Ukrainian traveler Dmitry Komarov's "World Inside Out" are an example. After traveling to the kingdom of Cambodia and shooting television, this country received a large influx of tourists from CIS countries.

Without forums and meetings, of course, PR can not do. These meetings create links with other travel companies, exchange experience and knowledge in the tourism industry. Further PR can attract tourists to participate in various regional, local events.

Also today, in the tourism business, there is a classification of PR activities in terms of ethics:

White PR is an honest, unpaid PR. Techniques of "white" PR clearly share the results: for the consumer, for the company and for the company staff.

"Pink" PR is based on technology myths and legends. For example, the

method of pink PR is the creation of the history of the company, when they tell you what failures the company has overcome on the way to success.

Green PR is based on corporate responsibility in the field of environmental protection (reducing the amount of plastic used for packaging, financial support for environmental initiatives, etc.).

"Yellow" PR is the use, for the purpose of attracting attention, of offensive elements for readers (taboo words in texts, sexuality in images, in public acts of pseudo-homosexuality, racist and xenophobic statements, etc.).

"Brown" PR is closely linked to propaganda (mainly neo-fascist ideas and xenophobia).

Gray PR is an ad (positive or negative) that conceals its source. Unlike "black" PR, it does not imply outright lies about its origin. Also, by "gray" PR is sometimes understood as a kind of "black" non-lying public relations aimed at mediating

influence on the recipient's subconscious. For example, when the material of the murder specifically mentions that it happened near the office of some organization or in the home village of a certain celebrity.

"Black" PR - the use of "black technology" (fraud, fraud) to slander, destroy competitors, distribute on their behalf offensive or economically dangerous statements, etc. Sometimes it is enough to limit the publication of compromise.

Therefore, it is impossible to define a clear framework of "black" and "white" PR. Considering the effect of "color" on efficiency, we can say that it is practically equal in both types. The only difference is the scope technology.

V. Conclusions

As a conclusion, it should be noted that in any industry, the most effective are not individual methods, but the «ideology» of public relations. In order for the company to operate successfully, all its activities, the opinions of all employees should be permeated with concern for the company's reputation. In this case, the firm will not work for public relations, and public relations - for the firm.

It can be seen that the value of Public Relations (PR) in tourism is invaluable. While advertising aims to increase the demand and sales of the advertised tourism product, which it achieves by unilateral influence on the target audience, PR - public relations - is based on reciprocal communication with the target audience and pursues long-term goals. Public relations provides tourism companies with the right image and works to maintain a positive attitude of society to the company.

References:

1. All about tourism - [Electronic resource]. Access mode: http://tourlib.net/statti_eng/grabevnyk.htm

2. Butorina VB The imageology and PR of enterprises of the tourism industry: a training manual / VB. Butorin. - Kamianets-Podilskyi: PE «Medobory-2006», 2015. - 112 p.

3. Public relations (PR) in the field of tourism. - [Electronic resource]. - Access mode: http://tourfaq.net/travel-business/publik-rilejshnz-

CURRENT TRENDS IN INDIA TOURISM

Tereshchuk E. S.
National Aviation University, Kyiv
Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

In the modern world, international tourism is one of the most developed sectors of the world economy and is one of the most dynamic. International tourism is a purposeful activity related to the provision of services to foreign tourists in the territory of the receiving country (inbound tourism) and citizens of the country of permanent residence traveling abroad (outbound tourism). In terms of economic indicators, tourism can be divided into such forms as active and passive. The arrival of foreign tourists is a active tourism as it serves as a factor of bringing money into country. International tourism is a priority for the development of the national economy and culture for India. This is due to its dynamism, high profitability and great positive socio-economic and cultural impact [2]. India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP (USD247.3 billion in 2018). It is the second-largest source of foreign currency inflows to the country.

According to the World Travel and Tourism Council, tourism directly brings $ 100 billion annually to India's economy, which is 6.4% of the country's GDP. This sector of the economy has growth by near 7% annually 2014-2018 [3]. India's Travel and Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016, 6.7% in 2017 and 9.2 in 2018. Additionally, the tourism sector created 42.6 million jobs in 2018, which ranks India 2nd in the world in terms of total employment generated. The sector accounts for 8.1% of the country's total jobs.

But India's figures are predominantly generated by domestic travel, which accounts for 86% of the sector's contribution to GDP in 2018. Visitor exports, money spent by foreign travellers in India, only represents 14% of tourism revenues and in 2018 USD 28.2bn . This is 5.4% of the country's total exports, compared to a global average of 6.6%.

India is one of the major centers of international tourism in Asia. With a rich heritage and myriad attractions, the country is among the most popular tourist destinations in the world. India offers a wide range of niche tourism products - cruises, adventure, medical, wellness, sports, ecotourism and also cinema, rural and religious tourism. India is recognized as a best destination for spiritual tourism for domestic and international tourists globally [2]. The main factors for the development of international tourism in India are.

exotic tropical nature, many unique natural features;

rich culture heritage;

cheap entertainment and services;

large in scale and rich for diverse resources recreation area;

location of the world's most important shrines and pilgrimage centers.

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. In 2018 it was 10.56 million arrivals (5.2% growth). India made significant changes to visa facilitation, which will help to boost international arrivals. The number of tourists arriving with e-Tourist Visa increased by 23.8% and reached 2.55 million by November 2019. India's Ministry of Tourism released some initiative for promotion of medical tourism. It has launched a fresh visa category - the medical visa or M visa, to promote medical tourism in the country. The arrival of foreign tourists for medical purposes was 495.1 thousand in 2019, increased compared to 427 thousand in 2018.

Branding in the tourism industry is developing. The launch of several branding and marketing initiatives by the Government of India, such as 'Incredible India!' And 'Athiti Devo Bhava', has provided a focused impetus to growth. In September 2018, it was released the 'Incredible India Mobile App' to assist the traveler in India and showcase major travel attractivities [4].Under Union Budget 2019-20, government introduced a Tax Refund for Tourists (TRT) scheme, like in countries such as Singapore, to encourage tourists to spend more in India and boost arrivals.

International tourism in India is a big generator of employment, besides being an important source of external change in the country. It plays a significant role in India's economy. But present day the Covid-19 extremely hits India's aviation and tourism. India closed state borders for and also popular tourist sites to control coronavirus. According officials the crisis might lead to 38 million people associated with the sector losing their jobs. Despite a Covid leaded crises India has all the ingredients to become one of the world's premier tourism destinations. Geographically the country perfectly positioned between the emerging east and wealthy west. India have a large, friendly and largely English-speaking population. India own a deep and diverse heritage with almost 40 UNESCO-listed sites, an attractive climate, rich and unique wildlife, and a famously popular national cuisine The Government of India has realized the potential of the country in the tourism industry and providing a policy to make India a global tourist hub and the same time taking steps to preserve the environmental and social environment of the country.

References:

1. Передумови та чинники розвитку туризму в Індії на сучасному етапі [Електронний ресурс]. Режим доступу:– https://internationalconference2014.wordpress.com/2015/12/17/передумови-та-чинники-розвитку-туриз/.

2. India international tourist arrivals [Electronic resource]. - Access mode: https://www.statista.com/statistics/305501/number-of-international-tourist-arrivals-in-india/.

3. Indian Tourism and Hospitality Industry Analysis [Electronic resource]. - Access mode:https://www.ibef.org/industry/indian-tourism-and-hospitality-industry-analysis-presentation.

RESOURCES POTENTIAL OF THE DANUBE RIVER BASIN FOR THE TOURISM DEVELOPMENT PURPOSES

Tomin A.S.

National Aviation University, Kyiv

Scientific adviser – Tkachuk L.M., andidate of geographgical sciences, Associate Professor

The paper is dedicated to the characterization of the resource potential of the Danube River basin territory and analyzing the current state of the use of recreational potential by European countries.

The basis of tourism development in any territory or region is its resource potential. Resource potential is the aggregate value of realized and unrealized possibilities of using resources in the process of meeting public needs, which is expressed in the resource form of its presentation [2]. Recreational resources are objects, phenomena, and processes of natural and anthropogenic origin that are used or can be used for recreation. The term tourism resources include attractive and cultural resources and goods, that is, elements in the spatial system that have a stimulating effect on the tourism movement by satisfying a wide range of tourist needs and creating a tourism product. The tourism resources that have or contain recreational attributes are called recreational and tourist resources. They are the material and spiritual basis for the formation of territorial recreation system of various types and a taxonomic rank [1]. According to the genesis recreational-tourism resources are divided into: natural recreational-tourism resources and anthropogenic recreational and tourist resources which include cultural-historical sites and also purposefully created touristic attractions.

The Danube River Basin is Europe's second-largest river basin, with a total area of 801,463 km². More than 80 million people from 19 countries share the Danube catchment area, making it the world's most international river basin. The river pass through or divide territories of Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Bulgaria, Moldova, and Ukraine before draining into the Black Sea. Its drainage basin extends into nine more countries [4]. All this makes the Danube river basin and its resources a base for tourist activities in main Europe travel destinations. That is why it is important to analyze the current state of the use of recreational resources Danube river basin and identify its prospects.

Due to its considerable length and passage through 19 European countries, the Danube River Basin is rich in natural and socio-cultural resources. Based on its gradients, the Danube River Basin can be divided into three sub-regions: the Upper, Middle and Lower Basins (the latter including the Danube Delta) [3]. Each of these regions has its peculiarities in the use of recreational resources for tourism purposes.

The Upper Basin extends from the source of the Danube in Germany to Bratislava in Slovakia. Currently, tourism in that part stands mainly for cities and cultures (such as Vienna, Budapest, and Belgrade), but also cruising, cycling and hiking. The Upper Danube countries of Germany and Austria, in particular, have already developed specialized Danube marketing and a rather new but successful focus on hiking tourism along.

Branding in the Middle and Low Basins of the Danube is rather low. Hunting and fishing tourism are of relative importance for several areas along the Danube, including some of the protected areas that gain important income from these forms of tourism. Birdwatching tourism (the main motive for travelers to the Danube delta) is still to be developed further in other parts of the Danube [3].

Due to its large area and very diverse habitats – gravel islands on the Upper River, significant areas of forest floodplain, extended wetlands on the Lower River –

the Danube River provides the right living conditions in areas of the high landscape- and biodiversity for a large number of different species. Along its course there are some 230 of the Danube River Basin's 2,860 Natura 2000 sites, an ecological network of internationally important protected areas in the territory of the European Union [3].

Holidays that combine nature and regional culture are one of the identified overall European trends, so nature related tourism offers along the Danube (best in combination with authentic culture) will also find a steadily growing target group. Some PAs might use this trend with, for example, specialized bird-watching offers, others could rather focus on their nature and landscape interpretation offers.

The Danube is the second largest river in Europe. Due to its size and the large number of countries through which it passes, the river has considerable resource potential for tourism purposes: the cultural diversity, different ethnic groups with their traditions and also the large natural heritage. Some countries (Germany, Austria, Hungary) are already actively using the recreational potential of the Danube river basin. The most developed types of tourism are cruises between cities, sightseeing, cycling, hiking, fishing.

Also, there is special importance in providing leisure and relaxation facilities, especially for those Protected Areas (PAs) near medium and larger cities along the Danube, thus 'one day visitors' create rather high pressure on the PAs.

References:

1. Масляк П.О. Рекреаційна географія : навчальний посібник/ П.О. Масляк. - К.: Знання, 2008. - 343 с.

2. Поколодна М.М. Рекреаційна географія. Навчальний посібник. - Харків: Харківська національна академія міського господарства, 2012. - 275 с.

3. The Danube river basin. Facts and Figures / International Commission for the protection of the Dunabe River [Електронний ресурс]. – Режим доступу: https://www.icpdr.org/main/sites/default/files/nodes/documents/icpdr_facts_figures.pdf

4. Strategic Position of for Tourism, Environmental Education and Regional Development [Електронний ресурс]. – Режим доступу: http://www.danubeparks.org/files/698_Tourism_Strategy_Final.pdf

Scientific publication

POLIT.
Challenges of science today
INTERNATIONAL RELATIONS

Abstracts of participants' reports
XX International Scientific and Practical Conference of Higher Education and Young Scientists

Kyiv, 1-3 April 2020

Published in the author's edition

Підп. до друку 22.04.2020. Електронне видання.
Формат 60x84/16.
Видавець і виготівник
Національний авіаційний університет
03680. Київ – 58, проспект Космонавта Комарова, 1
Свідоцтво про внесення до Державного реєстру України
суб'єктів видавничої справи ДК № 977 від 05.07.2002